

France-Avignon: Advertising and marketing services
OJ S 149/2023 04/08/2023
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: FR France

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

I.5. Main activity

Other activity: MEDIA COMMUNICATION RESEAU SOCIAUX

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 entre le 01/08/2023-31/07/2024

II.1.6. Information about lots

This contract is divided into lots: yes

II.1.7. Total value of the procurement

Value excluding VAT: 1 100 000,00 EUR

II.2. Description

II.2.1. Title

Lot 1 : Achats media

Lot No: 1

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

Lot 1 : Achats media

II.2.5. Award criteria

Quality criterion - Name: ANALYSE / Weighting: 15

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

Quality criterion - Name: EQUIPE : / Weighting: 30

Price - 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: Mise en oeuvre par FranceAgriMer d'un programme d'information dans les Etats membres concernant les vins de l'Union européenne pour la programmation 2023 à 2027 en application de l'article 58 du règlement (UE) n° 2021/2115, portant organisation commune des marchés des produits agricoles.

II.2.14. Additional information

II.2. Description

II.2.1. Title

Lot 2 : Création & achats media Renfort sur les cibles jeunes 25-34 ans et 35-49 ans

Lot No: 2

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

Lot 2 : Création & achats media Renfort sur les cibles jeunes 25-34 ans et 35-49 ans

II.2.5. Award criteria

Quality criterion - Name: ANALYSE / Weighting: 15

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

Quality criterion - Name: EQUIPE : / Weighting: 30

Price - 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: Mise en oeuvre par FranceAgriMer d'un programme d'information dans les Etats membres concernant les vins de l'Union européenne pour la programmation 2023 à 2027 en application de l'article 58 du règlement (UE) n° 2021/2115, 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: no

IV.2. Administrative information

IV.2.1. Previous publication concerning this procedure

Notice number in the OJ S: [2023/S 107-335755](#)

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:

Lot 1 : Achats media

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

31/07/2023

V.2.2. Information about tenders

Number of tenders received: 4

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 bis 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: 900 000,00 EUR
Total value of the contract/lot: 900 000,00 EUR

V.2.5. Information about subcontracting

Section V: Award of contract

Lot No: 2

Title:

Création & achats media (Renfort sur les cibles jeunes 25-34 ans et 35-49 ans)

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

31/07/2023

V.2.2. Information about tenders

Number of tenders received: 4
The contract has been awarded to a group of economic operators: no

V.2.3. Name and address of the contractor

Official name: Société WONDERFUL
Postal address: 50, rue Didier Daurat- ZA Jean Mermoz
Town: Castelnau-le-Lez
NUTS code: FR France
Postal code: 34170
Country: France
Internet address: <https://wonderful.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: 200 000,00 EUR
Total value of the contract/lot: 200 000,00 EUR

V.2.5. Information about subcontracting

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

Internet address: <https://www.cours-appel.justice.fr/nimes/les-tribunaux-davignon>

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

Internet address: <https://www.cours-appel.justice.fr/nimes/les-tribunaux-davignon>

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

Internet address: <https://www.cours-appel.justice.fr/nimes/les-tribunaux-davignon>

VI.5. Date of dispatch of this notice

01/08/2023