

France-Avignon: Promotional services
OJ S 232/2020 27/11/2020
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Inter Rhône

Postal address: 6 rue des Trois Faucons, CS 90513

Town: Avignon

NUTS code: FR France

Postal code: 84024

Country: France

E-mail: atroin@inter-rhone.com

Telephone: +33 490272400

Internet address(es):

Main address: <https://www.inter-rhone.com>

Address of the buyer profile: https://marchesonline.achatpublic.com/sdm/ent/gen/ent_recherche.do

I.4. Type of the contracting authority

Other type: Agriculture

I.5. Main activity

Other activity: Agriculture

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Programme de promotion des vins AOC de la Vallée du Rhône aux USA pour 2021

II.1.2. Main CPV code

79342200 Promotional services

II.1.3. Type of contract

Services

II.1.4. Short description

Programme de promotion des vins AOC de la Vallée du Rhône aux USA.

II.1.6. Information about lots

This contract is divided into lots: yes

II.1.7. Total value of the procurement

Value excluding VAT: 1 021 500,00 EUR

II.2. Description

II.2.1. Title

Lot n° 1: animation des réseaux sociaux pour les vins des Côtes du Rhône & Côtes du Rhône Villages, et pour l'AOC Costières de Nîmes aux USA pour 2021
Lot No: 1

II.2.2. Additional CPV code(s)

79342200 Promotional services

II.2.3. Place of performance

NUTS code: 00 Other or Not Specified

II.2.4. Description of the procurement

Lot n° 1: animation des réseaux sociaux pour les vins des Côtes du Rhône & Côtes du Rhône Villages, et pour l'AOC Costières de Nîmes aux USA pour 2021.

II.2.5. Award criteria

Quality criterion - Name: Analyse / Weighting: 25

Quality criterion - Name: Éléments opérationnels: / Weighting: 30

Quality criterion - Name: Équipe: / Weighting: 30

Cost criterion - Name: Respect budgétaire, prix global, niveau et calcul des honoraires /
Weighting: 15

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: Décision du directeur général de FranceAgriMer relative à la mise en oeuvre par FranceAgriMer des opérations de promotion des vins sur les marchés des pays tiers par les entreprises et les inter-professions pour la programmation 2019 à 2023 en application de l'article 45 du règlement (UE) n° 1308/2013, portant organisation commune des marchés des produits agricoles.

II.2.14. Additional information

II.2. Description

II.2.1. Title

Lot n° 2: achat média pour les vins des Côtes du Rhône & Côtes du Rhône Villages aux USA pour 2021
Lot No: 2

II.2.2. Additional CPV code(s)

79342200 Promotional services

II.2.3. Place of performance

NUTS code: 00 Other or Not Specified

II.2.4. Description of the procurement

Lot n° 2: achat média pour les vins des Côtes du Rhône & Côtes du Rhône Villages aux USA pour 2021.

II.2.5. Award criteria

Quality criterion - Name: Analyse / Weighting: 25

Quality criterion - Name: Éléments opérationnels: / Weighting: 30

Quality criterion - Name: Équipe: / Weighting: 30

Cost criterion - Name: Respect budgétaire, prix global, niveau et calcul des honoraires / Weighting: 15

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: Décision du directeur général de FranceAgriMer relative à la mise en oeuvre par FranceAgriMer des opérations de promotion des vins sur les marchés des pays tiers par les entreprises et les inter-professions pour la programmation 2019 à 2023 en application de l'article 45 du règlement (UE) n° 1308/2013, portant organisation commune des marchés des produits agricoles.

II.2.14. Additional information

II.2. Description

II.2.1. Title

Lot n° 3: communication et conversion à l'achat les vins des Côtes du Rhône & Côtes du Rhône Villages aux USA pour 2021

Lot No: 3

II.2.2. Additional CPV code(s)

79342200 Promotional services

II.2.3. Place of performance

NUTS code: 00 Other or Not Specified

II.2.4. Description of the procurement

Lot n° 3: communication et conversion à l'achat les vins des Côtes du Rhône & Côtes du Rhône Villages aux USA pour 2021.

