

France-Bordeaux: Advertising consultancy services
OJ S 242/2020 11/12/2020
Contract notice
Services

Legal Basis:

Directive 2014/24/EU

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

Telephone: +33 556002266

Fax: +33 556002282

Internet address(es):

Main address: www.bordeaux.com

Address of the buyer profile: <http://civb.e-marchespublics.com/>

I.3. Communication

The procurement documents are available for unrestricted and full direct access, free of charge, at: <https://civb-box.ciscloudvalley.fr/index.php/s/3MZKDrSHwNBGXLB>

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

Additional information can be obtained from another address:

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

Contact person: Ms Frédérique Amrouni

E-mail: famrouni@vins-bordeaux.fr

Telephone: +33 556002286

Fax: +33 556002282

Internet address(es):

Main address: <http://civb.e-marchespublics.com>

Address of the buyer profile: <http://civb.e-marchespublics.com/>

I.4. Type of the contracting authority

Other type: Organisme de filière

I.5. Main activity

Other activity: Agro-alimentaire

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Services de conseil en publicité France et Belgique 2021-2023

II.1.2. Main CPV code

79341100 Advertising consultancy services

II.1.3. Type of contract

Services

II.1.4. Short description

L'objectif du présent appel d'offres est d'identifier un ou plusieurs prestataires de services de planning média et d'achat média qui accompagneront le Conseil interprofessionnel du vin de Bordeaux en France et en Belgique pour une période de 36 mois, à partir de 2021.

II.1.5. Estimated total value

II.1.6. Information about lots

This contract is divided into lots: yes
Tenders may be submitted for all lots

II.2. Description

II.2.1. Title

France
Lot No: 1

II.2.2. Additional CPV code(s)

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

- améliorer la considération et la préférence à la marque Bordeaux,
- générer de la visibilité sur des cibles bien calibrés,
- générer du trafic sur nos deux sites internet.

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

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:
no

II.2.14. Additional information

II.2. Description

II.2.1. Title

Belgique
Lot No: 2

II.2.2. Additional CPV code(s)

79341400 Advertising campaign services, 79341200 Advertising management services

II.2.3. Place of performance

NUTS code: BE Belgique / België

II.2.4. Description of the procurement

Être dans le top des recherches de requêtes stratégiques pour générer du trafic vers les sites internet Belgique du CIVB.

Inciter les cibles identifiées à visionner les vidéos et à découvrir plus sur les sites internet Belgique du CIVB.

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

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:
no

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:

Lettre de candidature, comportant la mention «Achat Média France & Belgique 2021-2023», datée et signée par le représentant légal du soumissionnaire.

Formulaire d'identification, accompagné d'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: 22/01/2021 Local time: 23:59

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

English, 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: 25/01/2021 Local time: 12:00

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: Conseil interprofessionnel du vin de Bordeaux

Town: Bordeaux
Country: France

VI.5. Date of dispatch of this notice

07/12/2020