

France-Paris: Advertising and marketing services
OJ S 107/2022 03/06/2022
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: INTERFEL

National registration number: 30864739500059

Postal address: 97 bd. Pereire

Town: Paris

NUTS code: FR France

Postal code: 75017

Country: France

Contact person: Cyril MOMPLOT

E-mail: c.momplot@interfel.com

Telephone: +33 149491096

Internet address(es):

Main address: <http://www.interfel.com>

Address of the buyer profile: <https://interfel.e-marchespublics.com>

I.1. Name and addresses

Official name: APRIFEL

Postal address: 99 bd. Pereire

Town: Paris

NUTS code: FR France

Postal code: 75017

Country: France

Contact person: Claire CHAMBRIER

E-mail: c.chambrier@aprifel.com

Internet address(es):

Main address: <http://www.aprifel.com>

Address of the buyer profile: <https://interfel.e-marchespublics.com>

I.1. Name and addresses

Official name: NEMZETI AGRÀRGAZDASÀGI KAMARA

Postal address: Bartók Béla út 105-113.

Town: Budapest

NUTS code: HU Magyarország

Postal code: 1115

Country: Hungary

Contact person: Diana Sidlovits

E-mail: sidlovits.diana@nak.hu

Internet address(es):

Main address: www.nak.hu

Address of the buyer profile: <https://interfel.e-marchespublics.com>

I.1. Name and addresses

Official name: Związek Sądowników RP

Postal address: ul. Sportowa 4 A

Town: Grójec

NUTS code: PL Polska

Postal code: 05-600

Country: Poland

Contact person: Małgorzata Verset

E-mail: verset@krir.pl

Internet address(es):

Main address: <https://www.polskiesadownictwo.pl/>

Address of the buyer profile: <https://interfel.e-marchespublics.com>

I.1. Name and addresses

Official name: UNIA OWOCOWAS

Postal address: Słomczyn 80

Town: Grójec

NUTS code: PL Polska

Postal code: 05-600

Country: Poland

Contact person: Karolina Kamińska

E-mail: biuro@uniaowocowa.pl

Internet address(es):

Main address: www.uniaowocowa.pl

Address of the buyer profile: <https://interfel.e-marchespublics.com>

I.1. Name and addresses

Official name: AILIMPO

Postal address: C. Villaleal, 3

Town: Murcia

NUTS code: ES España

Postal code: 30001

Country: Spain

Contact person: José Antonio García Fernández

E-mail: director@ailimpo.com

Internet address(es):

Main address: <https://www.ailimpo.com/>

Address of the buyer profile: <https://interfel.e-marchespublics.com>

I.1. Name and addresses

Official name: AIB

Postal address: 3, avenue du Viaduc FruiLeg

Town: Rungis

NUTS code: FR France

Postal code: 94594

Country: France

Contact person: Carole BLANDIN

E-mail: cblandin@banane.info

Internet address(es):

Main address: <https://www.banane.info/>

Address of the buyer profile: <https://interfel.e-marchespublics.com>

I.2. Information about joint procurement

The contract involves joint procurement

In the case of joint procurement involving different countries, state applicable national procurement law:

France

I.4. Type of the contracting authority

Other type: Interprofessional association of fresh fruits and vegetables

I.5. Main activity

Other activity: Food industry interprofession

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Information campaign aimed at millennials on healthy and sustainable food practices linked to daily consumption of fruits and vegetables and regular exercise

Reference number: MI 23-25

II.1.2. Main CPV code

79340000 Advertising and marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

The programme should specifically address millennials (18-35 years old) and be sufficiently motivating to encourage them to consume more fruit and veg while being active and less sedentary. The action plan aims, via a promotional campaign, to provide them with useful information on their communication channels (including events) and to motivate them to “take action” in order to induce a sustainable change of behaviour.

The purpose of these specifications is to respond to a new European call for tender submitted to the European Commission for approval (REA - AGRIP MULTI AGRIP-MULTI-2022-IM-FRESH FRUIT AND VEGETABLES (Topic 4) positioned at a time that is conducive to the focus on physical activity (alongside the Paris 2024 Olympic Games).

