

France-Paris: Advertising and marketing services

OJ S 94/2016 18/05/2016

Contract notice

Services

Directive 2004/18/EC

Section I: Contracting authority

I.1. Name and addresses

Official name: GIE Atout France, agence francaise de developpement touristique

Postal address: 79/81 rue de Clichy

Town: Paris

Postal code: 75009

Country: France

For the attention of: Hervé Le Feuvre

E-mail: herve.le-feuvre@atout-france.fr

Telephone: +44 2070616606

Internet address(es):General address of the contracting authority: <http://www.france.fr>**Additional information can be obtained from:**

Official name: GIE Atout France (Grande-Bretagne)

Postal address: 300, High Holborn-Lincoln house

Town: Londres

Postal code: WC1V 7JH

Country: United Kingdom

For the attention of: Hervé Le Feuvre

E-mail: herve.le-feuvre@atout-france.fr

Telephone: +44 02070616606

Fax: +44 02070616646

Internet address: <http://www.france.fr>**Specifications and additional documents (including documents for competitive dialogue and a dynamic purchasing system) can be obtained from:**

Official name: GIE Atout France (Grande-Bretagne)

Postal address: 300, High Holborn-Lincoln house

Town: Londres

Postal code: WC1V 7JH

Country: United Kingdom

For the attention of: Hervé Le Feuvre

E-mail: herve.le-feuvre@atout-france.fr

Telephone: +44 02070616606

Fax: +44 02070616646

Internet address: <http://www.france.fr>**Tenders or requests to participate must be submitted:** Official name: GIE Atout France, agence francaise de developpement touristique

Postal address: 79/81 rue de Clichy

Town: Paris

Postal code: 75009

Country: France

Contact person: Secrétariat Général / Service Juridique / Appel d'offres 'Campagne France 2017'

Telephone: +33 142967000

Internet address: <http://www.france.fr>

I.2. Type of the contracting authority

Other: Organisation acting in the public interest

I.3. Main activity

Other: tourism

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 attributed to the contract by the contracting authority

France 2017 Campaign: Great Britain and Germany (to promote summer holidays in France for 2017 season) and Netherlands (to promote summer and autumn holidays in France for 2017 season).

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: Grande Bretagne, Allemagne, Pays-Bas.

NUTS code UK United Kingdom,DE Deutschland,NL Nederland

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

II.1.4. Information about framework agreement

II.1.5. Short description of the contract or purchase(s)

France 2017 advertising campaign to be carried out from February until October 2017 on the British, German and Dutch markets, bringing together French destinations, local carriers and tour operators. The contract will run from 15.9.2016 until 31.10.2017. At the end of this period, the contract may be renewed, on Atout France request, by written amendment within the limits of 2 (two) times, either until 31.10.2018 for the France 2018 advertising campaign or until 31.10.2019 for the France 2019 advertising campaign.

II.1.6. CPV code(s)

79340000 Advertising and marketing services

II.1.7. Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: no

II.1.8. Lots

This contract is divided into lots: no

II.1.9. Information about variants

Variants will be accepted: no

II.2. Scope of the procurement

II.2.1. Total quantity or scope

Selection of an advertising agency to:

- Create a concept and design a France 2017 advertising campaign to be carried out in Great-Britain, Germany and Netherlands bringing together Atout France's French partner destinations and local partners such as carriers and tour-operators.
- Develop and deliver the campaign on various media (off and online; with different creative treatments via especially outdoor advertising, print advertising, online banners, website, and social media) on the three markets and perform operational follow-up with the 3 Atout France offices representatives, in order to launch and monitor the campaign as per the media plan for each country (media plans will indeed vary as per the budget, market specificities and local objective).
- Assist in the search for partnerships, in particular as regards the production of a business proposal to be used by Atout France when negotiating with partners.
- Be responsible, alongside the media agency, for overall production in accordance with the relevant media specifications: offline and online media.
- Create and launch the dedicated campaign' website, on france.fr (Atout France B2C website).
- Analyse and evaluate the 2017 campaign's performance: February — October 2017.

