

France-Bordeaux: Marketing services
OJ S 245/2021 17/12/2021
Contract award 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.4. Type of the contracting authority

Other type: Professional organization

I.5. Main activity

Other activity: Agri-food industry

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

MARKETING SERVICES – JAPAN Promotion & Communication Program 2022

II.1.2. Main CPV code

79342000 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 / providers of marketing services in Japan for 2022 and in respect of the following activities, as of the date each lot is awarded.

II.1.6. Information about lots

This contract is divided into lots: yes

II.1.7. Total value of the procurement

Value excluding VAT: 50 000 000,00 JPY

II.2. Description

II.2.1. Title

In-Store Display & Promotion Campaign

Lot No: 1

II.2.2. Additional CPV code(s)

79342200 Promotional services

II.2.3. Place of performance

NUTS code: JP Japan

II.2.4. Description of the procurement

to implement an in-store display and promotion campaign to increase the visibility and drive conversion to sales of all Mid-Range Bordeaux wines sold within targeted off-trade accounts.

II.2.5. Award criteria

Quality criterion - Name: Overall relevance, quality and creativity of the proposed plan, including: Tactics, Schedule of activities, Projected results, Alignment with the program objectives, target audiences and brand attributes. / Weighting: 70

Cost criterion - Name: Detailed budgetary breakdown - Competitive fees and costs - Proportionality of fees and costs to the proposed Services / Weighting: 30

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: Regulation (EU) No 1308/2013; Regulation (EC) No555/2008;

II.2.14. Additional information

II.2. Description

II.2.1. Title

In-Store Display & Promotion Campaign

Lot No: 2

II.2.2. Additional CPV code(s)

79342200 Promotional services

II.2.3. Place of performance

NUTS code: JP Japan

II.2.4. Description of the procurement

to implement an in-store display and promotion campaign to increase the visibility and drive conversion to sales of all Mid-Range Bordeaux wines sold within targeted off-trade accounts.

II.2.5. Award criteria

Quality criterion - Name: Overall relevance, quality and creativity of the proposed plan, including: Tactics, Schedule of activities, Projected results, Alignment with the program objectives, target audiences and brand attributes. / Weighting: 70

Cost criterion - Name: Detailed budgetary breakdown - Competitive fees and costs - Proportionality of fees and costs to the proposed Services / Weighting: 30

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: Regulation (EU) No 1308/2013; Regulation (EC) No555/2008;

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: no

IV.2. Administrative information

IV.2.1. Previous publication concerning this procedure

Notice number in the OJ S: [2021/S 188-489501](#)

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:

In-Store Display & Promotion Campaign

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

13/12/2021

V.2.2. Information about tenders

Number of tenders received: 3

The contract has been awarded to a group of economic operators: no

V.2.3. Name and address of the contractor

Official name: SivanS K.K.

Town: Tokyo

NUTS code: JP Japan

Country: Japan

E-mail: sivan@sivans.jp

The contractor is an SME: no

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

Initial estimated total value of the contract/lot: 20 000 000,00 JPY

Total value of the contract/lot: 20 000 000,00 JPY

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

Contract No: 2

Lot No: 2

Title:

Communication Campaign

A contract/lot is awarded: yes

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

13/12/2021

V.2.2. Information about tenders

Number of tenders received: 3

The contract has been awarded to a group of economic operators: no

V.2.3. Name and address of the contractor

Official name: SivanS K.K.

Town: Tokyo

NUTS code: JP Japan

Country: Japan

E-mail: sivan@sivans.jp

The contractor is an SME: no

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

Initial estimated total value of the contract/lot: 30 000 000,00 JPY

Total value of the contract/lot: 30 000 000,00 JPY

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: Conseil Interprofessionnel du Vin de Bordeaux

Town: BORDEAUX

Country: France

VI.5. Date of dispatch of this notice

14/12/2021