

France-Villefranche-sur-Saône: Advertising and marketing services

OJ S 84/2021 30/04/2021

Contract notice

Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Inter Beaujolais

Postal address: 210 boulevard Victor Vermorel, CS 30317

Town: Villefranche-sur-Saône Cedex

NUTS code: FRK26 Rhône

Postal code: 69661

Country: France

E-mail: sthouvenin@beaujolais.com

Telephone: +33 474022210

Internet address(es):Main address: <http://www.beaujolais.com>Address of the buyer profile: <http://inter-beaujolais.e-marchespublics.com>**I.3. Communication**

The procurement documents are available for unrestricted and full direct access, free of charge, at: <http://inter-beaujolais.e-marchespublics.com>

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted to the abovementioned address

I.4. Type of the contracting authority

Other type: Interprofession

I.5. Main activity

Other activity: Interprofession du secteur vitivinicole

Section II: Object

II.1. Scope of the procurement**II.1.1. Title**

Campagne de communication et de promotion au Royaume-Uni pour les vins du Beaujolais 2021

II.1.2. Main CPV code

79340000 Advertising and marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

Le marché a pour objet la conception, la mise en œuvre et le suivi des résultats d'une campagne de communication et de promotion au Royaume-Uni pour les douze AOP du Beaujolais.

II.1.5. Estimated total value

Value excluding VAT: 80 000,00 EUR

II.1.6. Information about lots

This contract is divided into lots: yes

Tenders may be submitted for all lots

Maximum number of lots that may be awarded to one tenderer: 2The contracting authority reserves the right to award contracts combining the following lots or groups of lots:

Lot 1: lié à des actions de promotion digitales/réseaux sociaux uniquement: veille, community management, création contenu, partenariat influenceur: 12 000 EUR.

Lot 2: lié à des actions de promotion à destination de professionnels et prescripteurs (cible majoritaire) et grand public (cible secondaire): 68 000 EUR.

II.2. Description

II.2.1. Title

Actions de promotion digitales/réseaux sociaux uniquement: veille, community management, création contenu, partenariat influenceur

Lot No: 1

II.2.2. Additional CPV code(s)

79340000 Advertising and marketing services, 79342200 Promotional services, 79416000 Public relations services, 15930000 Wines

II.2.3. Place of performance

NUTS code: UK United Kingdom

II.2.4. Description of the procurement

Actions de promotion digitales/réseaux sociaux uniquement: veille, community management, création contenu, partenariat influenceur.

II.2.5. Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.6. Estimated value

Value excluding VAT: 12 000,00 EUR

II.2.7. Duration of the contract, framework agreement or dynamic purchasing system

Start: 01/08/2021 End: 31/12/2021

This contract is subject to renewal: no

II.2.10. Information about variants

Variants will be accepted: no

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

Actions de promotion à destination de professionnels et prescripteurs (cible majoritaire) et grand public (cible secondaire)

Lot No: 2

II.2.2. Additional CPV code(s)

79340000 Advertising and marketing services, 79342200 Promotional services, 79416000 Public relations services, 15930000 Wines

II.2.3. Place of performance

NUTS code: UK United Kingdom

II.2.4. Description of the procurement

Actions de promotion à destination de professionnels et prescripteurs (cible majoritaire) et grand public (cible secondaire).

II.2.5. Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.6. Estimated value

Value excluding VAT: 68 000,00 EUR

II.2.7. Duration of the contract, framework agreement or dynamic purchasing system

Start: 01/08/2021 End: 31/12/2021

This contract is subject to renewal: no

II.2.10. Information about variants

Variants will be accepted: no

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 III: Legal, economic, financial and technical information

III.1. Conditions for participation

III.1.2. Economic and financial standing

Selection criteria as stated in the procurement documents

III.1.3. Technical and professional ability

Selection criteria as stated in the procurement documents

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: yes

IV.2. Administrative information

IV.2.2. Time limit for receipt of tenders or requests to participate

Date: 10/06/2021 Local time: 17:00

IV.2.3. Estimated date of dispatch of invitations to tender or to participate to selected candidates

IV.2.4. Languages in which tenders or requests to participate may be submitted

English, French

IV.2.6. Minimum time frame during which the tenderer must maintain the tender

Duration in months: 4 (from the date stated for receipt of tender)

IV.2.7. Conditions for opening of tenders

Date: 11/06/2021 Local time: 09:00

Section VI: Complementary information

VI.1. Information about recurrence

This is a recurrent procurement: no

VI.3. Additional information

VI.4. Procedures for review

VI.4.1. Review body

Official name: Inter Beaujolais — Service export

Postal address: 21 boulevard Vermorel, CS 30317

Town: Villefranche-sur-Saône Cedex

Postal code: 69661

Country: France

VI.5. Date of dispatch of this notice

27/04/2021