

France-Cognac: Advertising and marketing services

OJ S 208/2016 27/10/2016

Contract notice

Services

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

I.1. Name and addresses

Official name: Comité national du Pineau des Charentes

Postal address: 112 avenue Victor Hugo

Town: Cognac Cedex

Postal code: 16121

Country: France

Contact person: Comité national du Pineau des Charentes

For the attention of: Monsieur le président

E-mail: 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

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

II.1. Description

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

Création d'une stratégie et conduite d'actions pour le Pineau des Charentes aux USA.

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 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 conduite d'actions pour le Pineau des Charentes aux USA pour 3 ans: 2017, 2018 et 2019.

II.1.6. CPV code(s)

79340000 Advertising and marketing services

II.1.7. Information about the Government Procurement Agreement (GPA)

II.1.8. Lots

This contract is divided into lots: no

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 in fine être inférieure à ces valeurs. La valeur ci-dessous concerne 3 exercices civils, soit 250 000 EUR pour 2017, éventuellement prolongée à 2018 et 2019.

Estimated value excluding VAT: 750 000 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

Section III: Legal, economic, financial and technical information

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

The performance of the contract is subject to particular conditions: no

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 ou équivalent; bilan et compte de résultat dernier exercice clos; présentation actionnariat.

III.2.3. Technical and professional ability

List and brief description of conditions:

Définis 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

Execution of the service is reserved to a particular profession: no

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

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

French.

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

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 ses annexes 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.

Important: 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 à la concurrence» / mots clefs: Pineau des Charentes / région: Nouvelle Aquitaine / 16.

En cas de difficulté de téléchargement du DCE et de ses annexes; 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 au règlement 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