

**France-Bordeaux: Marketing services**  
**OJ S 141/2023 25/07/2023**  
**Contract award notice**  
**Services**

**Legal Basis:**

Directive 2014/24/EU

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**Section I: Contracting authority**

**I.1. Name and addresses**

Official name: CIVB

Postal address: 1 cours du XXX juillet

Town: BORDEAUX

NUTS code: FR France

Postal code: 33075

Country: France

E-mail: [proposals@vins-bordeaux.fr](mailto:proposals@vins-bordeaux.fr)

Telephone: +33 556002266

**Internet address(es):**

Main address: <http://www.bordeaux.com/fr>

Address of the buyer profile: [https://civb.e-marchespublics.com/pack/annonce\\_marche\\_public\\_23046\\_934764.html](https://civb.e-marchespublics.com/pack/annonce_marche_public_23046_934764.html)

**I.4. Type of the contracting authority**

Other type: organisme de filière

**I.5. Main activity**

Other activity: Agro alimentaire

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**Section II: Object**

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

**II.1.1. Title**

SERVICES DE MARKETING DIGITAL 2024-2026

**II.1.2. Main CPV code**

79342000 Marketing services

**II.1.3. Type of contract**

Services

**II.1.4. Short description**

Le présent appel d'offres du Conseil Interprofessionnel du Vin de Bordeaux vise à identifier un prestataire de services de marketing digital global, à mettre en oeuvre en France, en Belgique, en Allemagne, aux Royaume-Uni, les États-Unis et pour le compte de l'Ecole du Vin de Bordeaux pour 2024-2026.

**II.1.6. Information about lots**

This contract is divided into lots: yes

### **II.1.7. Total value of the procurement**

Value excluding VAT: 1 530 000,00 EUR

## **II.2. Description**

### **II.2.1. Title**

Stratégie digitale et activation des réseaux sociaux

Lot No: 1

### **II.2.2. Additional CPV code(s)**

79413000 Marketing management consultancy services

### **II.2.3. Place of performance**

NUTS code: FR France

### **II.2.4. Description of the procurement**

Stratégie et coordination numériques- Construire une stratégie digitale pour l'ensemble de l'écosystème des Vins de Bordeaux Réseaux sociaux et activation numérique- Gérer les comptes de médias sociaux des vins de Bordeaux et le site bordeaux.com Publicité en ligne- Définir les campagnes publicitaires en ligne

### **II.2.5. Award criteria**

Quality criterion - Name: QUALIFICATIONS / Weighting: 25

Quality criterion - Name: STRATEGIE / Weighting: 30

Quality criterion - Name: PLAN / Weighting: 25

Cost criterion - Name: BUDGET / Weighting: 20

### **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: Règlement (UE) n° 1308/2013 ; Règlement (CE) n°555/2008

### **II.2.14. Additional information**

## **II.2. Description**

### **II.2.1. Title**

Influence

Lot No: 2

### **II.2.2. Additional CPV code(s)**

79413000 Marketing management consultancy services

### **II.2.3. Place of performance**

NUTS code: FR France

### **II.2.4. Description of the procurement**

Définir la stratégie d'influence à déployer pour chaque type d'audience, de l'activation globale à l'activation locale. Identifier, recruter et gérer des influenceurs cibles pour soutenir les campagnes des Vins de Bordeaux.

### **II.2.5. Award criteria**

Quality criterion - Name: QUALIFICATIONS / Weighting: 25

Quality criterion - Name: STRATEGIE / Weighting: 25

Quality criterion - Name: PLAN / Weighting: 30

Cost criterion - Name: BUDGET / Weighting: 20

#### **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: Règlement (UE) n° 1308/2013 ; Règlement (CE) n°555/2008

#### **II.2.14. Additional information**

### **II.2. Description**

#### **II.2.1. Title**

Stratégie de marketing de recherche et gestion de la performance

Lot No: 3

#### **II.2.2. Additional CPV code(s)**

79413000 Marketing management consultancy services

#### **II.2.3. Place of performance**

NUTS code: FR France

#### **II.2.4. Description of the procurement**

- Fournir des informations, un suivi et des données pour chaque canal numérique - Fournir le cadre de reporting via une plate-forme d'analyse numérique pour transformer les informations en actions.- Fournir des recommandations techniques et éditoriales SEO/SEA incluant des analyses de mots-clés par marché et suivre les positions stratégiques pour l'écosystème des Vins de Bordeaux.- Fournir des recommandations de création de contenu Web.

#### **II.2.5. Award criteria**

Quality criterion - Name: QUALIFICATIONS / Weighting: 25

Quality criterion - Name: STRATEGIE / Weighting: 30

Quality criterion - Name: PLAN / Weighting: 30

Cost criterion - Name: BUDGET / Weighting: 15

#### **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: Règlement (UE) n° 1308/2013 ; Règlement (CE) n°555/2008

#### **II.2.14. Additional information**

### **Section IV: Procedure**

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#### **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 084-256517](#)

**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**

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**Lot No: 1****Title:**

Stratégie digitale et activation des réseaux sociaux

A contract/lot is awarded: yes

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

04/07/2023

**V.2.2. Information about tenders**

Number of tenders received: 7

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

**V.2.3. Name and address of the contractor**

Official name: BANG GROUP

Town: PARIS

NUTS code: FR France

Country: France

The contractor is an SME: no

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

Initial estimated total value of the contract/lot: 1 800 000,00 EUR

Total value of the contract/lot: 1 080 000,00 EUR

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

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**Lot No: 2****Title:**

Influence

A contract/lot is awarded: yes

## **V.2. Award of contract**

### **V.2.1. Date of conclusion of the contract**

04/07/2023

### **V.2.2. Information about tenders**

Number of tenders received: 7

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

### **V.2.3. Name and address of the contractor**

Official name: BANG GROUP

Town: PARIS

NUTS code: FR France

Country: France

The contractor is an SME: no

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

Initial estimated total value of the contract/lot: 750 000,00 EUR

Total value of the contract/lot: 450 000,00 EUR

### **V.2.5. Information about subcontracting**

## **Section V: Award of contract**

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**Lot No: 3**

**Title:**

Stratégie de marketing de recherche et gestion de la performance

A contract/lot is awarded: no

### **V.1. Information on non-award**

**The contract/lot is not awarded**

Other reasons (discontinuation of procedure)

## **Section VI: Complementary information**

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### **VI.3. Additional information**

### **VI.4. Procedures for review**

#### **VI.4.1. Review body**

Official name: CIVB

Town: BORDEAUX

Country: France

### **VI.5. Date of dispatch of this notice**

20/07/2023