

**France-Bordeaux: Advertising services**

OJ S 142/2023 26/07/2023

Contract award notice

Services

**Legal Basis:**

Directive 2014/24/EU

**Section I: Contracting authority**

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**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\\_938549.html](https://civb.e-marchespublics.com/pack/annonce_marche_public_23046_938549.html)**I.4. Type of the contracting authority**

Other type: organisme de filière

**I.5. Main activity**

Other activity: Agro alimentaire

**Section II: Object**

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

ACHAT MEDIA CHINE 2023-2024

**II.1.2. Main CPV code**

79341000 Advertising 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 d'achat média en Chine, à compter de la date le marché est attribué au 31 décembre 2024.

**II.1.6. Information about lots**

This contract is divided into lots: no

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

Lowest offer: 400 000,00 EUR / Highest offer: 450 000,00 EUR taken into consideration

## **II.2. Description**

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

79341100 Advertising consultancy services, 79341400 Advertising campaign services, 79341200 Advertising management services

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

NUTS code: CN China

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

Les objectifs des campagnes publicitaires du CIVB sont :1. Accroître la notoriété de Bordeaux auprès des consommateurs.2. Recruter et engager les consommateurs avec la marque3. Créer une préférence par rapport aux vins du Nouveau Monde et à la Bourgogne4. Collectez des données

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

Quality criterion - Name: QUALIFICATIONS / Weighting: 25

Quality criterion - Name: PLAN D' ACTIONS / Weighting: 50

Cost criterion - Name: BUDGET / Weighting: 25

### **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 096-299985](#)

#### **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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**Title:**

Achat Media Chine 2023-2024

A contract/lot is awarded: yes

### V.2. Award of contract

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

20/07/2023

#### V.2.2. Information about tenders

Number of tenders received: 3

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

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

Official name: Shanghai Yikuang Business Consulting Co.

Town: SHANGHAI

NUTS code: CN China

Country: China

The contractor is an SME: no

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

Initial estimated total value of the contract/lot: 450 000,00 EUR

Lowest offer: 400 000,00 EUR / Highest offer: 450 000,00 EUR taken into consideration

#### V.2.5. Information about subcontracting

## 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

21/07/2023