

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

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Conseil interprofessionnel du vin de Bordeaux (CIVB)

Postal address: 1 cours du 30 Juillet

Town: Bordeaux

NUTS code: FR France

Postal code: 33075

Country: France

E-mail: laurianne.revidon@vins-bordeaux.fr

Telephone: +33 556002266

Fax: +33 556002282

Internet address(es):

Main address: www.bordeaux.com

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

I.4. Type of the contracting authority

Other type: Organisme de filière

I.5. Main activity

Other activity: Agro-alimentaire

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Services de conseil en publicité France et Belgique 2021-2023

II.1.2. Main CPV code

79341100 Advertising consultancy services

II.1.3. Type of contract

Services

II.1.4. Short description

L'objectif du présent appel d'offres est d'identifier un ou plusieurs prestataires de services de planning média et d'achat média qui accompagneront le Conseil interprofessionnel du vin de Bordeaux en France et en Belgique pour une période de 36 mois, à partir de 2021.

II.1.6. Information about lots

This contract is divided into lots: yes

II.1.7. Total value of the procurement

Lowest offer: 3 400 000,00 EUR / Highest offer: 4 850 000,00 EUR taken into consideration

II.2. Description

II.2.1. Title

France

Lot No: 1

II.2.2. Additional CPV code(s)

79341400 Advertising campaign services, 79341200 Advertising management services

II.2.3. Place of performance

NUTS code: FR France

II.2.4. Description of the procurement

- améliorer la considération et la préférence à la marque Bordeaux;
- générer de la visibilité sur des cibles bien calibrés;
- générer du trafic sur nos deux sites internet.

II.2.5. Award criteria

Quality criterion - Name: Analyse de l'environnement médiatique / Weighting: 15

Quality criterion - Name: Stratégie publicitaire / Weighting: 20

Quality criterion - Name: Plan média / Weighting: 40

Cost criterion - Name: Ventilation budgétaire détaillée pour 2021 — proportionnalité des frais, des honoraires ou commissions par rapport aux services proposés / Weighting: 25

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:
no

II.2.14. Additional information

II.2. Description

II.2.1. Title

Belgique

Lot No: 2

II.2.2. Additional CPV code(s)

79341400 Advertising campaign services, 79341200 Advertising management services

II.2.3. Place of performance

NUTS code: FR France

II.2.4. Description of the procurement

- améliorer la considération et la préférence à la marque Bordeaux;
- générer de la visibilité sur des cibles bien calibrés;
- générer du trafic sur nos deux sites internet.

II.2.5. Award criteria

Quality criterion - Name: Analyse de l'environnement médiatique / Weighting: 15

Quality criterion - Name: Stratégie publicitaire / Weighting: 20

Quality criterion - Name: Plan média / Weighting: 40

Cost criterion - Name: Ventilation budgétaire détaillée pour 2021 — proportionnalité des frais, des honoraires ou commissions par rapport aux services proposés / Weighting: 25

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:
no

II.2.14. Additional information

Section IV: Procedure

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: [2020/S 242-597808](#)

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

Lot No: 1

Title:

France

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

22/03/2021

V.2.2. Information about tenders

Number of tenders received: 3

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

V.2.3. Name and address of the contractor

Official name: Dentsu X

Town: Courbevoie
NUTS code: FR France
Country: France
E-mail: odile.basquin@dentsu.com
The contractor is an SME: no

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

Lowest offer: 3 100 000,00 EUR / Highest offer: 4 100 000,00 EUR taken into consideration

V.2.5. Information about subcontracting

Section V: Award of contract

Contract No: 2

Lot No: 2

Title:

Belgique

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

22/03/2021

V.2.2. Information about tenders

Number of tenders received: 4

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

V.2.3. Name and address of the contractor

Official name: Robert & Marien

Town: Bruxelles

NUTS code: BE Belgique / België

Country: Belgium

E-mail: michel.robert@rmagency.be

The contractor is an SME: no

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

Lowest offer: 300 000,00 EUR / Highest offer: 750 000,00 EUR taken into consideration

V.2.5. Information about subcontracting

Section VI: Complementary information

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