

**France-Bordeaux: Advertising and marketing services**  
**OJ S 222/2023 17/11/2023**  
**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: CIVB

Postal address: 1 cours du XXX juillet

Town: BORDEAUX

NUTS code: FR France

Postal code: 33075

Country: France

E-mail: [proposals@vins-bordeaux.fr](mailto:proposals@vins-bordeaux.fr)

Telephone: +33 556002266

**Internet address(es):**

Main address: <http://www.bordeaux.com/fr>

Address of the buyer profile: [https://civb.e-marchespublics.com/pack/annonce\\_marche\\_public\\_23046\\_959921.html](https://civb.e-marchespublics.com/pack/annonce_marche_public_23046_959921.html)

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

Other type: organisme de filière

**I.5. Main activity**

Other activity: Agro alimentaire

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**Section II: Object**

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

**II.1.1. Title**

SERVICES MARKETING UK 2024-2026

**II.1.2. Main CPV code**

79340000 Advertising and marketing services

**II.1.3. Type of contract**

Services

**II.1.4. Short description**

Le présent appel d'offres du Conseil Interprofessionnel du Vin de Bordeaux vise à identifier un prestataire de services marketing au Royaume-Uni pour la période 2024-2026 , à compter de la date d'attribution de chaque lot.

**II.1.6. Information about lots**

This contract is divided into lots: yes

### **II.1.7. Total value of the procurement**

Lowest offer: 1 490 000,00 GBP / Highest offer: 1 740 000,00 GBP taken into consideration

## **II.2. Description**

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

Promotions en point de vente

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**

Créer et déployer ses activités de points de vente sur le marché. Organiser 2 temps forts, un pour chacun de ses principaux canaux de distribution : les grands multiples et les cavistes.

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

Quality criterion - Name: QUALIFICATIONS / Weighting: 20

Quality criterion - Name: PROPOSITION / Weighting: 55

Cost criterion - Name: BUDGET / Weighting: 25

### **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: Règlement (UE) n° 1308/2013 ; Règlement (CE) n°555/2008.

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

## **II.2. Description**

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

Événements et formation (consommateurs et commerce)

Lot No: 2

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

80500000 Training services, 79416000 Public relations services

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

NUTS code: UK United Kingdom

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

Organiser les événements Bordeaux Wines, principale activité de relations commerciales et de présence du CIVB auprès des consommateurs au Royaume-Uni.

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

Quality criterion - Name: QUALIFICATIONS / Weighting: 20

Quality criterion - Name: PROPOSITION / Weighting: 50

Cost criterion - Name: BUDGET / 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: Règlement (UE) n° 1308/2013 ; Règlement (CE) n°555/2008.

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

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

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

Relations presse

Lot No: 3

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

79416000 Public relations services

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

NUTS code: UK United Kingdom

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

Entretenir l'intérêt des médias pour Bordeaux en les informant régulièrement. Informer les médias des actions menées par le CIVB au Royaume-Uni. Approfondir des sujets avec des informations très détaillées sur un sujet prioritaire pour les vins de Bordeaux. Faire venir des journalistes à Bordeaux. Répondre à toutes les questions et "demandes entrantes" des médias.

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

Quality criterion - Name: QUALIFICATIONS / Weighting: 25

Quality criterion - Name: PROPOSITION / Weighting: 50

Cost criterion - Name: BUDGET / Weighting: 25

### **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: Règlement (UE) n° 1308/2013 ; Règlement (CE) n°555/2008.

### **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: no

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

### **IV.2.1. Previous publication concerning this procedure**

Notice number in the OJ S: [2023/S 163-511467](#)

### **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:**

Promotions en point de vente

A contract/lot is awarded: yes

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

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

09/11/2023

#### **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: Cube communications (UK) Limited

Town: WIMBLEDON

NUTS code: UK United Kingdom

Country: United Kingdom

The contractor is an SME: no

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

Total value of the contract/lot: 705 000,00 EUR

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

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

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**Lot No: 2**

**Title:**

Événements et formation (consommateurs et commerce)

A contract/lot is awarded: yes

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

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

09/11/2023

#### **V.2.2. Information about tenders**

Number of tenders received: 4

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

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

Official name: Cube communications (UK) Limited

Town: WIMBLEDON

NUTS code: UK United Kingdom

Country: United Kingdom

The contractor is an SME: no

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

Lowest offer: 560 000,00 GBP / Highest offer: 790 000,00 GBP taken into consideration

**V.2.5. Information about subcontracting**

**Section V: Award of contract**

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**Lot No: 3**

**Title:**

Relations presse

A contract/lot is awarded: yes

**V.2. Award of contract**

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

09/11/2023

**V.2.2. Information about tenders**

Number of tenders received: 6

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

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

Official name: Cube communications (UK) Limited

Town: WIMBLEDON

NUTS code: UK United Kingdom

Country: United Kingdom

The contractor is an SME: no

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

Lowest offer: 225 000,00 GBP / Highest offer: 245 000,00 GBP taken into consideration

**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: CIVB

Town: BORDEAUX

Country: France

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

Official name: CIVB

Town: BORDEAUX

Country: France

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

14/11/2023