

France-Villefranche-sur-Saône: Advertising and marketing services

OJ S 142/2023 26/07/2023

Contract award notice

Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Inter Beaujolais

National registration number: 77975993500017

Postal address: 210 boulevard Victor Vermorel CS 30317

Town: Villefranche sur Saône

NUTS code: FRK26 Rhône

Postal code: 69661

Country: France

Contact person: Florent Laissard

E-mail: flaissard@beaujolais.com

Telephone: +33 474022210

Internet address(es):Main address: <http://www.beaujolais.com>Address of the buyer profile: <http://inter-beaujolais.e-marchespublics.com>**I.4. Type of the contracting authority**

Other type: Association Interprofession

I.5. Main activity

Other activity: interprofession du secteur vitivinicole

Section II: Object

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

Campagne de communication et de promotion au Canada pour les vins du Beaujolais

II.1.2. Main CPV code

79340000 Advertising and marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

Campagne de communication et de promotion au Canada pour les vins du Beaujolais.

II.1.6. Information about lots

This contract is divided into lots: no

II.1.7.

Total value of the procurement

Value excluding VAT: 340 000,00 EUR

II.2. Description

II.2.2. Additional CPV code(s)

79340000 Advertising and marketing services, 79416000 Public relations services, 15930000 Wines

II.2.3. Place of performance

NUTS code: CA Canada

II.2.4. Description of the procurement

Le marché a pour objet la conception, la mise en œuvre et le suivi des résultats d'une campagne de communication et de promotion des vins du Beaujolais au Canada, répondant à la stratégie « Beaujolais Nouvelle Génération » d'Inter Beaujolais et cohérent avec le marché canadien.

II.2.5. Award criteria

Quality criterion - Name: Capacité à justifier le choix des territoires visés pour les promotions / Weighting: 2

Quality criterion - Name: Analyse stratégique des problématiques / Weighting: 4

Quality criterion - Name: Pertinence des propositions en tenant compte des objectifs fixés / Weighting: 5

Quality criterion - Name: Expérience des exigences des organismes de subvention / Weighting : 2

Quality criterion - Name: Expérience et réseau du personnel de l'agence affecté aux projets dans le domaine du vin / Weighting: 2

Cost criterion - Name: Le bon rapport coût-efficacité du programme / Weighting: 5

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: programme de cofinancement par des fonds communautaires. France Agrimer est l'organisme chargé de ce programme.

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: [2023/S 072-219191](#)

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:

Campagne de communication et de promotion au Canada pour les vins du Beaujolais

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

23/06/2023

V.2.2. Information about tenders

Number of tenders received: 2

Number of tenders received from SMEs: 2

Number of tenders received by electronic means: 2

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

V.2.3. Name and address of the contractor

Official name: DEMANDRE COMMUNICATIONS

Postal address: 6591 Christophe Colomb

Town: Montreal

NUTS code: CA Canada

Country: Canada

The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 340 000,00 EUR

Total value of the contract/lot: 340 000,00 EUR

V.2.5. Information about subcontracting

Section VI: Complementary information

VI.3. Additional information

Marché à tranche ferme (16/10/2023 au 31/12/2024) et tranche conditionnelle (2025)

VI.4. Procedures for review

VI.4.1. Review body

Official name: Tribunal de commerce de Villefranche sur Saône

Town: Villefranche sur Saône

Postal code: 69400

Country: France

VI.5.

Date of dispatch of this notice

21/07/2023