

**France-Avignon: Promotional services**  
**OJ S 230/2022 29/11/2022**  
**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 0490272400

**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 AOC des vignobles de la Vallée du Rhône au Royaume-Uni

**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 AOC des vignobles de la Vallée du Rhône au Royaume-Uni 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: 1 165 600,00 EUR

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

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

Lot n°1 : Communication au travers des réseaux sociaux pour l'AOC Côtes du Rhône et CDR Villages  
Lot No: 1

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

79342200 Promotional services

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

NUTS code: UK United Kingdom

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

Lot n°1 : Communication au travers des réseaux sociaux pour l'AOC Côtes du Rhône et CDR Villages 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: 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: 10

#### **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**

Lot n° 2 : Plan de communication & Achat média pour l'AOC Côtes du Rhône et CDR Villages  
Lot No: 2

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

79342200 Promotional services

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

NUTS code: UK United Kingdom

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

Lot n° 2 : Plan de communication & Achat média pour l'AOC Côtes du Rhône et CDR Villages pour les années 2023 (tranche ferme), 2024 (tranche conditionnelle).

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

Quality criterion - Name: ANALYSE / Weighting: 16

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: 10

### **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**

Lot n° 3 : Programme de formation et de communication professionnelle pour les AOC des Vignobles de la Vallée du Rhône (voir détails joint dans le Brief)

Lot No: 3

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

79342200 Promotional services

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

NUTS code: UK United Kingdom

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

Lot n° 3 : Programme de formation et de communication professionnelle pour les AOC des Vignobles de la Vallée du Rhône (voir détails joint dans le Brief) pour les années 2023 (tranche ferme), 2024 (tranche conditionnelle).

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

Quality criterion - Name: ANALYSE / Weighting: 18

Quality criterion - Name: ELEMENTS OPERATIONNELS : / Weighting: 25

Quality criterion - Name: EQUIPE : / Weighting: 26

Quality criterion - Name: Prise en compte des critères environnementaux & sociaux pour une approche durable / Weighting: 9

Cost criterion - Name: Respect budgétaire, prix global, niveau et calcul des honoraires / Weighting: 5

### **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**

Lot n° 4 : Programme Evènementiel pour l'AOC Côtes du Rhône et CDR Villages  
Lot No: 4

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

79342200 Promotional services

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

NUTS code: UK United Kingdom

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

Lot n° 4 : Programme Evènementiel pour l'AOC Côtes du Rhône et CDR Villages pour les années 2023 (tranche ferme), 2024 (tranche conditionnelle).

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

Quality criterion - Name: ANALYSE / Weighting: 18

Quality criterion - Name: ELEMENTS OPERATIONNELS : / Weighting: 25

Quality criterion - Name: EQUIPE : / Weighting: 26

Quality criterion - Name: Prise en compte des critères environnementaux & sociaux pour une approche durable / Weighting: 9

Cost criterion - Name: Respect budgétaire, prix global, niveau et calcul des honoraires / Weighting: 5

#### **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**

Lot n° 5 : Relation presse et Stratégie d'influence pour les AOC des Vignobles de la Vallée du Rhône (voir détails joint dans le Brief)  
Lot No: 5

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

79342200 Promotional services

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

NUTS code: UK United Kingdom

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

Lot n° 5 : Relation presse et Stratégie d'influence pour les AOC des Vignobles de la Vallée du Rhône (voir détails joint dans le Brief) pour les années 2023 (tranche ferme), 2024 (tranche conditionnelle).

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

Quality criterion - Name: ANALYSE / Weighting: 18

Quality criterion - Name: ELEMENTS OPERATIONNELS : / Weighting: 26

Quality criterion - Name: EQUIPE : / Weighting: 23

Quality criterion - Name: Prise en compte des critères environnementaux & sociaux pour une approche durable / Weighting: 9

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**

Lot n° 6 : Programme de promotion pour l'AOC Ventoux

Lot No: 6

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

79342200 Promotional services

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

NUTS code: UK United Kingdom

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

Lot n° 6 : Programme de promotion pour l'AOC Ventoux pour les années 2023 (tranche ferme), 2024 (tranche conditionnelle).

