

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

OJ S 95/2023 17/05/2023

Contract notice

Services

**Legal Basis:**

Directive 2014/24/EU

**Section I: Contracting authority**

---

**I.1. Name and addresses**

Official name: CIVB

Postal address: 1 cours du XXX juillet

Town: BORDEAUX

NUTS code: FR France

Postal code: 33075

Country: France

E-mail: [proposals@vins-bordeaux.fr](mailto:proposals@vins-bordeaux.fr)

Telephone: +33 556002266

**Internet address(es):**Main address: <http://www.bordeaux.com/fr>Address of the buyer profile: [https://civb.e-marchespublics.com/pack/annonce\\_marche\\_public\\_23046\\_938298.html](https://civb.e-marchespublics.com/pack/annonce_marche_public_23046_938298.html)**I.3. Communication**The procurement documents are available for unrestricted and full direct access, free of charge, at: <https://civb.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: Organisme de filière

**I.5. Main activity**

Other activity: Agroalimentaire

**Section II: Object**

---

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

SERVICES MARKETING JAPON 2023-2025

**II.1.2. Main CPV code**

79340000 Advertising and marketing services

**II.1.3. Type of contract**

Services

**II.1.4. Short description**

Le présent appel d'offres du Conseil Interprofessionnel du Vin de Bordeaux vise à identifier un prestataire de services marketing au Japon pour la période 2023-2025 et en respect des activités suivantes, à compter de la date d'attribution de chaque lot.

**II.1.5. Estimated total value**

Value excluding VAT: 2 900 000,00 EUR

**II.1.6. Information about lots**

This contract is divided into lots: yes  
Tenders may be submitted for all lots

**II.2. Description**

**II.2.1. Title**

Promotions en point de vente  
Lot No: 1

**II.2.2. Additional CPV code(s)**

79342200 Promotional services

**II.2.3. Place of performance**

NUTS code: JP Japan

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

Créer et exécuter des concepts et des activations en magasin percutants et créatifs pour les promotions des vins de Bordeaux. Création et exécution d'activations sur site pour les vins de Bordeaux.

**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: 800 000,00 EUR

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

Start: 01/06/2023 End: 31/12/2025  
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:  
yes  
Identification of the project: Règlement (UE) n° 1308/2013 ; Règlement (CE) n°555/2008.

**II.2.14. Additional information**

**II.2. Description**

**II.2.1. Title**

Relations Trade et Formation

Lot No: 2

**II.2.2. Additional CPV code(s)**

80500000 Training services, 80521000 Training programme services, 79416000 Public relations services

**II.2.3. Place of performance**

NUTS code: JP Japan

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

Fournir des informations sur le marché et proposer une stratégie et un plan d'action de trade marketing pertinents.

**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: 950 000,00 EUR

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

Start: 01/06/2023 End: 31/12/2025

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:  
yes

Identification of the project: Règlement (UE) n° 1308/2013 ; Règlement (CE) n°555/2008.

**II.2.14. Additional information**

**II.2. Description**

**II.2.1. Title**

Digital

Lot No: 3

**II.2.2. Additional CPV code(s)**

79342200 Promotional services, 72400000 Internet services

**II.2.3. Place of performance**

NUTS code: JP Japan

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

Gérer les comptes de médias sociaux du CIVB au Japon, de la création de contenu au développement de campagnes et à la publication. Identifier, recruter et gérer les KOLs pertinents pour soutenir les campagnes du CIVB au Japon.

**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: 415 000,00 EUR

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

Start: 01/06/2023 End: 31/12/2025

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:  
yes

Identification of the project: Règlement (UE) n° 1308/2013 ; Règlement (CE) n°555/2008.

**II.2.14. Additional information****II.2. Description****II.2.1. Title**

Relations Presse

Lot No: 4

**II.2.2. Additional CPV code(s)**

79416000 Public relations services

**II.2.3. Place of performance**

NUTS code: JP Japan

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

Entretenir l'intérêt des médias pour Bordeaux en les informant régulièrement. Informer les médias des actions menées par le CIVB au Japon. Approfondir des sujets avec des informations très détaillées sur un sujet prioritaire pour les vins de Bordeaux. Faire venir des journalistes à Bordeaux. Répondre à toutes les questions et "demandes entrantes" des médias.

**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: 235 000,00 EUR

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

Start: 01/06/2023 End: 31/12/2025

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:  
yes

Identification of the project: Règlement (UE) n° 1308/2013 ; Règlement (CE) n°555/2008.

#### **II.2.14. Additional information**

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

##### **II.2.1. Title**

Achat média

Lot No: 5

##### **II.2.2. Additional CPV code(s)**

79341400 Advertising campaign services, 79341200 Advertising management services,  
79341100 Advertising consultancy services

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

NUTS code: JP Japan

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

Proposer des plans médias visant à renforcer la visibilité de la marque on-line et off-line et à accroître la visibilité des activités du CIVB au Japon.

##### **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: 500 000,00 EUR

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

Start: 01/06/2023 End: 31/12/2025

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:  
yes

Identification of the project: Règlement (UE) n° 1308/2013 ; Règlement (CE) n°555/2008.

#### **II.2.14. Additional information**

### **Section III: Legal, economic, financial and technical information**

---

#### **III.1. Conditions for participation**

### **III.1.1. Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers**

List and brief description of conditions:

Une lettre de motivation précisant les lots pour lesquels le candidat soumet une proposition

Une fiche d'identification dûment complétée et signée, avec la preuve d'enregistrement au registre des sociétés

Une déclaration sur l'honneur dûment complétée et signée

### **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

## **III.2. Conditions related to the contract**

### **III.2.3. 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

## **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: no

### **IV.2. Administrative information**

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

Date: 19/06/2023 Local time: 13:00

#### **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**

French

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

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

#### **IV.2.7. Conditions for opening of tenders**

Date: 20/06/2023 Local time: 12:00

## **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: CIVB

Town: BORDEAUX

Country: France

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

Official name: CIVB

Town: BORDEAUX

Country: France

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

12/05/2023