

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

OJ S 208/2016 27/10/2016

Contract notice

Services

**Directive 2004/18/EC****Section I: Contracting authority**

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**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: Monsieur le président

E-mail: [cfloch@pineau.fr](mailto:cfloch@pineau.fr)

Telephone: +33 0545320927

**Internet address(es):**General address of the contracting authority: <http://www.pineau.fr>Address of the buyer profile: <http://www.e-marchespublics.com>**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:**

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: Claire Floch

E-mail: [cfloch@pineau.fr](mailto:cfloch@pineau.fr)

Telephone: +33 0545320927

Internet address: <http://www.e-marchespublics.com>**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**

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**II.1. Description**

**II.1.1. Title attributed to the contract by the contracting authority**

Création d'une stratégie et communication collective pour le Pineau des Charentes au Canada province de Québec.

**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: Cognac.

NUTS code FR53 Poitou-Charentes,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)**

Création d'une stratégie et communication collective pour le Pineau des Charentes au Canada province de Québec pour 3 ans: 2017-2018-2019.

**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**

**II.1.9. Information about variants**

Variants will be accepted: no

**II.2. Scope of the procurement**

**II.2.1. Total quantity or scope**

Définie dans le dossier de consultation. La valeur du marché ci-dessous est purement indicative et est précisée dans le règlement de consultation. Elle pourra être inférieure à ces valeurs. La valeur ci-dessous concerne 3 exercices civils, soit 200 000 EUR pour 2017, éventuellement prolongée à 2018 et 2019.

Estimated value excluding VAT: 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**

Duration in months: 6 (from the award of the contract)

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

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**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 règlement de consultation et acte d'engagement.

**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**

**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 règlement de consultation et notamment: déclaration de marge brute 2015 ou équivalent; bilan et compte de résultat du dernier exercice clos; présentation actionnariat.

**III.2.3. Technical and professional ability**

List and brief description of conditions:

Définies au règlement de consultation et notamment: le candidat devra justifier de:

- sa capacité de conseil sur la stratégie globale et les moyens,
- son expérience,
- son potentiel créatif,
- ses réseaux parmi les prescripteurs recherchés,
- sa parfaite connaissance et maîtrise des réseaux sociaux.

**III.2.4. Information about reserved contracts**

**III.3. Conditions specific to services contracts**

**III.3.1. Information about a particular profession**

**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**

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**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**

5.12.2016 - 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**

**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**

**Section VI: Complementary information**

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**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: Règlement (CE) no 1234/2007 du Conseil et règlement (CE) no 555/2008 de la Commission.

**VI.3. Additional information**

Important: se reporter au DCE et notamment:

Les candidats sont informés qu'ils sont susceptibles d'être auditionnés, dans les conditions de dates précisées au règlement de consultation, à Cognac — France, courant décembre 2016.

La consultation de cet avis et le téléchargement du dossier de consultation sont accessibles sur le site: <http://www.e-marchespublics.com>; rubrique «avis d'appel public à la concurrence» / mots clefs: Pineau des Charentes / région: Nouvelle Aquitaine / 16.

En cas de difficulté de téléchargement ou d'accès, contacter le pouvoir adjudicateur.

La remise des candidatures et des offres se fera obligatoirement en format papier et sur support numérique joint, tel que précisé dans le document de consultation.

**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**

24.10.2016