

France-Avignon: Advertising and marketing services

OJ S 140/2022 22/07/2022

Contract award notice

Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: INTERRHONE

Postal address: 6 rue DES TROIS FAUCONS CS90513

Town: Avignon

NUTS code: FRL06 Vaucluse

Postal code: 84024

Country: France

E-mail: atroin@inter-rhone.com

Telephone: +33 490272400

Internet address(es):Main address: <https://www.vins-rhone.com/inter-rhone/qui-sommes-nous>Address of the buyer profile: https://marchesonline.achatpublic.com/sdm/ent/gen/ent_recherche.do**I.4. Type of the contracting authority**

Other type: INTERPROFESSION DES VINS AOC DE LA VALLEE DU RHONE

I.5. Main activity

Other activity: Promotion/communication

Section II: Object

II.1. Scope of the procurement**II.1.1. Title**

Programme d'information en France concernant les AOC Côtes du Rhône et Côtes du Rhône Villages

II.1.2. Main CPV code

79340000 Advertising and marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

Programme d'information en France concernant les AOC Côtes du Rhône et Côtes du Rhône Villages pour la période comprise entre le 01/08/2022-31/07/2023

II.1.6. Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Value excluding VAT: 1 580 000,00 EUR

II.2. Description

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

Programme d'information en France concernant les AOC Côtes du Rhône et Côtes du Rhône Villages pour la période comprise entre le 01/08/2022-31/07/2023

II.2.5. Award criteria

Quality criterion - Name: ANALYSE / Weighting: 15

Quality criterion - Name: ELEMENTS OPERATIONNELS : / Weighting: 30

Quality criterion - Name: EQUIPE : / Weighting: 30

Quality criterion - Name: Prise en compte des critères environnementaux & sociaux pour une approche durable / Weighting: 15

Price - Weighting: 10

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: Mise en oeuvre par FranceAgriMer d'un programme d'information dans les Etats membres concernant les vins de l'Union européenne pour la programmation 2019 à 2023 en application de l'article 45 du règlement (UE) n°1308/2013, portant organisation commune des marchés des produits agricoles.

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: [2022/S 111-312071](#)

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:

Programme d'information en France concernant les AOCCôtes du Rhône et Côtes du Rhône Villages pour la période comprise entre le 01/08/2022-31/07/2023

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

18/07/2022

V.2.2. Information about tenders

Number of tenders received: 1

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

Postal address: 2 RUE GODEFROY

Town: Puteaux

NUTS code: FR France

Postal code: 92817

Country: France

Internet address: <https://www.havasgroup.fr/>

The contractor is an SME: no

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

Initial estimated total value of the contract/lot: 1 580 000,00 EUR

Total value of the contract/lot: 1 580 000,00 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

Postal address: 2 boulevard limbert

Town: Avignon

Postal code: 84078

Country: France

VI.4.2. Body responsible for mediation procedures

Official name: Tribunal de grande instance

Postal address: 2 boulevard limbert

Town: Avignon
Postal code: 84078
Country: France

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

Official name: Tribunal de grande instance
Postal address: 2 boulevard limbert
Town: Avignon
Postal code: 84078
Country: France

VI.5. Date of dispatch of this notice

19/07/2022