II.1.6. Information about lots

This contract is divided into lots: yes

II.1.7. Total value of the procurement

Value excluding VAT: 6 385 281,00 EUR

II.2. Description

II.2.1. Title

General programme coordination

Lot No: 1

II.2.2.

Additional CPV code(s)

79340000 Advertising and marketing services

II.2.3. Place of performance

NUTS code: ES España

NUTS code: FR France

NUTS code: HU Magyarország

NUTS code: PL Polska

II.2.4. Description of the procurement

The mission that will be entrusted with consists in coordinating the entire European programme. Particular attention should be paid to the temporality of the project, which should be part of the promotional and sporting momentum of the 2024 Olympics.

Areas of expertise expected within the framework of the project:

- Ability to coordinate the entire European programme, including the collection and consolidation of datas and indicators to be provided by the operational agencies that will be chosen by each country for operational and production aspects, namely:

o PR et e-PR (including influenceurs)

o Event

o Digital

o Purchase of media space and associated media production

o Declination of the graphic charter for each country

o Communication tools

The operators for each of these operational components in each of the 4 countries will be chosen in lots 3, 4, 5 and 6 to take into account local specificities.

- Organization of a launch event and a closing event of the programme (webinar organised in an emblematic place representing the 2024 Olympics) in English

II.2.5. Award criteria

Quality criterion - Name: Quality of the proposition / Weighting: 70

Cost criterion - Name: Cost efficiency / Weighting: 30

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: Promotion and information program (Regulation 1144/2014). The 3-year programme will be submitted to the European Commission for approval. The contract will depend on the acceptance by the European Commission of the 3-year programme

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

Creation of the strategic concept and graphic charter

Lot No: 2

II.2.2. Additional CPV code(s)

79340000 Advertising and marketing services

II.2.3. Place of performance

NUTS code: ES España

NUTS code: FR France

NUTS code: HU Magyarország

NUTS code: PL Polska

II.2.4. Description of the procurement

The mission that you will be entrusted with consists in proposing a common strategic concept to millennials, capable of encouraging them to take action and make them change their behavior in the long term. Particular attention should be paid to the temporality of the project, which should be part of the promotionnal and sporting momentum of the 2024 Olympics.

Expertise expected: ability to propose a common strategic concept capable of carrying an informative media communication and promotion campaign that could be carried by ambassadors (athletes, influencers, etc.) and declinable in all the countries targeted, namely: France, Spain, Poland and Hungary (+ a version also requested in English).

To this end, the agency must produce the following elements:

- o Creation of the graphic identity

- o Production of a detailed graphic charter allowing all basic formats to be declined

- o Provision of elements to partner agencies in each of the countries to allow them an optimal application of the programme tools.

II.2.5. Award criteria

Quality criterion - Name: Quality of the proposition / Weighting: 70

Cost criterion - Name: Cost efficiency / Weighting: 30

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: Promotion and information program (Regulation 1144/2014). The 3-year programme will be submitted to the European Commission for approval. The contract will depend on the acceptance by the European Commission of the 3-year programme

II.2.14. Additional information

II.2. Description

II.2.1. Title

Deployment and operational implementation of communication actions in France

Lot No: 3

II.2.2. Additional CPV code(s)

79340000 Advertising and marketing services

II.2.3. Place of performance

NUTS code: FR France

II.2.4. Description of the procurement

The implementing body should ensure that all selected Work packages will be developed and adapted to the countries' specificities.

It will suggest specified plan of actions that can be settled in each partner's country.

It will propose an evolving plan of actions from Year 1 to Year 3 with creative proposition but keep the same key messages

II.2.5. Award criteria

Quality criterion - Name: Quality of the proposition / Weighting: 70

Cost criterion - Name: Cost efficiency / Weighting: 30

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: Promotion and information program (Regulation 1144/2014). The 3-year programme will be submitted to the European Commission for approval. The contract will depend on the acceptance by the European Commission of the 3-year programme

II.2.14. Additional information

II.2. Description

II.2.1. Title

Deployment and operational implementation of communication actions in Hungary

Lot No: 4

II.2.2. Additional CPV code(s)

79340000 Advertising and marketing services

II.2.3. Place of performance

NUTS code: HU Magyarország

II.2.4. Description of the procurement

The implementing body should ensure that all selected Work packages will be developed and adapted to the countries' specificities.

