

France-Cognac: Advertising and marketing services

OJ S 145/2013 27/07/2013

Contract 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: Mme Claire Floch

E-mail: cfloch@pineau.fr

Telephone: +33 545320927

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

the abovementioned address

Specifications and additional documents (including documents for competitive dialogue and a dynamic purchasing system) can be obtained from:

the abovementioned address

Tenders or requests to participate must be submitted: the abovementioned address**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 attributed to the contract by the contracting authority**

Campagne de communication collective du Pineau des Charentes au Canada/Quebec

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: Canada/province de Quebec.

NUTS code FR531 Charente

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)

Le marché a pour objet la construction de la campagne de communication collective du Pineau des Charentes au Canada/Québec et notamment, pour un programme de 3 ans - 2014 /2015/2016 : accompagnement, conseil , stratégie globale, stratégie média le cas échéant, media planning, communication on et off line, production, achat d'espace, événementiel, relations presse et publiques. Et ce dans le cadre des objectifs poursuivis décrits dans le cahier des charges.

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

précisée au dossier de consultation.

Estimated value excluding VAT:

Range: between 200 000 and 600 000 EUR

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 1.1.2014. Completion 31.12.2016

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

définies au dossier de consultation.

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

The performance of the contract is subject to particular conditions: yes

Description of particular conditions: le marché sera soumis à tranches conditionnelles , qui pourront être affermies, le cas échéant, dans les conditions définies au dossier de consultation et notamment :

- possibilités financières du Comité National du Pineau des Charentes,
- évolution du contexte économique,
- résultat des actions,
- obtention de subventions, montant de ces subventions,
- validation des besoins du CNPC compte - tenu du contexte.

III.2. Conditions for participation

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

III.2.2. Economic and financial ability

List and brief description of conditions: Définies au dossier de consultation et notamment: déclaration de marge brute 2012, estimation 2013. Note de présentation de la société, management et actionnariat; bilan et compte de résultat certifiés du dernier exercice clos.

III.2.3. Technical and professional ability

List and brief description of conditions:

définies au dossier de consultation et notamment : capacité à créer des campagnes en français (Québec)

expérience des organisations collectives à décision collégiale

liste des références au cours des 5 dernières années pour des opérateurs comparables
potentiel créatif

capacité de conseil sur la stratégie globale et de moyens

capacité à créer de la valeur ajoutée et à vendre de la supériorité produit

capacité à gérer une communication soumise à réglementation spécifique (vins)

capacité à intégrer les réseaux sociaux

maîtrise des dispositifs de subventions "OCM pays tiers 2014-2018, et à se conformer

parfaitement aux exigences de ces dispositifs, jusqu'à la clôture (dont reportings, justificatifs etc.).

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

Open

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

17.9.2013 - 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

French.

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

Duration in months: 6 (from the date stated for receipt of tender)

IV.3.8. Conditions for opening of tenders

Persons authorised to be present at the opening of tenders: no

Section VI: Complementary information

VI.1. Information about recurrence

This is a recurrent procurement: no

VI.2. 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: Règlements CE n° 1234/2007 et 555/2008

VI.3. Additional information

Le dossier de consultation sera adressé aux candidats par voie électronique sur demande formulée dans les délais impartis auprès de Comité national du Pineau des Charentes 112 avenue Victor Hugo, 16121 Cognac Cedex, France - tél. +33 545320927.

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

24.7.2013