

France-Paris: Advertising and marketing services
OJ S 97/2023 22/05/2023
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

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: Cyril MOMPLOT

E-mail: c.momplot@interfel.com

Telephone: +33 149491096

Internet address(es):

Main address: <https://www.aprifel.com/fr/>

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: 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: 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.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: Agency for Research and Information on Fruit and Vegetables

I.5. Main activity

Other activity: Agency for Research and Information

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Promotion and Information campaign aimed 18-34 on healthy and sustainable food practices linked to daily consumption of fruits and vegetables and regular exercise (2024-2026)

Reference number: MI 24-26

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 18-34 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-2023-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: 4 978 660,00 EUR

II.2. Description

II.2.1. Title

Creation of the common strategic concept and graphic charter and their application

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: 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 18-34, capable of encouraging them to take action and make them change their behaviour in the long term. 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.

You will also be in charge of ensuring its proper implementation in all countries participating to the programme by the operational agencies that will be chosen by each country for operational and production aspects.

Areas of expertise expected within the framework of the project:

- 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 and Poland (+ a version also requested in English).

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

press and influencer relations

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 3 countries will be chosen in lots 2, 3 and 4 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.

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 programme (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: 2

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 programme (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: 3

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 programme (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: 4

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 programme (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

Evaluation

Lot No: 5

II.2.2. Additional CPV code(s)

79310000 Market research services

II.2.3. Place of performance

NUTS code: ES España

NUTS code: FR France

NUTS code: PL Polska

II.2.4. Description of the procurement

To assess the programme, the work of the assessing body is divided in the two main following tasks:

PART 1

Evaluation of the ex-post impact of programme communication actions on an annual basis.

– Evaluation of each action and ongoing monitoring based on European indicators.

PART 2

Evaluation of the whole programme based on EC indicators and across the three years in the final year.

– Measurement of the impacts and attainments of the programme objectives.

– Proposing organizations need an independent evaluation of the entire campaign in each country and a unified multi-country, cross-country evaluation.

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 programme (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: [2023/S 035-099659](#)

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:

Creation of the common strategic concept and graphic charter and their application

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

27/03/2023

V.2.2. Information about tenders

Number of tenders received: 1

Number of tenders received from SMEs: 1

Number of tenders received from tenderers from other EU Member States: 1

Number of tenders received from tenderers from non-EU Member States: 0

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: 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: 697 241,00 EUR

Total value of the contract/lot: 697 241,00 EUR

V.2.5. Information about subcontracting

Section V: Award of contract

Contract No: 2

Lot No: 2

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

27/03/2023

V.2.2. Information about tenders

Number of tenders received: 1

Number of tenders received from SMEs: 1

Number of tenders received from tenderers from other EU Member States: 1

Number of tenders received from tenderers from non-EU Member States: 0

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: 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: 3

Lot No: 3

Title:

Deployment and operational implementation of communication actions in Poland

A contract/lot is awarded: no

V.1. Information on non-award

The contract/lot is not awarded

No tenders or requests to participate were received or all were rejected

Section V: Award of contract

Contract No: 4

Lot No: 4

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

27/03/2023

V.2.2. Information about tenders

Number of tenders received: 1

Number of tenders received from SMEs: 1

Number of tenders received from tenderers from other EU Member States: 1

Number of tenders received from tenderers from non-EU Member States: 0

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: 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: 5

Lot No: 5

Title:

Evaluation

A contract/lot is awarded: yes

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

27/03/2023

V.2.2. Information about tenders

Number of tenders received: 2

Number of tenders received from SMEs: 2

Number of tenders received from tenderers from other EU Member States: 2

Number of tenders received from tenderers from non-EU Member States: 0

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: Occurrence

Postal address: 78 rue Championnet

Town: Paris

NUTS code: FR France

Postal code: 75018

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: 298 819,00 EUR

Total value of the contract/lot: 298 819,00 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

17/05/2023