II.2.5. Award criteria

Quality criterion - Name: Équipe: / Weighting: 30

Quality criterion - Name: Éléments opérationnels: / Weighting: 30

Quality criterion - Name: Analyse / Weighting: 25

Cost criterion - Name: Respect budgétaire, prix global, niveau et calcul des honoraires / Weighting: 15

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: Décision du directeur général de FranceAgriMer relative à la mise en oeuvre par FranceAgriMer des opérations de promotion des vins sur les marchés des pays tiers par les entreprises et les inter-professions pour la programmation 2019 à 2023 en

application de l'article 45 du règlement (UE) n° 1308/2013, portant organisation commune des marchés des produits agricoles.

II.2.14. Additional information

II.2. Description

II.2.1. Title

Lot n° 4: communication professionnelle pour les vins AOC de la Vallée du Rhône (voir brief) aux USA pour 2021

Lot No: 4

II.2.2. Additional CPV code(s)

79342000 Marketing services

II.2.3. Place of performance

NUTS code: 00 Other or Not Specified

II.2.4. Description of the procurement

Lot n° 4: communication professionnelle pour les vins AOC de la Vallée du Rhône (voir brief) aux USA pour 2021.

II.2.5. Award criteria

Quality criterion - Name: Analyse / Weighting: 25

Quality criterion - Name: Éléments opérationnels: / Weighting: 30

Quality criterion - Name: Équipe: / Weighting: 30

Cost criterion - Name: Respect budgétaire, prix global, niveau et calcul des honoraires / Weighting: 15

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: Décision du directeur général de FranceAgriMer relative à la mise en oeuvre par FranceAgriMer des opérations de promotion des vins sur les marchés des pays tiers par les entreprises et les inter-professions pour la programmation 2019 à 2023 en application de l'article 45 du règlement (UE) n° 1308/2013, portant organisation commune des marchés des produits agricoles.

II.2.14. Additional information

II.2. Description

II.2.1. Title

Lot n° 5: relation presse multi AOC aux USA pour 2021

Lot No: 5

II.2.2. Additional CPV code(s)

79342200 Promotional services

II.2.3. Place of performance

NUTS code: 00 Other or Not Specified

II.2.4. Description of the procurement

Lot n° 5: relation presse multi AOC aux USA pour 2021.

II.2.5. Award criteria

Quality criterion - Name: Contexte / Weighting: 15

Quality criterion - Name: Éléments opérationnels: / Weighting: 45

Quality criterion - Name: Équipe / Weighting: 25

Cost criterion - Name: Respect budgétaire, prix global, niveau et calcul des honoraires / Weighting: 15

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: Décision du directeur général de FranceAgriMer relative à la mise en oeuvre par FranceAgriMer des opérations de promotion des vins sur les marchés des pays tiers par les entreprises et les inter-professions pour la programmation 2019 à 2023 en application de l'article 45 du règlement (UE) n° 1308/2013, portant organisation commune des marchés des produits agricoles.

II.2.14. Additional information

II.2. Description

II.2.1. Title

Lot n° 6: relation presse pour les AOC Rasteau et Beaumes de Venise aux USA pour 2021
Lot No: 6

II.2.2. Additional CPV code(s)

79342200 Promotional services

II.2.3. Place of performance

NUTS code: 00 Other or Not Specified

II.2.4. Description of the procurement

Lot n° 6: relation presse pour les AOC Rasteau et Beaumes de Venise aux USA pour 2021.

II.2.5. Award criteria

Quality criterion - Name: Contexte / Weighting: 15

Quality criterion - Name: Éléments opérationnels: / Weighting: 45

Quality criterion - Name: Équipe: / Weighting: 25

Cost criterion - Name: Respect budgétaire, prix global, niveau et calcul des honoraires / Weighting: 15

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: Décision du directeur général de FranceAgriMer relative à la mise en oeuvre par FranceAgriMer des opérations de promotion des vins sur les marchés des pays

tiers par les entreprises et les inter-professions pour la programmation 2019 à 2023 en application de l'article 45 du règlement (UE) n° 1308/2013, portant organisation commune des marchés des produits agricoles.

