

**France-Bordeaux: Public relations services**  
**OJ S 197/2021 11/10/2021**  
**Contract award notice**  
**Services**

**Legal Basis:**

Directive 2014/24/EU

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**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](mailto:laurianne.revidon@vins-bordeaux.fr)

Telephone: +33 556002266

Fax: +33 556002282

**Internet address(es):**

Main address: [www.bordeaux.com](http://www.bordeaux.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

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**Section II: Object**

**II.1. Scope of the procurement**

**II.1.1. Title**

PUBLIC RELATIONS SERVICES: Experiential events USA 2021-2023

**II.1.2. Main CPV code**

79416000 Public relations services

**II.1.3. Type of contract**

Services

**II.1.4. Short description**

The present call for tender from the Conseil Interprofessionnel du Vin de Bordeaux aims to identify a provider of marketing services in the United States of America for 2021, 2022 and 2023.

**II.1.6. Information about lots**

This contract is divided into lots: no

### **II.1.7. Total value of the procurement**

Value excluding VAT: 210 000,00 USD

## **II.2. Description**

### **II.2.2. Additional CPV code(s)**

79342000 Marketing services

### **II.2.3. Place of performance**

NUTS code: US United States

### **II.2.4. Description of the procurement**

the Program will:

1. Target consumers aged between 25 and 50 years old
2. Make Bordeaux accessible
3. Boost sales
4. Create and share contents
5. Leverage major media to communicate brand messages and content
6. Engage with members of the trade to motivate and incite them
7. Inform and train the trade

### **II.2.5. Award criteria**

Quality criterion - Name: MARKET ANALYSIS / Weighting: 25

Quality criterion - Name: ACTION PLAN / Weighting: 60

Cost criterion - Name: Detailed budgetary breakdown / 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: Regulation (EU) No 1308/2013; Regulation (EC) No555/2008;

### **II.2.14. Additional information**

## **Section IV: Procedure**

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### **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: [2021/S 146-387353](#)

#### **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**

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**Title:**

PUBLIC RELATIONS SERVICES: Experiential events USA 2021-2023

A contract/lot is awarded: yes

#### **V.2. Award of contract**

##### **V.2.1. Date of conclusion of the contract**

15/09/2021

##### **V.2.2. Information about tenders**

Number of tenders received: 1

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

##### **V.2.3. Name and address of the contractor**

Official name: SELAVI INC

Town: LOS ANGELES

NUTS code: US United States

Postal code: CA 90068

Country: United States

The contractor is an SME: no

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

Total value of the contract/lot: 210 000,00 USD

##### **V.2.5. Information about subcontracting**

### **Section VI: Complementary information**

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#### **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**

06/10/2021