Estimated value excluding VAT:

Range: between 200 000 and 300 000 GBP

II.2.2. Information about options

Options: no

II.2.3. Information about renewals

This contract is subject to renewal: no

II.3. Duration of the contract or time limit for completion

Start 15.9.2016. Completion 31.10.2017

Section III: Legal, economic, financial and technical information

III.1. Conditions related to the contract

III.1.1. Deposits and guarantees required

III.1.2. Main financing conditions and payment arrangements and/or reference to the relevant provisions governing them

III.1.3. Legal form to be taken by the group of economic operators to whom the contract is to be awarded

III.1.4. Contract performance conditions

III.2. Conditions for participation

III.2.1. Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers

List and brief description of conditions: 1) Legal information about the company and, where applicable, its owner(s) or director(s);

2) Registration of the applicant company with the Professional/Trade Registry;

3) Sworn statement, duly dated and signed, proving that the company, its owners and/or directors have not been convicted for a crime concerning professional conduct;

- 4) If the applicant is in receivership, a copy of the judgements handed down;
- 5) Sworn statement, duly dated and signed, proving that the applicant is not covered by any of the cases referred to in Article 45 of Order No 2015-899 of 23.7.2015 (regarding bans on bidding for tender).

III.2.2. Economic and financial ability

- List and brief description of conditions:
- 1) Revenue for the last 3 financial years, with copies of balance sheets and income statements;
 - 2) Tax and social security certificates attesting to the regularity of the applicant's tax and social security obligations as of 31.12.2015, or the most recent year in which tax returns were filed;
 - 3) Sworn statement, duly dated and signed, that the company and, where applicable, its owner (s) or director(s), have not been prosecuted for illegal employment;
 - 4) Sworn statement, duly dated and signed, that the employees allocated to the contract have been hired in accordance with the laws and regulations in force in the country.

III.2.3. Technical and professional ability

List and brief description of conditions:

- 1) Presentation of a portfolio of projects performed in the tourism industry in at least one of the three markets in which the contract is to be carried out, or in any other sector enabling assessment of the applicant's abilities;
- 2) List of contracts carried out over the last 3 years;
- 3) Educational and professional qualifications of the contractor and of the executives responsible for the project;
- 4) List of client references in respect of contracts carried out, including the professional contact details (telephone, fax number, email address) of contact persons;
- 5) Information about the team that will be dedicated to the implementation of the contract;
- 6) Expertise and experience in communication and in tourism in both the British, German and Dutch markets with a solid network, as well as an excellent working command of the British, German and Dutch languages.

III.2.4. Information about reserved contracts

III.3. Conditions specific to services contracts

III.3.1. Information about a particular profession

Execution of the service is reserved to a particular profession: no

III.3.2. Information about staff responsible for the performance of the contract

Obligation to indicate the names and professional qualifications of the staff assigned to performing the contract: yes

Section IV: Procedure

IV.1. Type of procedure

IV.1.1. Type of procedure

Restricted

IV.1.2. Information about the limits on the number of candidates to be invited

IV.1.3. Information about reduction of the number of solutions or tenders during negotiation or dialogue

IV.2. Award criteria

IV.2.1. Award criteria

The most economically advantageous tender in terms of Price is not the only award criterion and all criteria are stated only in the procurement documents

IV.2.2. Information about electronic auction

An electronic auction will be 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

no

IV.3.3. Conditions for obtaining specifications and additional documents or descriptive document

IV.3.4. Time limit for receipt of tenders or requests to participate

27.6.2016 - 12:00

IV.3.5. Estimated date of dispatch of invitations to tender or to participate to selected candidates

IV.3.6. Languages in which tenders or requests to participate may be submitted

English. French.

IV.3.7. Minimum time frame during which the tenderer must maintain the tender

IV.3.8. Conditions for opening of tenders

Section VI: Complementary information

VI.1. Information about recurrence

VI.2. Information about European Union funds

The procurement is related to a project and/or programme financed by European Union funds:
no

VI.3. Additional information

VI.4. Procedures for review

VI.4.1. Review body

VI.4.2. Review procedure

VI.4.3. Service from which information about the review procedure may be obtained

VI.5. Date of dispatch of this notice

13.5.2016