

**France-Villefranche-sur-Saône: Advertising and marketing services**  
**OJ S 243/2021 15/12/2021**  
**Contract award notice**  
**Services**

**Legal Basis:**

Directive 2014/24/EU

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**Section I: Contracting authority**

**I.1. Name and addresses**

Official name: inter Beaujolais

Postal address: 210 Boulevard Victor Vermorel Cs30317

Town: Villefranche-sur-Saone Cedex

NUTS code: FRK26 Rhône

Postal code: 69661

Country: France

E-mail: [sthouvenin@beaujolais.com](mailto:sthouvenin@beaujolais.com)

Telephone: +33 0474022210

**Internet address(es):**

Main address: <http://www.beaujolais.com>

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

**I.4. Type of the contracting authority**

Other type: Interprofession

**I.5. Main activity**

Other activity: Interprofession du secteur vitivinicole

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**Section II: Object**

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

**II.1.1. Title**

campagne de communication et de promotion au Royaume-Uni pour les vins du Beaujolais  
2022-2023

**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 communication et de promotion au Royaume-Uni pour les vins du Beaujolais  
2022-2023

**II.1.6. Information about lots**

This contract is divided into lots: yes

**II.1.7.**

## **Total value of the procurement**

Value excluding VAT: 400 000,00 EUR

### **II.2. Description**

#### **II.2.1. Title**

actions de promotion digitales / réseaux sociaux uniquement : veille, community management, création contenu, partenariat influenceur

Lot No: 1

#### **II.2.2. Additional CPV code(s)**

79340000 Advertising and marketing services, 15930000 Wines, 79416000 Public relations services, 79342200 Promotional services

#### **II.2.3. Place of performance**

NUTS code: UK United Kingdom

#### **II.2.4. Description of the procurement**

actions de promotion digitales/réseaux sociaux uniquement : veille, community management, création contenu, partenariat influenceur

#### **II.2.5. Award criteria**

Price

#### **II.2.11. Information about options**

Options: yes

Description of options:

tranche optionnelle 2023 : 30 000 euros selon possibilité financière de l'interprofession, obtention de financements publics, validation des besoins compte-tenu de l'évolution possible du contexte

#### **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 cofinancement par des fonds communautaires.

Franceagrimer est l'organisme chargé de ce programme

#### **II.2.14. Additional information**

### **II.2. Description**

#### **II.2.1. Title**

actions de promotion à destination de professionnels et prescripteurs (cible majoritaire) et grand public (cible secondaire)

Lot No: 2

#### **II.2.2. Additional CPV code(s)**

79340000 Advertising and marketing services, 15930000 Wines, 79416000 Public relations services, 79342200 Promotional services

#### **II.2.3. Place of performance**

NUTS code: UK United Kingdom

#### **II.2.4. Description of the procurement**

actions de promotion à destination de professionnels et prescripteurs (cible majoritaire) et grand public (cible secondaire)

#### **II.2.5. Award criteria**

Price

#### **II.2.11. Information about options**

Options: yes

Description of options:

tranche optionnelle 2023 : 30 000 euros selon possibilité financière de l'interprofession, obtention de financements publics, validation des besoins compte-tenu de l'évolution possible du contexte

#### **II.2.13. Information about European Union funds**

The procurement is related to a project and/or programme financed by European Union funds: yes

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#### **II.2.14. Additional information**

### **Section IV: Procedure**

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#### **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: [2021/S 084-216330](#)

##### **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**

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**Lot No: 1**

**Title:**

campagne de communication et de promotion au Royaume-Uni pour les vins du Beaujolais 2022-2023

A contract/lot is awarded: yes

#### **V.2. Award of contract**

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

05/07/2021

**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: sopexa

Postal address: 25 rue Notre-Dame des Victoires

Town: Paris

NUTS code: FR France

Postal code: 75002

Country: France

The contractor is an SME: yes

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

Total value of the contract/lot: 60 000,00 EUR

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

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**Lot No: 2****Title:**

campagne de communication et de promotion au Royaume-Uni pour les vins du Beaujolais  
2022-2023

A contract/lot is awarded: yes

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

05/07/2021

**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: sopexa

Postal address: 25 rue Notre-Dame des Victoires

Town: Paris

NUTS code: FR France

Postal code: 75002

Country: France

The contractor is an SME: no

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

Total value of the contract/lot: 340 000,00 EUR

**V.2.5. Information about subcontracting**

## Section VI: Complementary information

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### VI.3. Additional information

### VI.4. Procedures for review

#### VI.4.1. Review body

Official name: inter beaujolais - service export

Postal address: 21 Boulevard Victor Vermorel - cS 30317

Town: Villefranche-sur-Saone Cedex

Postal code: 69661

Country: France

### VI.5. Date of dispatch of this notice

10/12/2021