It will suggest specified plan of actions that can be settled in each partner's country.

It will propose an evolving plan of actions from Year 1 to Year 3 with creative proposition but keep the same key messages

II.2.5. Award criteria

Quality criterion - Name: Quality of the proposition / Weighting: 70

Cost criterion - Name: Cost efficiency / Weighting: 30

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: Promotion and information program (Regulation 1144/2014). The 3-year programme will be submitted to the European Commission for approval. The contract will depend on the acceptance by the European Commission of the 3-year programme.

II.2.14. Additional information

II.2. Description

II.2.1. Title

Deployment and operational implementation of communication actions in Poland
Lot No: 5

II.2.2. Additional CPV code(s)

79340000 Advertising and marketing services

II.2.3. Place of performance

NUTS code: PL Polska

II.2.4. Description of the procurement

The implementing body should ensure that all selected Work packages will be developed and adapted to the countries' specificities.

It will suggest specified plan of actions that can be settled in each partner's country.

It will propose an evolving plan of actions from Year 1 to Year 3 with creative proposition but keep the same key messages

II.2.5. Award criteria

Quality criterion - Name: Quality of the proposition / Weighting: 70

Cost criterion - Name: Cost efficiency / Weighting: 30

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: Promotion and information program (Regulation 1144/2014). The 3-year programme will be submitted to the European Commission for approval. The contract will depend on the acceptance by the European Commission of the 3-year programme.

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

Deployment and operational implementation of communication actions in Spain
Lot No: 6

II.2.2. Additional CPV code(s)

79340000 Advertising and marketing services

II.2.3. Place of performance

NUTS code: ES España

II.2.4. Description of the procurement

The implementing body should ensure that all selected Work packages will be developed and adapted to the countries' specificities.

It will suggest specified plan of actions that can be settled in each partner's country.

It will propose an evolving plan of actions from Year 1 to Year 3 with creative proposition but keep the same key messages

II.2.5. Award criteria

Quality criterion - Name: Quality of the proposition / Weighting: 70

Cost criterion - Name: Cost efficiency / Weighting: 30

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: Promotion and information program (Regulation 1144/2014). The 3-year programme will be submitted to the European Commission for approval. The contract will depend on the acceptance by the European Commission of the 3-year programme.

II.2.14. Additional information

II.2. Description

II.2.1. Title

Deployment and operational implementation of communication actions in Spain
Lot No: 7

II.2.2. Additional CPV code(s)

79340000 Advertising and marketing services

II.2.3. Place of performance

NUTS code: ES España

II.2.4. Description of the procurement

The implementing body should ensure that all selected Work packages will be developed and adapted to the countries' specificities.

It will suggest specified plan of actions that can be settled in each partner's country.

It will propose an evolving plan of actions from Year 1 to Year 3 with creative proposition but keep the same key messages

II.2.5. Award criteria

Quality criterion - Name: Quality of the proposition / Weighting: 70

Cost criterion - Name: Cost efficiency / Weighting: 30

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: Promotion and information program (Regulation 1144/2014). The 3-year programme will be submitted to the European Commission for approval. The contract will depend on the acceptance by the European Commission of the 3-year programme.

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: no

IV.2. Administrative information

IV.2.1. Previous publication concerning this procedure

Notice number in the OJ S: [2022/S 038-098530](#)

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

Lot No: 1

Title:

General programme coordination

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

08/04/2022

V.2.2. Information about tenders

Number of tenders received: 4

Number of tenders received from SMEs: 4

Number of tenders received by electronic means: 4

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

V.2.3. Name and address of the contractor

Official name: GULFSTREAM AND CO

Postal address: 2 Rue Eugene Varlin

Town: Nantes

NUTS code: FR France

Postal code: 44100

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: 766 601,00 EUR

Total value of the contract/lot: 766 601,00 EUR

V.2.5. Information about subcontracting

Section V: Award of contract

Contract No: 2

Lot No: 2

Title:

