

**France-Villefranche-sur-Saône: Advertising and marketing services**

OJ S 250/2021 24/12/2021

Contract notice

Services

**Legal Basis:**

Directive 2014/24/EU

**Section I: Contracting authority**

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**I.1. Name and addresses**

Official name: inter Beaujolais

Postal address: 210 Boulevard Victor Vermorel Cs30317

Town: Villefranche-sur-Saone Cedex

NUTS code: FRK Auvergne-Rhône-Alpes

Postal code: 69661

Country: France

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

Telephone: +33 474026316

**Internet address(es):**Main address: <https://www.beaujolais.com>Address of the buyer profile: <http://inter-beaujolais.e-marchespublics.com>**I.3. Communication**The procurement documents are available for unrestricted and full direct access, free of charge, at: <https://www.e-marchespublics.com/>

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted electronically via: <https://www.e-marchespublics.com/>**I.4. Type of the contracting authority**

Other type: Interprofession du secteur viticole

**I.5. Main activity**

Other activity: Interprofession du secteur vitivinicole

**Section II: Object**

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

campagne de communication Beaujolais Nouveaux 2022

Reference number: Campagne BN 22

**II.1.2. Main CPV code**

79340000 Advertising and marketing services

**II.1.3. Type of contract**

Services

**II.1.4. Short description**

**II.1.5. Estimated total value**

Value excluding VAT: 309 000,00 EUR

**II.1.6. Information about lots**

This contract is divided into lots: yes

Tenders may be submitted for all lots

Maximum number of lots that may be awarded to one tenderer: 3

**II.2. Description**

**II.2.1. Title**

visuel de campagne et déclinaisons

Lot No: 1

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

79340000 Advertising and marketing services, 15930000 Wines, 79342200 Promotional services

**II.2.3. Place of performance**

NUTS code: FRK Auvergne-Rhône-Alpes

Main site or place of performance: villefranche sur Saône

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

création du visuel de la campagne Beaujolais Nouveaux 2022 et de l'ensemble de ses déclinaisons.

Description intégrale dans cca + cct + Grille de synthèse de la proposition

**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: 30 000,00 EUR

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

Duration in months: 12

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: no

**II.2.14. Additional information**

**II.2. Description**

**II.2.1. Title**

stratégie et campagne de communication

Lot No: 2

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

79340000 Advertising and marketing services, 15930000 Wines, 79342200 Promotional services

**II.2.3. Place of performance**

NUTS code: FRK Auvergne-Rhône-Alpes

Main site or place of performance: villefranche sur Saône

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

stratégie et campagne de communication (définition - création - mise en oeuvre - achat média digital) avec dominante digitale obligatoire.

Le plan media (hors radio traditionnelle en lot 3) doit être intégré à ce lot.

Description intégrale dans cca + cct + Grille de synthèse de la proposition

**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: 205 000,00 EUR

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

Duration in months: 12

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:  
no

**II.2.14. Additional information**

**II.2. Description**

**II.2.1. Title**

média Radio : plan média, achat d'espace et création du spot

Lot No: 3

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

79340000 Advertising and marketing services, 15930000 Wines, 79342200 Promotional services

**II.2.3. Place of performance**

NUTS code: FRK Auvergne-Rhône-Alpes

Main site or place of performance: villefranche sur Saône

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

radio : plan média, achat d'espace et création du spot.

Description intégrale dans cca + cct + Grille de synthèse de la proposition.

Lot uniquement axé sur radio traditionnelle (si recommandation de radio digital => A intégrer dans lot 2).

Si recommandation d'autres grands médias => A intégrer dans lot 2

**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: 74 000,00 EUR

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

Duration in months: 12

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:  
no

**II.2.14. Additional information**

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

**III.1. Conditions for participation**

**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

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

Date: 27/01/2022 Local time: 12:00

**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**  
French

**IV.2.6. Minimum time frame during which the tenderer must maintain the tender**  
Duration in months: 3 (from the date stated for receipt of tender)

**IV.2.7. Conditions for opening of tenders**

Date: 27/01/2022 Local time: 14:00

Place:

villefranche sur Saône

## **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: tribunal de commerce de Villefranche sur Saone

Postal address: 350 Boulevard Gambetta,

Town: Villefranche-sur-Saône

Postal code: 69400

Country: France

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

21/12/2021