

France-Paris: Market research services
OJ S 198/2021 12/10/2021
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: CNIEL (Centre National Interprofessionnel de l'Economie Laitière)

National registration number: FR18300817954

Postal address: 42 rue de Chateaudun

Town: Paris

NUTS code: FR101 Paris

Postal code: 75009

Country: France

Contact person: Isabelle Pinta-Costa

E-mail: jpintacosta@cniel.com

Telephone: +33 149707138

Internet address(es):

Main address: <http://www.filiere-laitiere.fr/fr>

Address of the buyer profile: <https://www.achatpublic.com/>

I.4. Type of the contracting authority

Other type: Body governed by public law

I.5. Main activity

Other activity: Dairy Interbranch Organization

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

DESIGN AND IMPLEMENTATION OF AN EVALUATION SURVEY OF A COLLECTIVE INFORMATION PROVISION AND PROMOTION MEASURE IN FAVOR OF EUROPEAN BUTTER IN THE UNITED STATES OF AMERICA 2022–2024

II.1.2. Main CPV code

79310000 Market research services

II.1.3. Type of contract

Services

II.1.4. Short description

Design and Implementation of an evaluation survey of a Campaign which will follow previous Butter program in the USA 2019-2021. The campaign will have to deliver new avenues of promotion and communication based on the results of the previous triennial. Campaign will aim to 1) Position butter, especially French butter, as a gourmet product, an indulgence 2) Improve

the level of knowledge about butter & its merits among targets 3) Strengthen the use of butter (its image, eating occasions, multiple uses, cooking and baking properties) while integrating butter into local culinary habits 4) Show European butter as an authentic product (vs imitations and vegetable fats), and emphasize the specifics of butter in terms of authenticity, quality, flavor & taste, tradition 5) Support all European butter markets in the target country to position them against other imported butters (NZ, AUS, MEX) & plant based. Support EU Ag.

II.1.6. Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Value excluding VAT: 59 000,00 EUR

II.2. Description

II.2.3. Place of performance

NUTS code: FR France

NUTS code: US United States

Main site or place of performance: USA

II.2.4. Description of the procurement

The tender must be written in English or French and will contain a technical and financial outline consisting of a proposal based on the elements described in the brief.

The evaluation survey will evaluate a campaign which will follow previous Butter program in the USA 2019-2021. The campaign will have to deliver new avenues of promotion and communication based on the results of the previous triennial. Campaign will aim to 1) Position butter, especially French butter, as a gourmet product, an indulgence 2) Improve the level of knowledge about butter & its merits among targets: Premium consumers (m/f, 25-65, 75k++) home cooks, foodies but also chefs / pastry chefs who influence both their peers and inspire new consumers 3) Strengthen the use of butter (its image, eating occasions, multiple uses, cooking and baking properties) while integrating butter into local culinary habits 4) Show European butter as an authentic product (vs imitations and vegetable fats), and emphasize the specifics of butter in terms of authenticity, quality, flavor & taste, tradition 5) Support all European butter markets in the target country to position them against other imported butters (NZ, AUS, MEX) & plant based. Support EU Ag.

II.2.5. Award criteria

Quality criterion - Name: Compréhension du brief / Weighting: 10

Quality criterion - Name: Pertinence du dispositif d'étude proposé / Weighting: 25

Quality criterion - Name: Solidité des échantillons / Weighting: 20

Quality criterion - Name: Solidité des traitements et analyses / Weighting: 25

Price - 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: yes

Identification of the project: The EU policy on information provision and promotion measures for agricultural products is intended to help open up new markets. Under the slogan, "Enjoy, it's from Europe", it aims to help companies break into international markets, and to raise

awareness among consumers of the efforts made by European farmers to provide quality products. (See Regulation EU 1144/2015 & 2015/1831).

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: yes

IV.2. Administrative information

IV.2.1. Previous publication concerning this procedure

Notice number in the OJ S: [2021/S 055-137637](#)

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:

DESIGN AND IMPLEMENTATION OF AN EVALUATION SURVEY OF A COLLECTIVE INFORMATION PROVISION AND PROMOTION MEASURE IN FAVOR OF EUROPEAN BUTTER IN THE UNITED STATES OF AMERICA 2022–2024

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

09/06/2021

V.2.2. Information about tenders

Number of tenders received: 1

Number of tenders received from SMEs: 1

Number of tenders received by electronic means: 1

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

V.2.3. Name and address of the contractor

Official name: Occurrence

Postal address: 41 rue du Sentier

Town: Paris

NUTS code: FR France

Postal code: 75002

Country: France

E-mail: info@occurrence.fr

Telephone: +33 148246900
Fax: +33 148246910
Internet address: www.occurrence.fr
The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 59 000,00 EUR

Total value of the contract/lot: 59 000,00 EUR

V.2.5. Information about subcontracting

The contract is likely to be subcontracted

Section VI: Complementary information

VI.3. Additional information

The opening of tenders will take place between April 23rd and April 30th 2021

VI.4. Procedures for review

VI.4.1. Review body

Official name: Tribunal de Grande Instance de Paris

Postal address: 4 boulevard du Palais

Town: Paris

Postal code: 75001

Country: France

Telephone: +33 144325151

Internet address: <http://www.ca-paris.justice.fr>

VI.4.4. Service from which information about the review procedure may be obtained

Official name: Tribunal de Grande Instance de Paris

Postal address: 4 boulevard du Palais

Town: Paris

Postal code: 75001

Country: France

Telephone: +33 144325151

Internet address: <http://www.ca-paris.justice.fr>

VI.5. Date of dispatch of this notice

07/10/2021