

France-Cognac: Advertising and marketing services

OJ S 220/2018 15/11/2018

Contract notice

Services

Directive 2004/18/EC**Section I: Contracting authority**

I.1. Name and addresses

Official name: Comité national du pineau des Charentes

Postal address: 112 avenue Victor-Hugo

Town: Cognac Cedex

Postal code: 16121

Country: France

Contact person: Comité national du pineau des Charentes

For the attention of: Monsieur le Président

E-mail: cfloch@pineau.fr

Telephone: +33 545320927

Internet address(es):General address of the contracting authority: <http://www.pineau.fr>Address of the buyer profile: <http://www.e-marchespublics.com>**Additional information can be obtained from:**

the abovementioned address

Specifications and additional documents (including documents for competitive dialogue and a dynamic purchasing system) can be obtained from:

Official name: Comité national du pineau des Charentes

Postal address: 112 avenue Victor-Hugo

Town: Cognac Cedex

Postal code: 16121

Country: France

For the attention of: Claire FLOCH

E-mail: cfloch@pineau.fr

Telephone: +33 545320927

Internet address: <http://www.e-marchespublics.com>**Tenders or requests to participate must be submitted:** the abovementioned address**I.2. Type of the contracting authority**

Other: Interprofession

I.3. Main activity

Other: Interprofession

I.4. Contract award on behalf of other contracting authorities

The contracting authority is purchasing on behalf of other contracting authorities: no

Section II: Object of the contract

II.1. Description**II.1.1.**

Title attributed to the contract by the contracting authority

Campagne de communication collective du pineau des Charentes en Belgique

II.1.2. Type of contract and place of performance or delivery

Services

Service category No 13: Advertising services

Main site or place of performance: Cognac 16100 France.

NUTS code FRI31 Charente

II.1.3. Information about a framework agreement or a dynamic purchasing system

II.1.4. Information about framework agreement

II.1.5. Short description of the contract or purchase(s)

Construction de la communication collective du pineau des Charentes en Belgique: recommandation stratégique pour 3 ans, définition d'un programme d'action, conception, production, outils, stratégie médias, achat d'espace, prise de parole sur les réseaux sociaux, gestion site internet et, de manière générale, gestion du programme de communication.

II.1.6. CPV code(s)

79340000 Advertising and marketing services

II.1.7. Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: no

II.1.8. Lots

This contract is divided into lots: no

II.1.9. Information about variants

Variants will be accepted: no

II.2. Scope of the procurement

II.2.1. Total quantity or scope

Précisée dans le Dossier de consultation (DCE). Le marché est proposé pour une durée de 3 ans. Il fera l'objet d'une tranche 2019 et de 2 tranches conditionnelles (2020-2021). La valeur du marché ci-dessous est purement indicative et modifiable au gré du comité. Elle pourra donc être inférieure à ces valeurs. La valeur indicative ci-dessous concerne 3 années civiles (2019-2020-2021), dont un budget indicatif de 284 000 EUR HT pour 2019: se référer au DCE /règlement de consultation pour précisions.

Estimated value excluding VAT: 852 000,00 EUR

II.2.2. Information about options

Options: no

II.2.3. Information about renewals

This contract is subject to renewal: no

II.3. Duration of the contract or time limit for completion

Duration in months: 36 (from the award of the contract)

Section III: Legal, economic, financial and technical information

III.1. Conditions related to the contract

III.1.1. Deposits and guarantees required

III.1.2. Main financing conditions and payment arrangements and/or reference to the relevant provisions governing them

III.1.3. Legal form to be taken by the group of economic operators to whom the contract is to be awarded

III.1.4. Contract performance conditions

III.2. Conditions for participation

III.2.1. Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers

III.2.2. Economic and financial ability

List and brief description of conditions: Définis au règlement de consultation. Et notamment: bilan, compte de résultat dernier exercice clos, présentation actionnariat, déclaration de marge brute.

III.2.3. Technical and professional ability

List and brief description of conditions:

Définis au règlement de consultation et notamment: le candidat devra justifier de sa capacité de conseil sur la stratégie et les moyens proposés, de son expérience, de son potentiel créatif, de sa maîtrise des réseaux sociaux, de sa parfaite gestion budgétaire.

III.2.4. Information about reserved contracts

III.3. Conditions specific to services contracts

III.3.1. Information about a particular profession

III.3.2. 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: yes

Section IV: Procedure

IV.1. Type of procedure

IV.1.1. Type of procedure

Open

IV.1.2. Information about the limits on the number of candidates to be invited

IV.1.3. Information about reduction of the number of solutions or tenders during negotiation or dialogue

IV.2. Award criteria

IV.2.1. Award criteria

The most economically advantageous tender in terms of Price is not the only award criterion and all criteria are stated only in the procurement documents

IV.2.2. Information about electronic auction

An electronic auction will be used: no

IV.3. Administrative information

IV.3.1. File reference number attributed by the contracting authority

IV.3.2. Previous publication concerning this procedure

no

IV.3.3. Conditions for obtaining specifications and additional documents or descriptive document

Payable documents: no

IV.3.4. Time limit for receipt of tenders or requests to participate

19.12.2018 - 12:00

IV.3.5. Estimated date of dispatch of invitations to tender or to participate to selected candidates

IV.3.6. Languages in which tenders or requests to participate may be submitted

French.

IV.3.7. Minimum time frame during which the tenderer must maintain the tender

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

IV.3.8. Conditions for opening of tenders

Section VI: Complementary information

VI.1. Information about recurrence

This is a recurrent procurement: no

VI.2. Information about European Union funds

The procurement is related to a project and/or programme financed by European Union funds:
no

VI.3. Additional information

Important: s'agissant d'une procédure ouverte, les candidats devront fournir pour la date fixée au présent avis et au DCE un dossier de candidature complet et une offre répondant aux objectifs et missions fixés au DCE. La consultation de cet avis et le téléchargement du dossier de consultation sont accessibles sur le site <http://emarchespublics.com>, rubrique «avis d'appel à la concurrence» / mot clef «pineau des Charentes» région Nouvelle-Aquitaine 16. En cas de difficultés de téléchargement, contacter le pouvoir adjudicateur. La remise des candidatures et des offres se fera obligatoirement sur format papier et sur support numérique joint, tel que précisé au règlement de consultation.

VI.4. Procedures for review

VI.4.1. Review body

VI.4.2. Review procedure

VI.4.3. Service from which information about the review procedure may be obtained

VI.5. Date of dispatch of this notice

13.11.2018