

France-Bordeaux: Advertising services

OJ S 183/2023 22/09/2023

Contract 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_965516.html

I.3. Communication

The procurement documents are available for unrestricted and full direct access, free of charge, at: <https://civb.e-marchespublics.com/>

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted to the abovementioned address

I.4. Type of the contracting authority

Other type: Organisme de filière

I.5. Main activity

Other activity: Agroalimentaire

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

SERVICES DE CONSEILS EN PUBLICITE : INTERNATIONAL 2024-2026

II.1.2. Main CPV code

79341000 Advertising services

II.1.3. Type of contract

Services

II.1.4. Short description

L'objectif du présent appel d'offres est d'identifier un prestataire de services de planning d'achat media et de performance média pour le compte du Conseil Interprofessionnel du Vin de Bordeaux, pour une période maximale de 36 mois à compter de la date d'attribution du marché, dans le cadre de l'activation d'une nouvelle plateforme de Marque dans les géographies prioritaires suivantes : France, Belgique, UK, Etats-Unis, Chine, Japon.

II.1.5. Estimated total value

Value excluding VAT: 12 100 000,00 EUR

II.1.6. Information about lots

This contract is divided into lots: no

II.2. Description

II.2.2. Additional CPV code(s)

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

II.2.3. Place of performance

NUTS code: FR France

II.2.4. Description of the procurement

Recommander, optimiser et opérer les investissements globaux en achat media pour les vins de Bordeaux sur les géographies suivantes : France, Belgique, UK, Etats-Unis, Chine, Japon (Marchés prioritaires) et, éventuellement, de manière ponctuelle, en Allemagne, à Hong Kong et en Asie du Sud-Est (Thaïlande, Cambodge, Singapour, Vietnam).

II.2.5. Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.6. Estimated value

Value excluding VAT: 12 100 000,00 EUR

II.2.7. Duration of the contract, framework agreement or dynamic purchasing system

Duration in months: 36

This contract is subject to renewal: no

II.2.10. Information about variants

Variants will be accepted: no

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 III: Legal, economic, financial and technical information

III.1. Conditions for participation

III.1.1. Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers

List and brief description of conditions:

Formulaire d'identification

Une preuve d'inscription au registre des professions ou des sociétés.

Déclaration sur l'honneur

III.1.2. Economic and financial standing

Selection criteria as stated in the procurement documents

III.1.3. Technical and professional ability

Selection criteria as stated in the procurement documents

III.2. Conditions related to the contract

III.2.3. Information about staff responsible for the performance of the contract

Obligation to indicate the names and professional qualifications of the staff assigned to performing the contract

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.2.2. Time limit for receipt of tenders or requests to participate

Date: 26/10/2023 Local time: 16:00

IV.2.3. Estimated date of dispatch of invitations to tender or to participate to selected candidates

IV.2.4. Languages in which tenders or requests to participate may be submitted

French

IV.2.6. Minimum time frame during which the tenderer must maintain the tender

Duration in months: 6 (from the date stated for receipt of tender)

IV.2.7. Conditions for opening of tenders

Date: 27/10/2023 Local time: 12:00

Place:

CIVB

Section VI: Complementary information

VI.1. Information about recurrence

This is a recurrent procurement: no

VI.3. Additional information

VI.4. Procedures for review

VI.4.1. Review body

Official name: CIVB

Town: BORDEAUX

Country: France

VI.4.2. Body responsible for mediation procedures

Official name: CIVB

Town: BORDEAUX

Country: France

VI.5. Date of dispatch of this notice

19/09/2023