

France-Colmar: Advertising and marketing services
OJ S 233/2023 04/12/2023
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: CIVA
Postal address: 12 avenue de la Foire aux Vins
Town: COLMAR
NUTS code: FR France
Postal code: 68012
Country: France
Contact person: Foulques AULAGNON
E-mail: f.aulagnon@civa.fr
Internet address(es):
Main address: www.vinsalsace.com

I.4. Type of the contracting authority

Other type: Interprofession

I.5. Main activity

Other activity: Promotion collective

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Campagne des Vins d'Alsace au Royaume-Uni en 2024

II.1.2. Main CPV code

79340000 Advertising and marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

Campagne de promotion et de communication des vins d'Alsace au Royaume-Uni en 2024 renouvelable en 2025 et 2026.

II.1.6. Information about lots

This contract is divided into lots: yes

II.1.7. Total value of the procurement

Value excluding VAT: 135 000,00 EUR

II.2. Description

II.2.1. Title

Promotion des Vins d'Alsace au Royaume-Uni
Lot No: 1

II.2.2. Additional CPV code(s)

79340000 Advertising and marketing services

II.2.3. Place of performance

NUTS code: UK United Kingdom
Main site or place of performance: Royaume-Uni

II.2.4. Description of the procurement

Promotion des Vins d'Alsace au Royaume-Uni

II.2.5. Award criteria

Quality criterion - Name: Connaissance du marché des vins au Royaume-Uni / Weighting: 3
Quality criterion - Name: Expérience sur ce marché / Weighting: 3
Quality criterion - Name: Pertinence du projet / Weighting: 8
Quality criterion - Name: Capacité technique et financière / Weighting: 2
Quality criterion - Name: Adaptabilité aux contraintes administratives / Weighting: 2
Price - Weighting: 2

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 dans les Pays Tiers dans le cadre de l'application de l'Organisation Commune du Marché viti-vinicole.

II.2.14. Additional information**II.2. Description****II.2.1. Title**

Communication et RP des Vins d'Alsace au Royaume-Uni
Lot No: 2

II.2.2. Additional CPV code(s)

79340000 Advertising and marketing services

II.2.3. Place of performance

NUTS code: UK United Kingdom
Main site or place of performance: Royaume-Uni

II.2.4. Description of the procurement

Communication et RP des Vins d'Alsace au Royaume-Uni

II.2.5. Award criteria

Quality criterion - Name: Connaissance du marché des vins au Royaume-Uni / Weighting: 3
Quality criterion - Name: Expérience sur ce marché / Weighting: 3
Quality criterion - Name: Pertinence du projet / Weighting: 8
Quality criterion - Name: Capacité technique et financière / Weighting: 2

Quality criterion - Name: Adaptabilité aux contraintes administratives / Weighting: 2
Price - Weighting: 2

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 dans les Pays Tiers dans le cadre de l'application de l'Organisation Commune du Marché viti-vinicole.

II.2.14. Additional information

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: yes

IV.2. Administrative information

IV.2.1. Previous publication concerning this procedure

Notice number in the OJ S: [2023/S 077-231080](#)

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

Lot No: 1

Title:

Promotion des Vins d'Alsace au Royaume-Uni

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

29/05/2023

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: SLAM Communications

Town: London
NUTS code: UK United Kingdom
Country: United Kingdom
The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 70 000,00 EUR

Total value of the contract/lot: 70 000,00 EUR

V.2.5. Information about subcontracting

Section V: Award of contract

Contract No: 2

Lot No: 2

Title:

Communication et RP des Vins d'Alsace au Royaume-Uni

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

29/05/2023

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: Emma Wellings PR

Town: London

NUTS code: UK United Kingdom

Country: United Kingdom

The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 60 000,00 EUR

Total value of the contract/lot: 65 000,00 EUR

V.2.5. Information about subcontracting

Section VI: Complementary information

VI.3. Additional information

VI.4. Procedures for review

VI.4.1. Review body

Official name: Tribunal administratif

Town: COLMAR

Country: France

VI.5. Date of dispatch of this notice

29/11/2023