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**France-Paris: Advertising and marketing services
2016/S 094-169599**

Contract notice

Services

Directive 2004/18/EC

Section I: Contracting authority

I.1) **Name, addresses and contact point(s)**

GIE Atout France, agence francaise de developpement touristique

79/81 rue de Clichy

For the attention of: Hervé Le Feuvre

75009 Paris

FRANCE

Telephone: +44 2070616606

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

Internet address(es):

General address of the contracting authority: <http://www.france.fr>

Further information can be obtained from:

GIE Atout France (Grande-Bretagne)

300, High Holborn-Lincoln house

For the attention of: Hervé Le Feuvre

WC1V 7JH Londres

UNITED KINGDOM

Telephone: +44 02070616606

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

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:

GIE Atout France (Grande-Bretagne)

300, High Holborn-Lincoln house

For the attention of: Hervé Le Feuvre

WC1V 7JH Londres

UNITED KINGDOM

Telephone: +44 02070616606

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

Fax: +44 02070616646

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

Tenders or requests to participate must be sent to:

GIE Atout France, agence francaise de developpement touristique

79/81 rue de Clichy

Contact point(s): Secrétariat Général / Service Juridique / Appel d'offres 'Campagne France 2017'
75009 Paris
FRANCE
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 location of works, place of delivery or of performance**
Services
Service category No 13: Advertising services
Main site or location of works, place of delivery or of performance: Grande Bretagne, Allemagne, Pays-Bas.
NUTS code UK,DE,NL

II.1.3) **Information about a public contract, a framework agreement or a dynamic purchasing system (DPS)**

II.1.4) **Information on 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) **Common procurement vocabulary (CPV)**
79340000

II.1.7) **Information about Government Procurement Agreement (GPA)**
The contract is covered by the Government Procurement Agreement (GPA): 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) **Quantity or scope of the contract**

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

Starting 15.9.2016. Completion 31.10.2017

Section III: Legal, economic, financial and technical information

III.1) Conditions relating 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) Other particular conditions

III.2) Conditions for participation

III.2.1) Personal situation of economic operators, including requirements relating to enrolment on professional or trade registers

Information and formalities necessary for evaluating if the requirements are met: 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

Information and formalities necessary for evaluating if the requirements are met: 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 capacity

Information and formalities necessary for evaluating if the requirements are met:

- 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) Staff responsible for the execution of the service

Legal persons should indicate the names and professional qualifications of the staff responsible for the execution of the service: yes

Section IV: Procedure

IV.1) Type of procedure

IV.1.1) Type of procedure

Restricted

IV.1.2) Limitations on the number of operators who will be invited to tender or to participate

IV.1.3) Reduction of the number of operators during the negotiation or dialogue

IV.2) Award criteria

IV.2.1) Award criteria

The most economically advantageous tender in terms of the criteria stated in the specifications, in the invitation to tender or to negotiate or in the descriptive document

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(s) concerning the same contract

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) Date of dispatch of invitations to tender or to participate to selected candidates

IV.3.6) Language(s) in which tenders or requests to participate may be drawn up

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

VI.3) Additional information

VI.4) Procedures for appeal

VI.4.1) Body responsible for appeal procedures

VI.4.2) Lodging of appeals

VI.4.3) Service from which information about the lodging of appeals may be obtained

VI.5) Date of dispatch of this notice:

13.5.2016