

France-Colmar: Advertising and marketing services
OJ S 180/2023 19/09/2023
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: CIVA
Postal address: 12 avenue de la Foire aux Vins
Town: COLMAR
NUTS code: FR France
Postal code: 68012
Country: France
Contact person: Foulques AULAGNON
E-mail: f.aulagnon@civa.fr
Telephone: +33 389201620
Internet address(es):
Main address: www.vinsalsace.com

I.4. Type of the contracting authority

Other type: Interprofession

I.5. Main activity

Other activity: Promotion collective

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Campagne des Vins d'Alsace au Royaume-Uni en 2022
Reference number: 20200720

II.1.2. Main CPV code

79340000 Advertising and marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

Campagne de promotion et de communication des vins d'Alsace au Royaume-Uni renouvelable en 2023.

II.1.6. Information about lots

This contract is divided into lots: yes

II.1.7.

Total value of the procurement

Value excluding VAT: 125 300,00 EUR

II.2. Description

II.2.1. Title

Promotion des Vins d'Alsace au Royaume-Uni

Lot No: 1

II.2.2. Additional CPV code(s)

79340000 Advertising and marketing services

II.2.3. Place of performance

NUTS code: UK United Kingdom

Main site or place of performance: Royaume-Uni

II.2.4. Description of the procurement

Promotion des Vins d'Alsace au Royaume-Uni

II.2.5. Award criteria

Quality criterion - Name: Connaissance du (ou des) marché(s) des vins du (ou des) pays faisant l'objet d'une offre / Weighting: 3

Quality criterion - Name: Expérience sur ce (ou ces) marché(s) / Weighting: 3

Quality criterion - Name: Pertinence du projet pour chaque marché / Weighting: 8

Quality criterion - Name: Capacité technique et financière / Weighting: 2

Quality criterion - Name: Adaptabilité aux contraintes administratives / Weighting: 2

Price - Weighting: 2

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: Programme de promotion dans les Pays Tiers dans le cadre de l'application de l'Organisation Commune du Marché viti-vinicole.

II.2.14. Additional information

II.2. Description

II.2.1. Title

Communication et RP des Vins d'Alsace au Royaume-Uni

Lot No: 2

II.2.2. Additional CPV code(s)

79340000 Advertising and marketing services

II.2.3. Place of performance

NUTS code: UK United Kingdom

Main site or place of performance: Royaume-Uni

II.2.4. Description of the procurement

Communication et RP des Vins d'Alsace au Royaume-Uni

II.2.5. Award criteria

Quality criterion - Name: Connaissance du (ou des) marché(s) des vins du (ou des) pays faisant l'objet d'une offre. / Weighting: 3

Quality criterion - Name: Expérience sur ce (ou ces) marché(s). / Weighting: 3

Quality criterion - Name: Pertinence du projet pour chaque marché. / Weighting: 8

Quality criterion - Name: Capacité technique et financière. / Weighting: 2

Quality criterion - Name: Adaptabilité aux contraintes administratives. / Weighting: 2

Price - Weighting: 2

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: Programme de promotion dans les Pays Tiers dans le cadre de l'application de l'Organisation Commune du Marché viti-vinicole.

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: [2020/S 152-371512](#)

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:

Promotion des Vins d'Alsace au Royaume-Uni

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

31/12/2022

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: SLAM Communications

Town: London

NUTS code: UK United Kingdom

Country: United Kingdom

The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 67 600,00 EUR

Total value of the contract/lot: 67 600,00 EUR

V.2.5. Information about subcontracting**Section V: Award of contract**

Lot No: 2

Title:

Communication et RP des Vins d'Alsace au Royaume-Uni

A contract/lot is awarded: yes

V.2. Award of contract**V.2.1. Date of conclusion of the contract**

31/12/2022

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: Emma Wellings PR

Town: London

NUTS code: UK United Kingdom

Country: United Kingdom

The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 57 700,00 EUR

Total value of the contract/lot: 57 700,00 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: Tribunal administratif

Town: COLMAR

Country: France

VI.5. Date of dispatch of this notice

14/09/2023