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

Quality criterion - Name: ANALYSE / Weighting: 18

Quality criterion - Name: ELEMENTS OPERATIONNELS : / Weighting: 19

Quality criterion - Name: EQUIPE : / Weighting: 24

Quality criterion - Name: Prise en compte des critères environnementaux & sociaux pour une approche durable / Weighting: 9

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 140-399661](#)

###### 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 : Communication au travers des réseaux sociaux pour l'AOC Côtes du Rhône et CDR Villages 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

22/11/2022

###### 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: FAVOREAT DESIGN EUROPE

Postal address: 10 RUE DE PENTHIEVRE 75008 PARIS

Town: PARIS

NUTS code: FR France

Postal code: 75008

Country: France  
Internet address: <https://favoreatdesign.com/>  
The contractor is an SME: no

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

Initial estimated total value of the contract/lot: 120 000,00 EUR  
Total value of the contract/lot: 120 000,00 EUR

**V.2.5. Information about subcontracting**

**Section V: Award of contract**

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**Lot No: 2**

**Title:**

Lot n° 2 : Plan de communication & Achat média pour l'AOC Côtes du Rhône et CDR Villages pour les années 2023 (tranche ferme), 2024 (tranche conditionnelle).

A contract/lot is awarded: yes

**V.2. Award of contract**

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

22/11/2022

**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: FAVOREAT DESIGN EUROPE  
Postal address: 10 RUE DE PENTHIEVRE 75008 PARIS  
Town: PARIS  
NUTS code: FR France  
Postal code: 75008  
Country: France  
Internet address: <https://favoreatdesign.com/>  
The contractor is an SME: no

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

Initial estimated total value of the contract/lot: 400 000,00 EUR  
Total value of the contract/lot: 400 000,00 EUR

**V.2.5. Information about subcontracting**

**Section V: Award of contract**

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**Lot No: 3**

**Title:**

Lot n° 3 : Programme de formation et de communication professionnelle pour les AOC des Vignobles de la Vallée du Rhône pour les années 2023 (tranche ferme), 2024 (tranche conditionnelle).

A contract/lot is awarded: yes

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

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

22/11/2022

### **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 75002 Paris

Town: PARIS

NUTS code: FR France

Postal code: 75002

Country: France

Internet address: <https://www.sopexa.com/fr/pays/royaume-uni/>

The contractor is an SME: no

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

Initial estimated total value of the contract/lot: 266 000,00 EUR

Total value of the contract/lot: 266 000,00 EUR

### **V.2.5. Information about subcontracting**

## **Section V: Award of contract**

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**Lot No: 4**

**Title:**

Lot n° 4 : Programme Evènementiel de l'AOC Côtes du Rhône et CDR Villages pour les années 2023 (tranche ferme), 2024 (tranche conditionnelle)

A contract/lot is awarded: yes

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

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

22/11/2022

### **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 75002 Paris

Town: PARIS

NUTS code: FR France

Postal code: 75002

Country: France

Internet address: <https://www.sopexa.com/fr/pays/royaume-uni/>

The contractor is an SME: no

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

Initial estimated total value of the contract/lot: 190 000,00 EUR

Total value of the contract/lot: 190 000,00 EUR

#### **V.2.5. Information about subcontracting**

### **Section V: Award of contract**

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**Lot No: 5**

**Title:**

Lot n° 5 : Relation presse et Stratégie d'influence pour les AOC des Vignobles de la Vallée du Rhône pour les années 2023 (tranche ferme), 2024 (tranche conditionnelle).

A contract/lot is awarded: yes

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

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

22/11/2022

##### **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

Postal address: 25 rue Notre-Dame des Victoires 75002 Paris

Town: PARIS

NUTS code: FR France

Postal code: 75002

Country: France

Internet address: <https://www.sopexa.com/fr/pays/royaume-uni/>

The contractor is an SME: no

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

Initial estimated total value of the contract/lot: 146 000,00 EUR

Total value of the contract/lot: 146 000,00 EUR

##### **V.2.5. Information about subcontracting**

### **Section V: Award of contract**

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**Lot No: 6**

**Title:**

Lot n° 6 : Programme de promotion de l'AOC Ventoux pour les années 2023 (tranche ferme), 2024 (tranche conditionnelle).

A contract/lot is awarded: yes

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

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

22/11/2022

**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 75002 Paris

Town: PARIS

NUTS code: FR France

Postal code: 75002

Country: France

Internet address: <https://www.sopexa.com/fr/pays/royaume-uni/>

The contractor is an SME: no

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

Initial estimated total value of the contract/lot: 43 600,00 EUR

Total value of the contract/lot: 43 600,00 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**

24/11/2022