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 145-357358](#)

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:

Programme de promotion des AOC des vignobles de la Vallée du Rhône aux USA pour 2021

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

20/11/2020

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: Favoreat

Postal address: 174 Broadway, Ave 11211, Brooklyn New York USA

Town: New York

NUTS code: 00 Other or Not Specified

Country: United States

Internet address: <http://favoreatdesign.com/about/>

The contractor is an SME: no

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

Initial estimated total value of the contract/lot: 120 000,00 EUR

Total value of the contract/lot: 120 000,00 EUR

V.2.5. Information about subcontracting

Section V: Award of contract

Lot No: 2

Title:

Programme de promotion des AOC des vignobles de la Vallée du Rhône aux USA pour 2021

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

20/11/2020

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: Favoreat

Postal address: 174 Broadway, Ave 11211, Brooklyn New York USA

Town: New York

NUTS code: 00 Other or Not Specified

Country: United States

Internet address: <http://favoreatdesign.com/about/>

The contractor is an SME: no

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

Initial estimated total value of the contract/lot: 200 000,00 EUR

Total value of the contract/lot: 200 000,00 EUR

V.2.5. Information about subcontracting

Section V: Award of contract

Lot No: 3

Title:

Programme de promotion des AOC des vignobles de la Vallée du Rhône aux USA pour 2021

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

20/11/2020

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: Euroconsultants

Postal address: 1777 Church Street — unit B, Washington DC, 20036 USA

Town: Washington

NUTS code: 00 Other or Not Specified

Country: United States

Internet address: <https://www.euroconsultants.us/fr/>

The contractor is an SME: no

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

Initial estimated total value of the contract/lot: 110 000,00 EUR

Total value of the contract/lot: 110 000,00 EUR

V.2.5. Information about subcontracting

Section V: Award of contract

Lot No: 4

Title:

Programme de promotion des AOC des vignobles de la Vallée du Rhône aux USA pour 2021

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

20/11/2020

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: Euroconsultants

Postal address: 1777 Church Street — unit B, Washington, DC 20036 USA

Town: Washington

NUTS code: 00 Other or Not Specified

Country: United States

Internet address: <https://www.euroconsultants.us/fr/>

The contractor is an SME: no

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

Initial estimated total value of the contract/lot: 439 500,00 EUR

Total value of the contract/lot: 439 500,00 EUR

V.2.5. Information about subcontracting

Section V: Award of contract

Lot No: 5

Title:

Programme de promotion des AOC des vignobles de la Vallée du Rhône aux USA pour 2021

A contract/lot is awarded: yes

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

20/11/2020

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: Teuwen Communication

Postal address: 133 west 25th street, 4 W New York, NY 10001

Town: New York

NUTS code: 00 Other or Not Specified

Country: United States

Internet address: <http://teuwen.com/about/>

The contractor is an SME: no

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

Initial estimated total value of the contract/lot: 138 000,00 EUR

Total value of the contract/lot: 138 000,00 EUR

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

Lot No: 6**Title:**

Programme de promotion des AOC des vignobles de la Vallée du Rhône aux USA pour 2021

A contract/lot is awarded: yes

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

20/11/2020

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: Teuwen Communication

Postal address: 133 west 25th street, 4 W New York, NY 10001

Town: New York

NUTS code: 00 Other or Not Specified

Country: United States

Internet address: <http://teuwen.com/about/>

The contractor is an SME: no

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

Initial estimated total value of the contract/lot: 14 000,00 EUR

Total value of the contract/lot: 14 000,00 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: Tribunal de grande instance

Postal address: 2 boulevard limbert

Town: Avignon

Postal code: 84078

Country: France

Internet address: <https://justice.gouv.fr>

VI.5. Date of dispatch of this notice

23/11/2020