

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 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 secteur viticole

Section II: Object

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

Campagne de communication et de promotion au Royaume-Uni 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

Le marché a pour objet la conception, la mise en oeuvre et le suivi d'une campagne de communication et de promotion au Royaume-Uni pour les vins du Beaujolais

II.1.6. Information about lots

This contract is divided into lots: yes

II.1.7. Total value of the procurement

Value excluding VAT: 337 000,00 EUR

II.2. Description

II.2.1. Title

Actions de promotion "Trade"

Lot No: 1

II.2.2. Additional CPV code(s)

79340000 Advertising and marketing services, 79342200 Promotional services, 79416000 Public relations services, 15930000 Wines

II.2.3. Place of performance

NUTS code: UK United Kingdom

II.2.4. Description of the procurement

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

Actions de promotion « Trade » par des actions ciblées sur les professionnels de l'industrie, des propositions originales d'actions promotionnelles, l'accueil dans le vignoble.

Description intégrale dans le DCE sur e-marchespublics.com

II.2.5. Award criteria

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

Quality criterion - Name: L'analyse stratégique des problématiques / Weighting: 4

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

Quality criterion - Name: L'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

II.2. Description

II.2.1. Title

Relations presse et stratégie d'influence

Lot No: 2

II.2.2. Additional CPV code(s)

79340000 Advertising and marketing services, 79342200 Promotional services, 79416000 Public relations services, 15930000 Wines

II.2.3. Place of performance

NUTS code: UK United Kingdom

II.2.4. Description of the procurement

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

Relations presse et stratégie d'influence.

Description intégrale dans le DCE sur e-marchespublics.com

II.2.5. Award criteria

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

Quality criterion - Name: L'analyse stratégique des problématiques / Weighting: 4

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

Quality criterion - Name: L'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 072-218984](#)

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

Lot No: 1

Title:

Actions de promotion "Trade"

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: 3

Number of tenders received from SMEs: 2

Number of tenders received by electronic means: 3

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

V.2.3. Name and address of the contractor

Official name: SO AGENCY SARL

Postal address: 3 Rude la Fidélité

Town: PARIS

NUTS code: FR France

Country: France

The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 273 000,00 EUR

Total value of the contract/lot: 273 000,00 EUR

V.2.5. Information about subcontracting

Section V: Award of contract

Contract No: 2

Lot No: 2

Title:

Relations presse et stratégie d'influence

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: 3

Number of tenders received from SMEs: 2

Number of tenders received by electronic means: 3

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

V.2.3.

Name and address of the contractor

Official name: SO AGENCY SARL

Postal address: 3 Rue de la Fiédlité

Town: PARIS

NUTS code: FR France

Country: France

The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 64 000,00 EUR

Total value of the contract/lot: 64 000,00 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