

France-Paris: Market and economic research; polling and statistics
OJ S 120/2019 25/06/2019
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: CNIEL

Postal address: 42 rue de Châteaudun

Town: Paris

NUTS code: FR101 Paris

Postal code: 75009

Country: France

Contact person: Isabelle Pinta-Costa

E-mail: ipintacosta@cniel.com

Telephone: +33 149707138

Internet address(es):

Main address: <http://www.filiere-laitiere.fr/fr/les-organisations/cniel>

I.4. Type of the contracting authority

Other type: Dairy Interbranch Organization

I.5. Main activity

Other activity: Agri-food

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Design and Implementation of an Evaluation survey of a Mix Communications Campaign in Favor of the Quality Butters of Europe — 2019-2021

II.1.2. Main CPV code

79300000 Market and economic research; polling and statistics

II.1.3. Type of contract

Services

II.1.4. Short description

Design and implementation of an evaluation survey of a mix communications campaign in favor of the quality butters of Europe which general objective is to become the spearhead of French butter within the context of EU imported butters both for the B2B and B2C markets by promoting the pleasure, authenticity and pure qualities of French butter through French gastronomy, to the culinary professional and the home chef — 2019-2021.

II.1.6.

Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Value excluding VAT: 49 504,00 EUR

II.2. Description

II.2.3. Place of performance

NUTS code: 00 Other or Not Specified

NUTS code: FR France

Main site or place of performance: United States of America and France.

II.2.4. Description of the procurement

Design and implementation of an evaluation survey of a mix communications campaign in favor of the quality butters of Europe which general objective is to become the spearhead of French butter within the context of EU imported butters both for the B2B and B2C markets by promoting the pleasure, authenticity and pure qualities of French butter through French gastronomy, to the culinary professional and the home chef — 2019-2021.

Evaluation of the the activities defined below in respect of the proposed budget.

Activity 2 – Public relations;

Activity 3 – Website, social media;

Activity 4 – Advertising;

Activity 5 – Communication tools;

Activity 6 – Events;

Activity 7 – Point-of-Sale (POS) promotion;

Activity 8 – Other activities

Program Strategy

Objective 1: Increase awareness amongst american chefs and foodies

The target groups of the action are listed below. Strategies will be tailored and each will be reached with different activities of the action. This action will push to raise awareness and therefore usage and sales of EU butters by showing it as the butter of choice for culinary needs to pastry chefs, foodies, journalists/bloggers, key influencers and importers/distributors /trade.

Objective 2: Increase dairy exports from the EU TO the United States

The growth in sales and exports will come through consumer purchasing of EU butter, in-line with our message and current consumer trends such as all natural, grass fed, rBST-free, etc. to which EU products correspond. The current trend of locally produced European-style products attest to this existing demand. The primary and secondary targets will influence the consumer to tend towards EU quality products, in this case EU imported butters.

The strategic choices to achieve the objectives are:

— address the targets through influencer channels,

— communicate to the target groups new information on the European cultural dimension of butter which they may not always be aware of, with little knowledge of the excellent quality of butter from European agriculture,

— among the influencers, communicate data on the unique, individual, and thus authentic European butter.

The bid must be written in English or in French.

II.2.5. Award criteria

Quality criterion - Name: Understanding of the brief / Weighting: 10

Quality criterion - Name: Relevance of the proposed survey plan / Weighting: 25

Quality criterion - Name: Sample strength / Weighting: 20

Quality criterion - Name: Strength of treatments and analyzes / Weighting: 25

Price - Weighting: 20

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: The EU policy on information provision and promotion measures for agricultural products is intended to help open up new markets. Under the slogan, "Enjoy, it's from Europe", it aims to help companies break into international markets, and to raise awareness among consumers of the efforts made by European farmers to provide quality products. (See Regulation EU 1144/2015 & 2015/1831).

II.2.14. Additional information

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.2.1. Previous publication concerning this procedure

Notice number in the OJ S: [2018/S 238-543853](#)

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

Title:

Design and Implementation of an Evaluation Survey of a Mix Communications Campaign in Favor of the Quality Butters of Europe — 2019-2021

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

01/01/2019

V.2.2. Information about tenders

Number of tenders received: 1

Number of tenders received from SMEs: 1

The contract has been awarded to a group of economic operators: no

V.2.3. Name and address of the contractor

Official name: Occurrence

Postal address: 441 rue du Sentier

Town: Paris

NUTS code: FR France

Postal code: 75002

Country: France

E-mail: info@occurrence.fr

Telephone: +33 148246900

Fax: +33 148246910

Internet address: www.occurrence.fr

The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 59 406,00 EUR

Total value of the contract/lot: 49 504,00 EUR

V.2.5. Information about subcontracting

The contract is likely to be subcontracted

Section VI: Complementary information

VI.3. Additional information

VI.4. Procedures for review

VI.4.1. Review body

Official name: Tribunal de Grande Instance de Paris

Postal address: 4 boulevard du Palais

Town: Paris

Postal code: 75001

Country: France

Telephone: +33 144325151

Internet address: <http://www.ca-paris.justice.fr>

VI.4.4. Service from which information about the review procedure may be obtained

Official name: Tribunal de Grande Instance de Paris

Postal address: 4 boulevard du Palais

Town: Paris

Postal code: 75001

Country: France

Telephone: +33 144325151

Internet address: <http://www.ca-paris.justice.fr>

VI.5. Date of dispatch of this notice

20/06/2019