

**France-Cognac: Advertising and marketing services**

OJ S 84/2021 30/04/2021

Contract award notice

Services

**Legal Basis:**

Directive 2014/24/EU

**Section I: Contracting authority**

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**I.1. Name and addresses**

Official name: Comité national du Pineau des Charentes

Postal address: 112 avenue Victor Hugo — CS 50012

Town: Cognac Cedex

NUTS code: FRI31 Charente

Postal code: 16121

Country: France

Contact person: Comité national du Pineau des Charentes

E-mail: [cfloch@pineau.fr](mailto:cfloch@pineau.fr)

Telephone: +33 545320927

**Internet address(es):**Main address: <http://www.pineau.fr>Address of the buyer profile: <http://www.e-marchespublics.com>**I.4. Type of the contracting authority**

Other type: Interprofession

**I.5. Main activity**

Other activity: Interprofession

**Section II: Object**

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

Programme de communication collective du Pineau des Charentes en France

**II.1.2. Main CPV code**

79340000 Advertising and marketing services

**II.1.3. Type of contract**

Services

**II.1.4. Short description**

Programme de communication collective du Pineau des Charentes AOC en France: création de stratégie et conduite d'actions.

**II.1.6. Information about lots**

This contract is divided into lots: no

**II.1.7.**

## **Total value of the procurement**

Value excluding VAT: 1 500 000,00 EUR

### **II.2. Description**

#### **II.2.3. Place of performance**

NUTS code: FRI31 Charente

Main site or place of performance: Cognac (16) France.

#### **II.2.4. Description of the procurement**

Programme de communication collective du Pineau des Charentes en France: création de stratégie et conduite d'actions.

#### **II.2.5. Award criteria**

Quality criterion - Name: Bonne compréhension, rendu du brief, analyse enjeux / Weighting: 30

Quality criterion - Name: pertinence plan d'action / Weighting: 30

Quality criterion - Name: organisation moyens humains / Weighting: 15

Quality criterion - Name: maitrise digital / Weighting: 15

Cost criterion - Name: répartition et équilibre budgétaire / Weighting: 10

#### **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**

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### **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.2.1. Previous publication concerning this procedure**

Notice number in the OJ S: [2020/S 229-564512](#)

#### **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**

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### **Title:**

Programme de communication collective du Pineau des Charentes en France

A contract/lot is awarded: yes

## **V.2. Award of contract**

### **V.2.1. Date of conclusion of the contract**

19/02/2021

### **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: quai des Orfèvres

Town: Paris

NUTS code: FR101 Paris

Postal code: 75017

Country: France

The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 1 500 000,00 EUR

Total value of the contract/lot: 1 500 000,00 EUR

### **V.2.5. Information about subcontracting**

## **Section VI: Complementary information**

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### **VI.3. Additional information**

### **VI.4. Procedures for review**

#### **VI.4.1. Review body**

Official name: Tribunal de grande instance d'Angoulême

Town: Angoulême

Postal code: 16000

Country: France

#### **VI.4.2. Body responsible for mediation procedures**

Official name: Comité national du Pineau des Charentes

Postal address: 112 avenue Victor Hugo

Town: Cognac

Postal code: 16100

Country: France

### **VI.5. Date of dispatch of this notice**

27/04/2021