

France-Bordeaux: Marketing services
OJ S 188/2021 28/09/2021
Contract notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Conseil Interprofessionnel du Vin de Bordeaux (CIVB)

Postal address: 1, cours du XXX juillet

Town: Bordeaux

NUTS code: FR France

Postal code: 33075

Country: France

E-mail: laurianne.revidon@vins-bordeaux.fr

Telephone: +33 556002266

Fax: +33 556002282

Internet address(es):

Main address: www.bordeaux.com

Address of the buyer profile: <http://civb.e-marchespublics.com/>

I.3. Communication

The procurement documents are available for unrestricted and full direct access, free of charge, at: <https://civb.e-marchespublics.com/>

Tenders or requests to participate must be submitted to the abovementioned address

Additional information can be obtained from another address:

Official name: Conseil Interprofessionnel du Vin de Bordeaux (CIVB)

Postal address: 1, cours du XXX juillet

Town: Bordeaux

NUTS code: FR France

Postal code: 33075

Country: France

Contact person: Ms Frédérique Amrouni

E-mail: famrouni@vins-bordeaux.fr

Telephone: +33 556002286

Fax: +33 556002282

Internet address(es):

Main address: <http://civb.e-marchespublics.com>

Address of the buyer profile: <http://civb.e-marchespublics.com/>

I.4. Type of the contracting authority

Other type: Professional organization

I.5. Main activity

Other activity: Agri-food industry

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

MARKETING SERVICES – JAPAN Promotion & Communication Program 2022

II.1.2. Main CPV code

79342000 Marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

The present call for tenders from the Conseil Interprofessionnel du Vin de Bordeaux aims to identify a provider / providers of marketing services in Japan for 2022 and in respect of the following activities, as of the date each lot is awarded.

II.1.5. Estimated total value

Value excluding VAT: 50 000 000,00 JPY

II.1.6. Information about lots

This contract is divided into lots: yes
Tenders may be submitted for all lots

II.2. Description

II.2.1. Title

In-Store Display & Promotion Campaign
Lot No: 1

II.2.2. Additional CPV code(s)

79342200 Promotional services

II.2.3. Place of performance

NUTS code: JP Japan

II.2.4. Description of the procurement

to implement an in-store display and promotion campaign to increase the visibility and drive conversion to sales of all Mid-Range Bordeaux wines sold within targeted off-trade accounts.

II.2.5. Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.6. Estimated value

Value excluding VAT: 20 000 000,00 JPY

II.2.7. Duration of the contract, framework agreement or dynamic purchasing system

Start: 01/11/2021 End: 31/12/2022

This contract is subject to renewal: no

II.2.10. Information about variants

Variants will be accepted: no

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: Regulation (EU) No 1308/2013; Regulation (EC) No555/2008;

II.2.14. Additional information

II.2. Description

II.2.1. Title

Communication Campaign

Lot No: 2

II.2.2. Additional CPV code(s)

79342200 Promotional services, 79341400 Advertising campaign services

II.2.3. Place of performance

NUTS code: JP Japan

II.2.4. Description of the procurement

Development of a campaign theme and visuals

Production of assets based on the campaign, for program activation

Development and management of a media plan

Development and management of an influencer program

Consumer contests

II.2.5. Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.6. Estimated value

Value excluding VAT: 30 000 000,00 JPY

II.2.7. Duration of the contract, framework agreement or dynamic purchasing system

Start: 01/11/2021 End: 31/12/2022

This contract is subject to renewal: no

II.2.10. Information about variants

Variants will be accepted: no

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: Regulation (EU) No 1308/2013; Regulation (EC) No555/2008;

II.2.14. Additional information

Section III: Legal, economic, financial and technical information

III.1. Conditions for participation

III.1.1.

Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers

List and brief description of conditions:

Cover letter dated and signed by the candidate's duly authorized representative.

Identification form, accompanied by proof of corporate registration

Sworn statement

III.1.2. Economic and financial standing

Selection criteria as stated in the procurement documents

III.1.3. Technical and professional ability

Selection criteria as stated in the procurement documents

III.2. Conditions related to the contract

III.2.3. Information about staff responsible for the performance of the contract

Obligation to indicate the names and professional qualifications of the staff assigned to performing the contract

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.2.2. Time limit for receipt of tenders or requests to participate

Date: 29/10/2021 Local time: 15:00

IV.2.3. Estimated date of dispatch of invitations to tender or to participate to selected candidates

IV.2.4. Languages in which tenders or requests to participate may be submitted

English, French

IV.2.6. Minimum time frame during which the tenderer must maintain the tender

Duration in months: 6 (from the date stated for receipt of tender)

IV.2.7. Conditions for opening of tenders

Date: 01/11/2021 Local time: 12:00

Place:

CIVB

Section VI: Complementary information

VI.1. Information about recurrence

This is a recurrent procurement: no

VI.3. Additional information

VI.4. Procedures for review

VI.4.1. Review body

Official name: Conseil Interprofessionnel du Vin de Bordeaux

Town: BORDEAUX

Country: France

VI.5. Date of dispatch of this notice

23/09/2021