

Francija-Pariz: Storitve oglaševanja in trženja
OJ S 94/2016 18/05/2016
Obvestilo o naročilu
Storitve

Direktiva 2004/18/ES

Oddelek I: Javni naročnik

I.1. Ime in naslovi

Uradno ime: GIE Atout France, agence francaise de developpement touristique

Poštni naslov: 79/81 rue de Clichy

Kraj: Paris

Poštna številka: 75009

Država: Francija

V roke: Hervé Le Feuvre

E-naslov: herve.le-feuvre@atout-france.fr

Telefon: +44 2070616606

Internetni naslovi:

Internetni naslov naročnika: <http://www.france.fr>

Dodatne informacije lahko dobite na:

Uradno ime: GIE Atout France (Grande-Bretagne)

Poštni naslov: 300, High Holborn-Lincoln house

Kraj: Londres

Poštna številka: WC1V 7JH

Država: Združeno kraljestvo

V roke: Hervé Le Feuvre

E-naslov: herve.le-feuvre@atout-france.fr

Telefon: +44 02070616606

Telefaks: +44 02070616646

Internetni naslov: <http://www.france.fr>

Specifikacije in dopolnilno dokumentacijo (vključno z dokumentacijo za konkurenčni dialog in dinamični nakupovalni sistem) dobite pri:

Uradno ime: GIE Atout France (Grande-Bretagne)

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Ponudbe ali prijave za sodelovanje je treba poslati: Uradno ime: GIE Atout France, agence francaise de developpement touristique

Poštni naslov: 79/81 rue de Clichy

Kraj: Paris

Poštna številka: 75009

Država: Francija

Kontaktna oseba: Secrétariat Général / Service Juridique / Appel d'offres 'Campagne France 2017'

Telefon: +33 142967000

Internetni naslov: <http://www.france.fr>

I.2. Vrsta javnega naročnika

Drugo: Organisation acting in the public interest

I.3. Glavna področja dejavnosti

Drugo: tourism

I.4. Oddaja naročil v imenu drugih naročnikov

Naročnik izvaja postopek v imenu drugih naročnikov: ne

Oddelek II: Predmet naročila

II.1. Opis

II.1.1. Naziv naročila, ki ga je določil naročnik

France 2017 Campaign: Great Britain and Germany (to promote summer holidays in France for 2017 season) and Netherlands (to promote summer and autumn holidays in France for 2017 season).

II.1.2. Vrsta javnega naročila in kraj izvedbe ali dobave

Storitve

Št. kategorije storitev 13: Oglaševalske storitve

Glavna lokacija ali kraj izvedbe: Grande Bretagne, Allemagne, Pays-Bas.

Šifra NUTS UK United Kingdom, DE Deutschland, NL Nederland

II.1.3. Informacije o okvirnem sporazumu ali dinamičnem nabavnem sistemu

II.1.4. Informacije o okvirnem sporazumu

II.1.5. Kratek opis naročila ali nabave

France 2017 advertising campaign to be carried out from February until October 2017 on the British, German and Dutch markets, bringing together French destinations, local carriers and tour operators. The contract will run from 15.9.2016 until 31.10.2017. At the end of this period, the contract may be renewed, on Atout France request, by written amendment within the limits of 2 (two) times, either until 31.10.2018 for the France 2018 advertising campaign or until 31.10.2019 for the France 2019 advertising campaign.

II.1.6. Koda(-e) CPV

79340000 Storitve oglaševanja in trženja

II.1.7. Informacije o Sporazumu o vladnih naročilih

Naročilo ureja Sporazum o vladnih naročilih: ne

II.1.8. Sklopi

Naročilo je razdeljeno na sklope: ne

II.1.9. Informacije o variantah

Variante so dopustne: ne

II.2. Obseg naročila

II.2.1. Celotna količina ali obseg

Selection of an advertising agency to:

