

France-Paris: Advertising and marketing services

OJ S 255/2020 31/12/2020

Contract notice**Services****Legal Basis:**

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: CNIEL Interprofession Laitiere Francaise

National registration number: FR18300817954

Postal address: 42 rue de Chateaudun

Town: Paris

NUTS code: FR101 Paris

Postal code: 75009

Country: France

Contact person: Emilie Martin

E-mail: emartin@cniel.com

Telephone: +86 13641244445

Internet address(es):Main address: <http://www.filiere-laitiere.fr>**I.3. Communication**The procurement documents are available for unrestricted and full direct access, free of charge, at: <http://www.filiere-laitiere.fr/en/appels-doffres>

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: Dairy organisations

I.5. Main activity

Other activity: Agri-food

Section II: Object

II.1. Scope of the procurement**II.1.1. Title**

Information and Advertising Programme to Promote European Cheese in Australia 2022-2024

II.1.2. Main CPV code

79340000 Advertising and marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

The purpose of this tender is to select an agency regarding the conception and implementation of an 'Information and Advertising Programme to Promote European Cheese in Australia 2022-2024'. It will deliver a follow-up to previous cheese programmes in Australia. In addition, it will deliver new promotions and tracks based on the results of previous triennials.

Objective 1: Inform about the essentiality and accessibility of European cheeses and in particular aim to increase the level of knowledge, improve the image and reputation of European cheese and its qualities among the targets of the action.

Objective 2: Support the export of European cheeses in France and increase market share in the target country.

And in particular: support the competitiveness of the European agricultural sector in Australia and reposition European cheese in front of local cheeses and other imported cheeses.

II.1.5. Estimated total value

Value excluding VAT: 900 000,00 EUR

II.1.6. Information about lots

This contract is divided into lots: no

II.2. Description

II.2.3. Place of performance

NUTS code: AU Australia

II.2.4. Description of the procurement

The purpose of the contract is the conception and implementation of a collective Information and Advertising Programme to Promote European Cheese in Australia 2022-2024. The strategic choices in Australia to achieve the objectives are as follows:

- A coherent and creative PR system, making it possible to arouse the interest of a target saturated with information and requests. PR system offering both the dissemination of quality information and experience.
- A real strategy of influence to reach the targets, a key activity for this programme.
- Event activities for the general public, for educational and experiential purposes. The annual 'Bon Fromage' exhibition format from the current campaign may be continued and revised or adapted as necessary.
- Training activities aimed at the professional targets defined above.
- Point-of-sale promotions in order to raise awareness among consumers at their place of purchase, by offering them solutions for recognising and appropriating cheeses through tasting sessions (if the health situation permits) and/or by submitting visually all the graphic codes of the program (PLV).
- A comprehensive communication plan and a coordination seminar are also expected each year.
- Any other activities deemed relevant to the objectives and targets.

II.2.5. Award criteria

Criteria below

Quality criterion - Name: Technical offer: subcriteria (a) Answer to the briefing, rationale, relevance of the strategy to targets and market — weighted criterion/20; (b) Quality of the proposal, quality of the actions/activities and declination of the program (temporality) — weighted criterion/20; (c) Quality and quality content of tools proposed in relation to actions — weighted criterion/10 (d) Relevance of the campaign's signature and creative concepts (adequacy with proposed actions and targeted objectives): weighted criterion/10 / Weighting: 60

Quality criterion - Name: Quality of the proposed organisation: structure of the agency and competence of the team for the realisation of the services of the markets, project organisation and management structure specific to a multi markets programme / Weighting: 15
Cost criterion - Name: Budget: cost effectiveness: budget breakdown with regard to activities /markets/and especially expected results; respect of the Agency fees criteria mentioned in the tender specifications documents / Weighting: 25

II.2.6. Estimated value

Value excluding VAT: 900 000,00 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: Information and Advertising Programme to Promote European Cheese in Australia 2022-2024.

II.2.14. Additional information

Email contact: emartin@cniel.com

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:

- An official record of criminal convictions; if the preferred bidder is located abroad, that bidder must provide the relevant record or, in the last resort, an equivalent document issued by the relevant judicial or administrative authority of its country of origin or establishment, attesting that the bidder is not excluded from tender procedures.
- Proof of insurance for professional risks,
- The documents provided for in Articles D. 8222-5 or D. 8222-7 and D. 8222-8 or D. 8254-2 to D. 8254-5 of the French Labour Code, which must be provided every 6 months until the end of the performance of the contract.
- Form ATTR11 (contract agreement form) dated and signed by the person who is empowered to make binding commitments on behalf of the bidder (for groupings, the contract agreement form must be a single document) that the CNIEL will duly complete and send.
- The data protection agreement duly filled out and signed.

III.1.2. Economic and financial standing

List and brief description of selection criteria:

- The attestations and certificates issued by the relevant administrations and organisations which prove that the bidder has complied with its tax and social security obligations. If the

preferred bidder is established abroad, the bidder must provide a certificate issued by the administrations and bodies of its country of origin or establishment.

— The extract of profit/loss account for the last 3 years and, as applicable, the revenue for the business segment that corresponds to the purpose of the contract, over the last 3 financial years for which information is available.

III.1.3. Technical and professional ability

List and brief description of selection criteria:

— A list of similar services provided during the last 3 years. The applicant shall state the amount, the date and the name of the public sector or private sector client, in compliance with any confidentiality requirements.

In the event of an application by a grouping, the applicant shall specify the form of the grouping (whether the members are jointly liable or jointly and severally liable), designate the grouping's lead company and the authorisation that empowers the lead company to make valid commitments on behalf of the grouping.

— A declaration stating the applicant's average annual headcount and the proportion of management personnel for each of the last three years.

— A description of the applicant's material and human resources that provide the rationale for its capacity to perform the required services.

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: yes

IV.2. Administrative information

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

Date: 01/02/2021

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

Tender must be valid until: 26/11/2021

IV.2.7. Conditions for opening of tenders

Date: 19/02/2021 Local time: 12:00

Place:

Paris, FRANCE.

Information about authorised persons and opening procedure: Date: week of 22 February 2021 France time: 9.00 Place: Paris office and online/Beijing online. CNIEL selection Committee and representative members.

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: Tribunal de Grande Instance de Paris

Postal address: 29-45 Avenue de la Porte de Clichy

Town: Paris

Postal code: 75017

Country: France

Telephone: +33 14432515-1

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: 29-45 Avenue de la Porte de Clichy

Town: Paris

Postal code: 75017

Country: France

Telephone: +33 14432515-1

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

VI.5. Date of dispatch of this notice

28/12/2020