

**France-Bordeaux: Marketing management consultancy services**  
**OJ S 60/2021 26/03/2021**  
**Contract award notice**  
**Services**

**Legal Basis:**

Directive 2014/24/EU

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**Section I: Contracting authority**

**I.1. Name and addresses**

Official name: Conseil Interprofessionnel du Vin de Bordeaux (CIVB)

Postal address: 1, cours du XXX juillet

Town: Bordeaux

NUTS code: FR France

Postal code: 33075

Country: France

E-mail: [laurianne.revidon@vins-bordeaux.fr](mailto:laurianne.revidon@vins-bordeaux.fr)

Telephone: +33 556002266

Fax: +33 556002282

**Internet address(es):**

Main address: [www.bordeaux.com](http://www.bordeaux.com)

Address of the buyer profile: <http://civb.e-marchespublics.com/>

**I.4. Type of the contracting authority**

Other type: Professional organization

**I.5. Main activity**

Other activity: Agri-food industry

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**Section II: Object**

**II.1. Scope of the procurement**

**II.1.1. Title**

Marketing Consultancy Services – United Kingdom 2021-2023

**II.1.2. Main CPV code**

79413000 Marketing management consultancy services

**II.1.3. Type of contract**

Services

**II.1.4. Short description**

The present call for tenders from the Conseil Interprofessionnel du Vin de Bordeaux aims to identify a provider of marketing consulting services in the United Kingdom, for a maximum period of 36 months.

**II.1.6. Information about lots**

This contract is divided into lots: no

### **II.1.7. Total value of the procurement**

Lowest offer: 150 000,00 GBP / Highest offer: 210 000,00 GBP taken into consideration

## **II.2. Description**

### **II.2.2. Additional CPV code(s)**

79416100 Public relations management services

### **II.2.3. Place of performance**

NUTS code: UK United Kingdom

### **II.2.4. Description of the procurement**

Performing market research

Generating advocacy among members of the trade and influencers

Recommending an annual marketing strategy and action plan

Liaising with Agencies to support the CIVB in coordinating the implementation of its marketing activities

Requesting and negotiating estimates from Agencies

Assisting the CIVB in coordinating the implementation

Working with members of the Bordeaux wine industry to develop and implement joint marketing activities

Monitoring and assessing the CIVB's marketing activities Submitting periodic reports.

### **II.2.5. Award criteria**

Quality criterion - Name: Why the present call for tender is of interest to you, in light of your experience. / Weighting: 30

Cost criterion - Name: Contribution to the CIVB's marketing activities in the Market, namely: A proposed UK marketing strategy for 2022 and an action plan for 2022 based on an annual budget / Weighting: 70

### **II.2.11. Information about options**

Options: no

### **II.2.13. Information about European Union funds**

The procurement is related to a project and/or programme financed by European Union funds: yes

Identification of the project: Regulation (EU) No 1308/2013; Regulation (EC) No 555/2008.

### **II.2.14. Additional information**

## **Section IV: Procedure**

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### **IV.1. Description**

#### **IV.1.1. Type of procedure**

Open procedure

#### **IV.1.3. Information about a framework agreement or a dynamic purchasing system**

#### **IV.1.8. Information about the Government Procurement Agreement (GPA)**

The procurement is covered by the Government Procurement Agreement: no

### **IV.2. Administrative information**

#### **IV.2.1.**

## Previous publication concerning this procedure

Notice number in the OJ S: [2021/S 028-069405](#)

### IV.2.8. Information about termination of dynamic purchasing system

### IV.2.9. Information about termination of call for competition in the form of a prior information notice

## Section V: Award of contract

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### Title:

Marketing Consultancy Services – United Kingdom 2021-2023

A contract/lot is awarded: yes

### V.2. Award of contract

#### V.2.1. Date of conclusion of the contract

18/03/2021

#### V.2.2. Information about tenders

Number of tenders received: 2

The contract has been awarded to a group of economic operators: no

#### V.2.3. Name and address of the contractor

Official name: Fiona Juby

Town: London

NUTS code: UK United Kingdom

Country: United Kingdom

E-mail: [fionajuby62@gmail.com](mailto:fionajuby62@gmail.com)

The contractor is an SME: no

#### V.2.4. Information on value of the contract/lot

Lowest offer: 150 000,00 GBP / Highest offer: 210 000,00 GBP taken into consideration

#### V.2.5. Information about subcontracting

## Section VI: Complementary information

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### VI.3. Additional information

### VI.4. Procedures for review

#### VI.4.1. Review body

Official name: Conseil Interprofessionnel du Vin de Bordeaux

Town: Bordeaux

Country: France

#### VI.5. Date of dispatch of this notice

22/03/2021