

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

OJ S 248/2022 23/12/2022

Contract notice

Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: INTER BEAUJOLAIS

Postal address: 210 boulevard Victor Vermorel

Town: Villefranche sur Saône

NUTS code: FRK Auvergne-Rhône-Alpes

Postal code: 69400

Country: France

Contact person: Christophe Barré

E-mail: cbarre@beaujolais.com

Telephone: +33 607587597

Internet address(es):Main address: www.beaujolais.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: www.beaujolais.com

Tenders or requests to participate must be submitted to the abovementioned address

I.4. Type of the contracting authority

Other type: Interprofession

I.5. Main activity

Other activity: Interprofession du secteur viticole

Section II: Object

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

Campagnes de communication Beaujolais Nouveaux 2023 / 2024 / 2025

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: 900 000,00 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

Stratégie et campagne de communication digitale

Lot No: 1

II.2.2. Additional CPV code(s)

79340000 Advertising and marketing services

II.2.3. Place of performance

NUTS code: FR France

II.2.4. Description of the procurement

Marché à tranche ferme (2023) et tranches conditionnelles (2024 et 2025).

Stratégie et campagne de communication digitale (définition - création - mise en oeuvre - achat média digital). Le plan média digital (publicité, sponsorship réseaux sociaux, partenariats...) doit être intégré dans ce lot. Description intégrale dans le DCE sur e-marchespublics.com

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: 501 000,00 EUR

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

Duration in months: 36

This contract is subject to renewal: no

II.2.10. Information about variants

Variants will be accepted: yes

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

Trade marketing et animation de points de vente / cavistes et restaurants

Lot No: 2

II.2.2. Additional CPV code(s)

79340000 Advertising and marketing services

II.2.3. Place of performance

NUTS code: FR France

II.2.4. Description of the procurement

Marché à tranche ferme (2023) et tranches conditionnelles (2024 et 2025).

Définition et mise en oeuvre d'un plan de trade marketing pour dynamiser et animer les points de vente et points de contact des cavistes et restaurateurs

Description intégrale dans le DCE sur e-marchespublics.com

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: 195 000,00 EUR

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

Duration in months: 36

This contract is subject to renewal: no

II.2.10. Information about variants

Variants will be accepted: yes

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

Achat d'espaces radio

Lot No: 3

II.2.2. Additional CPV code(s)

79340000 Advertising and marketing services

II.2.3. Place of performance

NUTS code: FR France

II.2.4. Description of the procurement

Marché à tranche ferme (2023) et tranches conditionnelles (2024 et 2025)

Radio : définition du plan média, achat d'espace et mise en oeuvre. Description intégrale dans le DCE disponible sur <https://www.e-marchespublics.com/>

Lot uniquement axé radio traditionnelle (si recommandation de radio digitale => 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: 204 000,00 EUR

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

Duration in months: 36

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

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

III.2. Conditions related to the contract

III.2.3. Information about staff responsible for the performance of the contract

Obligation to indicate the names and professional qualifications of the staff assigned to performing the contract

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: 30/01/2023 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: 30/01/2023 Local time: 14:00

Section VI: Complementary information

VI.1. Information about recurrence

This is a recurrent procurement: no

VI.3. Additional information

Marché à tranche ferme (2023) et tranches conditionnelles (2024 et 2025)

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 Saone

Postal code: 69400

Country: France

VI.5. Date of dispatch of this notice

21/12/2022