

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_950062.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

CREATION DE CONTENU D'UNE PLATEFORME DE MARQUE

II.1.2. Main CPV code

79340000 Advertising and marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

L'objectif du présent appel d'offres du Conseil Interprofessionnel du Vin de Bordeaux (CIVB) est d'identifier un prestataire pour produire des contenus dans le cadre du lancement de la nouvelle plateforme de marque des vins de Bordeaux.

II.1.6. Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Value excluding VAT: 650 000,00 EUR

II.2. Description

II.2.2. Additional CPV code(s)

79342000 Marketing services, 79341000 Advertising services

II.2.3. Place of performance

NUTS code: FR France

II.2.4. Description of the procurement

Production de l'ensemble des contenus liées à la nouvelle plateforme de marque : films et visuels institutionnels.

II.2.5. Award criteria

Quality criterion - Name: Qualité et pertinence des notes d'intention de production des films selon les pays et les publics cibles. / Weighting: 30

Quality criterion - Name: Qualité et pertinence des notes d'intention de production des visuels selon les pays et les publics cibles. / Weighting: 30

Quality criterion - Name: Pertinence de la construction de l'équipe dédiée à la production de contenus et du planning / Weighting: 10

Quality criterion - Name: Connaissance des contraintes législatives et réglementaires dans chaque pays concerné / Weighting: 10

Cost criterion - Name: Le coût de l'offre finale, notamment le montant des honoraires (droits inclus), les coûts de production pour réaliser les contenus / Weighting: 20

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: no

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 129-409451](#)

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

Title:

CREATION DE CONTENU D'UNE PLATEFORME DE MARQUE

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

11/08/2023

V.2.2. Information about tenders

Number of tenders received: 7

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

V.2.3. Name and address of the contractor

Official name: BANG GROUP

Town: PARIS

NUTS code: FR France

Country: France

The contractor is an SME: no

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

Initial estimated total value of the contract/lot: 650 000,00 EUR

Total value of the contract/lot: 650 000,00 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