

France-Bordeaux: Advertising and marketing services
OJ S 163/2023 25/08/2023
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: CIVB

Postal address: 1 cours du XXX juillet

Town: BORDEAUX

NUTS code: FR France

Postal code: 33075

Country: France

E-mail: proposals@vins-bordeaux.fr

Telephone: +33 556002266

Internet address(es):

Main address: <http://www.bordeaux.com/fr>

Address of the buyer profile: https://civb.e-marchespublics.com/pack/annonce_marche_public_23046_938298.html

I.4. Type of the contracting authority

Other type: organisme de filière

I.5. Main activity

Other activity: Agro alimentaire

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

SERVICES MARKETING JAPON 2023-2025

II.1.2. Main CPV code

79340000 Advertising and marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

Le présent appel d'offres du Conseil Interprofessionnel du Vin de Bordeaux vise à identifier un prestataire de services marketing au Japon pour la période 2023-2025 et en respect des activités suivantes, à compter de la date d'attribution de chaque lot.

II.1.6. Information about lots

This contract is divided into lots: yes

II.1.7. Total value of the procurement

Value excluding VAT: 2 900 000,00 EUR

II.2. Description

II.2.1. Title

Promotions en point de vente

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

Créer et exécuter des concepts et des activations en magasin percutants et créatifs pour les promotions des vins de Bordeaux. Création et exécution d'activations sur site pour les vins de Bordeaux.

II.2.5. Award criteria

Quality criterion - Name: QUALIFICATIONS / Weighting: 25

Quality criterion - Name: PLAN D' ACTIONS / Weighting: 50

Cost criterion - Name: BUDGET / 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: Règlement (UE) n° 1308/2013 ; Règlement (CE) n°555/2008.

II.2.14. Additional information

II.2. Description

II.2.1. Title

Relations Trade et Formation

Lot No: 2

II.2.2. Additional CPV code(s)

80500000 Training services, 80521000 Training programme services, 79416000 Public relations services

II.2.3. Place of performance

NUTS code: JP Japan

II.2.4. Description of the procurement

Fournir des informations sur le marché et proposer une stratégie et un plan d'action de trade marketing pertinents.

II.2.5. Award criteria

Quality criterion - Name: QUALIFICATIONS / Weighting: 25

Quality criterion - Name: PLAN D' ACTIONS / Weighting: 50

Cost criterion - Name: BUDGET / 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: Règlement (UE) n° 1308/2013 ; Règlement (CE) n°555/2008.

II.2.14. Additional information

II.2. Description

II.2.1. Title

Digital

Lot No: 3

II.2.2. Additional CPV code(s)

79342200 Promotional services, 72400000 Internet services

II.2.3. Place of performance

NUTS code: JP Japan

II.2.4. Description of the procurement

Gérer les comptes de médias sociaux du CIVB au Japon, de la création de contenu au développement de campagnes et à la publication. Identifier, recruter et gérer les KOLs pertinents pour soutenir les campagnes du CIVB au Japon.

II.2.5. Award criteria

Quality criterion - Name: QUALIFICATIONS / Weighting: 25

Quality criterion - Name: PLAN D'ACTIONN / Weighting: 50

Cost criterion - Name: BUDGET / 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: Règlement (UE) n° 1308/2013 ; Règlement (CE) n°555/2008.

II.2.14. Additional information

II.2. Description

II.2.1. Title

Relations Presse

Lot No: 4

II.2.2. Additional CPV code(s)

79416000 Public relations services

II.2.3. Place of performance

NUTS code: JP Japan

II.2.4. Description of the procurement

Entretenir l'intérêt des médias pour Bordeaux en les informant régulièrement. Informer les médias des actions menées par le CIVB au Japon. Approfondir des sujets avec des informations très détaillées sur un sujet prioritaire pour les vins de Bordeaux. Faire venir des journalistes à Bordeaux. Répondre à toutes les questions et "demandes entrantes" des médias.

II.2.5. Award criteria

Quality criterion - Name: QUALIFICATIONS / Weighting: 25

Quality criterion - Name: PROPOSITION TECHNIQUE / Weighting: 50

Cost criterion - Name: BUDGET / 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: Règlement (UE) n° 1308/2013 ; Règlement (CE) n°555/2008.

II.2.14. Additional information

II.2. Description

II.2.1. Title

Achat média

Lot No: 5

II.2.2. Additional CPV code(s)

79341400 Advertising campaign services, 79341200 Advertising management services,
79341100 Advertising consultancy services

II.2.3. Place of performance

NUTS code: JP Japan

II.2.4. Description of the procurement

Proposer des plans médias visant à renforcer la visibilité de la marque on-line et off-line et à accroître la visibilité des activités du CIVB au Japon.

II.2.5. Award criteria

Quality criterion - Name: QUALIFICATIONS / Weighting: 25

Quality criterion - Name: PLAN D'ACTION / Weighting: 50

Cost criterion - Name: BUDGET / 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: Règlement (UE) n° 1308/2013 ; Règlement (CE) n°555/2008.

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 095-293274](#)

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:

Promotions en point de vente

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

08/08/2023

V.2.2. Information about tenders

Number of tenders received: 2

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

V.2.3. Name and address of the contractor

Official name: FS CONSULTING et DEVELOPMENT

Town: TOKYO

NUTS code: JP Japan

Country: Japan

The contractor is an SME: no

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

Initial estimated total value of the contract/lot: 800 000,00 EUR

Total value of the contract/lot: 750 000,00 EUR

V.2.5. Information about subcontracting

Section V: Award of contract

Lot No: 2

Title:

Relations Trade et Formation

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

08/08/2023

V.2.2. Information about tenders

Number of tenders received: 2

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

V.2.3. Name and address of the contractor

Official name: FS CONSULTING et DEVELOPMENT

Town: TOKYO

NUTS code: JP Japan

Country: Japan

The contractor is an SME: no

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

Initial estimated total value of the contract/lot: 950 000,00 EUR

Total value of the contract/lot: 885 000,00 EUR

V.2.5. Information about subcontracting

Section V: Award of contract

Lot No: 3

Title:

Digital

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

08/08/2023

V.2.2. Information about tenders

Number of tenders received: 2

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

V.2.3. Name and address of the contractor

Official name: FS CONSULTING et DEVELOPMENT

Town: TOKYO

NUTS code: JP Japan

Country: Japan

The contractor is an SME: no

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

Initial estimated total value of the contract/lot: 415 000,00 EUR

Total value of the contract/lot: 400 000,00 EUR

V.2.5. Information about subcontracting

Section V: Award of contract

Lot No: 4

Title:

Relations presse

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

08/08/2023

V.2.2. Information about tenders

Number of tenders received: 2

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

V.2.3. Name and address of the contractor

Official name: FS CONSULTING et DEVELOPMENT

Town: TOKYO

NUTS code: JP Japan

Country: Japan

The contractor is an SME: no

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

Initial estimated total value of the contract/lot: 235 000,00 EUR

Total value of the contract/lot: 195 000,00 EUR

V.2.5. Information about subcontracting

Section V: Award of contract

Lot No: 5

Title:

Achat média

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

08/08/2023

V.2.2. Information about tenders

Number of tenders received: 3

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

V.2.3. Name and address of the contractor

Official name: FS CONSULTING et DEVELOPMENT

Town: TOKYO

NUTS code: JP Japan

Country: Japan

The contractor is an SME: no

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

Initial estimated total value of the contract/lot: 500 000,00 EUR

Total value of the contract/lot: 420 000,00 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: CIVB

Town: BORDEAUX

Country: France

VI.5. Date of dispatch of this notice

21/08/2023