

France-Cognac: Advertising and marketing services
OJ S 79/2017 22/04/2017
Contract award notice
Services

Directive 2004/18/EC

Section I: Contracting authority

I.1. Name and addresses

Official name: Comité national du Pineau des Charentes
Postal address: 112 avenue Victor Hugo
Town: Cognac Cedex
Postal code: 16 121
Country: France
Contact person: Comité national du Pineau des Charentes
For the attention of: Monsieur le président
E-mail: cfloch@pineau.fr
Telephone: +33 0545320927

Internet address(es):

General address of the contracting authority: <http://www.pineau.fr>
Address of the buyer profile: <http://www.e-marchespublics.com>

I.2. Type of the contracting authority

Other: Interprofession

I.3. Main activity

Other: Interprofession

I.4. Contract award on behalf of other contracting authorities

The contracting authority is purchasing on behalf of other contracting authorities: no

Section II: Object of the contract

II.1. Description

II.1.1. Title

Création d'une stratégie et conduite d'actions de communication pour le Pineau des Charentes aux USA.

II.1.2. Type of contract and place of performance or delivery

Services
Service category No 13: Advertising services
Main site or place of performance: Cognac.
NUTS code FR531 Charente

II.1.3. Information about a framework agreement or a dynamic purchasing system (DPS)

II.1.4. Short description of the contract or purchase(s)

Création d'une stratégie et conduite d'actions de communication pour le Pineau des Charentes aux USA.

II.1.5. CPV code(s)

79340000 Advertising and marketing services

II.1.6. Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: no

II.2. Total value of the contract/lot**II.2.1. Total value of the contract/lot****Section IV: Procedure**

IV.1. Type of procedure**IV.1.1. Type of procedure**

Open

IV.2. Award criteria**IV.2.1. Award criteria**

The most economically advantageous tender in terms of

1. Critères définis au règlement de consultation. Weighting 100

IV.2.2. Information about electronic auction

An electronic auction has been used: no

IV.3. Administrative information**IV.3.1. File reference number attributed by the contracting authority****IV.3.2. Previous publication concerning this procedure****Notice on a buyer profile**

Notice number in the OJ S: [2016/S 208-377328](#) of 27.10.2016

Section V: Award of contract

V.1. Date of conclusion of the contract

21.12.2016

V.2. Information about tenders**V.3. Name and address of the contractor**

Official name: Sopexa USA

Postal address: 250 Hudson Street — 703

Town: New York

Postal code: NY 10013

Country: United States

V.4. Information on value of the contract/lot**V.5. Information about subcontracting**

The contract is likely to be subcontracted: no

Section VI: Complementary information

VI.1. 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: RGLT UE 1308/2013 du Parlement et du Conseil et CE 555-2008 de la commission.

VI.2. Additional information

VI.3. Procedures for review

VI.3.1. Review body

VI.3.2. Review procedure

VI.3.3. Service from which information about the review procedure may be obtained

VI.4. Date of dispatch of this notice

20.4.2017