

**France-Avignon: Promotional services**  
**OJ S 228/2022 25/11/2022**  
**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: INTERRHONE

Postal address: 6 rue DES TROIS FAUCONS CS90513

Town: Avignon

NUTS code: FRL06 Vaucluse

Postal code: 84024

Country: France

E-mail: [atroin@inter-rhone.com](mailto:atroin@inter-rhone.com)

Telephone: +33 490272400

**Internet address(es):**

Main address: <https://www.vins-rhone.com/inter-rhone/qui-sommes-nous>

Address of the buyer profile: [https://marchesonline.achatpublic.com/sdm/ent/gen/ent\\_recherche.do](https://marchesonline.achatpublic.com/sdm/ent/gen/ent_recherche.do)

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

Other type: INTERPROFESSION VITICOLE

**I.5. Main activity**

Other activity: Promotion/communication

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**Section II: Object**

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

**II.1.1. Title**

Programme de promotion des vins AOC de la Vallée du Rhône au CANADA

**II.1.2. Main CPV code**

79342200 Promotional services

**II.1.3. Type of contract**

Services

**II.1.4. Short description**

Programme de promotion des vins AOC de la Vallée du Rhône au CANADA pour les années 2023 (tranche ferme), 2024 (tranche conditionnelle).

**II.1.6. Information about lots**

This contract is divided into lots: yes

**II.1.7.**

## **Total value of the procurement**

Value excluding VAT: 1 314 000,00 EUR

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

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

Maximiser la diffusion des vins, former et communiquer auprès des professionnels et des amateurs de vins

Lot No: 1

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

79342200 Promotional services

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

NUTS code: CA Canada

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

Maximiser la diffusion des vins, former et communiquer auprès des professionnels et des amateurs de vins pour les années 2023 (tranche ferme) et 2024 (tranche conditionnelle).

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

Quality criterion - Name: ANALYSE / Weighting: 15

Quality criterion - Name: ELEMENTS OPERATIONNELS : / Weighting: 27

Quality criterion - Name: EQUIPE : / Weighting: 24

Quality criterion - Name: Prise en compte des critères environnementaux & sociaux pour une approche durable / Weighting: 8

Cost criterion - Name: Respect budgétaire, prix global, niveau et calcul des honoraires / Weighting: 8

#### **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: Programme de promotion des vins sur les marchés des pays tiers dans le cadre de l'OCM Viticole ( FranceAgriMer)

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

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

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

Communication grand public via les réseaux sociaux et l'achat média

Lot No: 2

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

79342200 Promotional services

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

NUTS code: CA Canada

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

Communication grand public via les réseaux sociaux et l'achat média pour les 2023 (tranche ferme) et 2024 (tranche conditionnelle).

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

Quality criterion - Name: ANALYSE / Weighting: 18

Quality criterion - Name: ELEMENTS OPERATIONNELS : / Weighting: 27

Quality criterion - Name: EQUIPE : / Weighting: 23

Quality criterion - Name: Prise en compte des critères environnementaux & sociaux pour une approche durable / Weighting: 7

Cost criterion - Name: Respect budgétaire, prix global, niveau et calcul des honoraires / Weighting: 8

### **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: Programme de promotion des vins sur les marchés des pays tiers dans le cadre de l'OCM Viticole ( FranceAgriMer)

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

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

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

Relation presse et stratégie d'influence  
Lot No: 3

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

79342200 Promotional services

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

NUTS code: CA Canada

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

Relation presse et stratégie d'influence pour les années 2023 (tranche ferme) et 2024 (tranche conditionnelle).

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

Quality criterion - Name: ANALYSE / Weighting: 16

Quality criterion - Name: ELEMENTS OPERATIONNELS : / Weighting: 24

Quality criterion - Name: EQUIPE : / Weighting: 19

Quality criterion - Name: Prise en compte des critères environnementaux & sociaux pour une approche durable / Weighting: 8

Cost criterion - Name: Respect budgétaire, prix global, niveau et calcul des honoraires / Weighting: 7

### **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: Programme de promotion des vins sur les marchés des pays tiers dans le cadre de l'OCM Viticole ( FranceAgriMer)

## 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: [2022/S 140-399385](#)

##### 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:**

Lot n°1 : Maximiser la diffusion des vins, former et communiquer auprès des professionnels et des amateurs de vins pour les années 2023 (tranche ferme) et 2024 (tranche conditionnelle).

A contract/lot is awarded: yes

#### V.2. Award of contract

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

18/11/2022

##### 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: SOPEXA CANADA

Postal address: 2020 blv Robert Bourassa-Bureau 2400 Montréal Quebec H3A 2A5

Town: Montréal

NUTS code: CA Canada

Country: Canada

Internet address: <https://www.sopexa.com/fr/pays/canada/>

The contractor is an SME: no

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

Initial estimated total value of the contract/lot: 960 000,00 EUR

Total value of the contract/lot: 960 000,00 EUR

## V.2.5. Information about subcontracting

### Section V: Award of contract

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**Lot No: 2**

**Title:**

Lot n°2 : Communication grand public via les réseaux sociaux et l'achat média pour les 2023 (tranche ferme) et 2024 (tranche conditionnelle).

A contract/lot is awarded: yes

## V.2. Award of contract

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

18/11/2022

### 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: FAVOREAT

Postal address: 174 Broadway Ave 11211 Brooklyn New York USA

Town: New York

NUTS code: US United States

Country: United States

Internet address: <https://favoreatdesign.com/about>

The contractor is an SME: no

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

Initial estimated total value of the contract/lot: 217 000,00 EUR

Total value of the contract/lot: 217 000,00 EUR

## V.2.5. Information about subcontracting

### Section V: Award of contract

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**Lot No: 3**

**Title:**

Lot n°3 : Relation presse et stratégie d'influence pour les années 2023 (tranche ferme) et 2024 (tranche conditionnelle)

A contract/lot is awarded: yes

## V.2. Award of contract

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

18/11/2022

### V.2.2. Information about tenders

Number of tenders received: 2

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

**V.2.3. Name and address of the contractor**

Official name: SOPEXA CANADA

Postal address: 2020 blv Robert Bourassa-Bureau 2400 Montréal Quebec H3A 2A5

Town: Montréal

NUTS code: CA Canada

Country: Canada

Internet address: <https://www.sopexa.com/fr/pays/canada/>

The contractor is an SME: no

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

Initial estimated total value of the contract/lot: 137 000,00 EUR

Total value of the contract/lot: 137 000,00 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: Tribunal de grande instance

Postal address: 2 BOULEVARD LIMBERT

Town: AVIGNON

Postal code: 84078

Country: France

**VI.4.2. Body responsible for mediation procedures**

Official name: Tribunal de grande instance

Postal address: 2 BOULEVARD LIMBERT

Town: AVIGNON

Postal code: 84078

Country: France

**VI.4.4. Service from which information about the review procedure may be obtained**

Official name: Tribunal de grande instance

Postal address: 2 BOULEVARD LIMBERT

Town: AVIGNON

Postal code: 84078

Country: France

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

21/11/2022