Creation of the strategic concept and graphic charter

A contract/lot is awarded: yes

V.2. Award of contract**V.2.1. Date of conclusion of the contract**

08/04/2022

V.2.2. Information about tenders

Number of tenders received: 6

Number of tenders received from SMEs: 6

Number of tenders received by electronic means: 6

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

V.2.3. Name and address of the contractor

Official name: LA MACHINERIE

Postal address: 141 rue de Paris

Town: Boulogne-Billancourt

NUTS code: FR France

Postal code: 92100

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: 127 800,00 EUR

Total value of the contract/lot: 127 800,00 EUR

V.2.5. Information about subcontracting**Section V: Award of contract**

Contract No: 3

Lot No: 3

Title:

Deployment and operational implementation of communication actions in France

A contract/lot is awarded: yes

V.2. Award of contract**V.2.1. Date of conclusion of the contract**

08/04/2022

V.2.2. Information about tenders

Number of tenders received: 4

Number of tenders received from SMEs: 4

Number of tenders received by electronic means: 4

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

V.2.3. Name and address of the contractor

Official name: GULFSTREAM AND CO

Postal address: 2 Rue Eugene Varlin
Town: Nantes
NUTS code: FR France
Postal code: 44100
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: 1 955 200,00 EUR
Total value of the contract/lot: 1 955 200,00 EUR

V.2.5. Information about subcontracting

Section V: Award of contract

Contract No: 4

Lot No: 4

Title:

Deployment and operational implementation of communication actions in Hungary

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

08/04/2022

V.2.2. Information about tenders

Number of tenders received: 2
Number of tenders received from SMEs: 2
Number of tenders received by electronic means: 2
The contract has been awarded to a group of economic operators: no

V.2.3. Name and address of the contractor

Official name: HAVAS MEDIA HUNGARY KFT.
Postal address: Alíz utca 1
Town: Budapest
NUTS code: HU Magyarország
Postal code: 1117
Country: Hungary
The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 1 125 000,00 EUR
Total value of the contract/lot: 1 125 000,00 EUR

V.2.5. Information about subcontracting

Section V: Award of contract

Contract No: 5

Lot No: 5

Title:

Deployment and operational implementation of communication actions in Poland

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

08/04/2022

V.2.2. Information about tenders

Number of tenders received: 2

Number of tenders received from SMEs: 2

Number of tenders received by electronic means: 2

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

V.2.3. Name and address of the contractor

Official name: PARTNER OF PROMOTION

Postal address: Belgradzka 8/01

Town: Warszawa

NUTS code: PL Polska

Postal code: 02-793

Country: Poland

The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 1 125 000,00 EUR

Total value of the contract/lot: 1 125 000,00 EUR

V.2.5. Information about subcontracting

Section V: Award of contract

Contract No: 6

Lot No: 6

Title:

Deployment and operational implementation of communication actions in Spain

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

08/04/2022

V.2.2. Information about tenders

Number of tenders received: 3

Number of tenders received from SMEs: 3

Number of tenders received by electronic means: 3

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

V.2.3. Name and address of the contractor

Official name: TACTICS EUROPE
Postal address: Paseo de la Infanta Isabel, 7
Town: Madrid
NUTS code: ES España
Postal code: 28014
Country: Spain
The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 902 400,00 EUR
Total value of the contract/lot: 902 400,00 EUR

V.2.5. Information about subcontracting**Section V: Award of contract**

Contract No: 7

Lot No: 7

Title:

Evaluation

A contract/lot is awarded: yes

V.2. Award of contract**V.2.1. Date of conclusion of the contract**

08/04/2022

V.2.2. Information about tenders

Number of tenders received: 1
Number of tenders received from SMEs: 1
Number of tenders received by electronic means: 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: 41 Rue du Sentier
Town: Paris
NUTS code: FR France
Postal code: 75002
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: 383 280,00 EUR
Total value of the contract/lot: 383 280,00 EUR

V.2.5. Information about subcontracting**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: Parvis du Tribunal de Paris

Town: Paris

Postal code: 75017

Country: France

Telephone: +33 144325151

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

Official name: Greffe

Town: Paris

Country: France

VI.5. Date of dispatch of this notice

30/05/2022