

**France-Bordeaux: Advertising and marketing services**

**OJ S 245/2021 17/12/2021**

**Contract notice**

**Services**

**Legal Basis:**

Directive 2014/24/EU

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**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](mailto:laurianne.revidon@vins-bordeaux.fr)

Telephone: +33 556002266

Fax: +33 556002282

**Internet address(es):**

Main address: [www.bordeaux.com](http://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.e-marchespublics.com/>

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](mailto: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: Professional organization

**I.5. Main activity**

Other activity: Agri-food industry

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**Section II: Object**

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

### **II.1.1. Title**

MEDIA PLANNING & BUYING: United Kingdom 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 present call for tenders from the Conseil Interprofessionnel du Vin de Bordeaux aims to identify a provider of media planning and buying services in the United Kingdom, for 2022, 2023 and 2024.

### **II.1.5. Estimated total value**

Value excluding VAT: 1 125 000,00 GBP

### **II.1.6. Information about lots**

This contract is divided into lots: no

## **II.2. Description**

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

79341000 Advertising services, 79341100 Advertising consultancy services, 79341200 Advertising management services, 79341400 Advertising campaign services

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

NUTS code: UK United Kingdom

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

To stimulate demand for Bordeaux wines by demonstrating their accessibility and diversity and by portraying them as modern wines suitable for casual, relaxed occasions.

### **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: 1 125 000,00 GBP

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

Start: 13/02/2022 End: 31/12/2024

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

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

### **Section III: Legal, economic, financial and technical information**

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#### **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:

Cover letter, dated and signed by the candidate's duly authorized representative.

Identification form accompanied by proof of corporate registration

Sworn statement

##### **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**

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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: no

#### **IV.2. Administrative information**

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

Date: 02/02/2022 Local time: 18:00

##### **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**

English

##### **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: 07/02/2022 Local time: 12:00

Place:  
CIVB

## **Section VI: Complementary information**

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### **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**

14/12/2021