- Create a concept and design a France 2017 advertising campaign to be carried out in Great-Britain, Germany and Netherlands bringing together Atout France's French partner destinations and local partners such as carriers and tour-operators.
- Develop and deliver the campaign on various media (off and online; with different creative treatments via especially outdoor advertising, print advertising, online banners, website, and social media) on the three markets and perform operational follow-up with the 3 Atout France offices representatives, in order to launch and monitor the campaign as per the media plan for each country (media plans will indeed vary as per the budget, market specificities and local objective).
- Assist in the search for partnerships, in particular as regards the production of a business proposal to be used by Atout France when negotiating with partners.
- Be responsible, alongside the media agency, for overall production in accordance with the relevant media specifications: offline and online media.
- Create and launch the dedicated campaign' website, on france.fr (Atout France B2C website).
- Analyse and evaluate the 2017 campaign's performance: February — October 2017.

Ocenjena vrednost brez DDV:

Obseg: med 200 000 in 300 000 GBP

II.2.2. Informacije o variantah

Variante: ne

II.2.3. Informacije o podaljšanjih

To naročilo je mogoče podaljšati: ne

II.3. Trajanje naročila ali rok za zaključek

Začetek 15.9.2016. Zaključek 31.10.2017

Oddelek III: Pravne, ekonomske, finančne in tehnične informacije

III.1. Pogoji, ki se nanašajo na javno naročilo

III.1.1. Finančna zavarovanja

III.1.2. Glavni pogoji financiranja in plačilna ureditev ter sklic na ustrezne določbe, ki jih urejajo

III.1.3. Pravna oblika, ki jo mora prevzeti skupina gospodarskih subjektov, ki ji bo naročilo oddano

III.1.4. Pogoji za izvedbo javnega naročila

III.2. Pogoji za udeležbo

III.2.1. Ustreznost za opravljanje poklicne dejavnosti, vključno z zahtevami v zvezi z vpisom v register poklicev ali trgovski register

Seznam in kratek opis pogojev: 1) Legal information about the company and, where applicable, its owner(s) or director(s);

2) Registration of the applicant company with the Professional/Trade Registry;

3) Sworn statement, duly dated and signed, proving that the company, its owners and/or directors have not been convicted for a crime concerning professional conduct;

4) If the applicant is in receivership, a copy of the judgements handed down;

5) Sworn statement, duly dated and signed, proving that the applicant is not covered by any of the cases referred to in Article 45 of Order No 2015-899 of 23.7.2015 (regarding bans on bidding for tender).

III.2.2. Poslovna in finančna sposobnost

Seznam in kratek opis pogojev: 1) Revenue for the last 3 financial years, with copies of balance sheets and income statements;

2) Tax and social security certificates attesting to the regularity of the applicant's tax and social security obligations as of 31.12.2015, or the most recent year in which tax returns were filed;

3) Sworn statement, duly dated and signed, that the company and, where applicable, its owner (s) or director(s), have not been prosecuted for illegal employment;

4) Sworn statement, duly dated and signed, that the employees allocated to the contract have been hired in accordance with the laws and regulations in force in the country.

III.2.3. Tehnična in strokovna sposobnost

Seznam in kratek opis pogojev:

1) Presentation of a portfolio of projects performed in the tourism industry in at least one of the three markets in which the contract is to be carried out, or in any other sector enabling assessment of the applicant's abilities;

2) List of contracts carried out over the last 3 years;

3) Educational and professional qualifications of the contractor and of the executives responsible for the project;

4) List of client references in respect of contracts carried out, including the professional contact details (telephone, fax number, email address) of contact persons;

5) Information about the team that will be dedicated to the implementation of the contract;

6) Expertise and experience in communication and in tourism in both the British, German and Dutch markets with a solid network, as well as an excellent working command of the British, German and Dutch languages.

III.2.4. Informacije o pridržanih naročilih

III.3. Specifični pogoji za naročila storitev

III.3.1. Informacije o določeni stroki

Izvedba storitve je omejena na določeno stroko: ne

III.3.2. Informacije o osebju, odgovornem za izvedbo naročila

Obveznost navedbe imen in strokovne usposobljenosti osebja, odgovornega za izvedbo naročila: da

Oddelek IV: Postopek

IV.1. Vrsta postopka

IV.1.1. Vrsta postopka

Omejeni postopek

IV.1.2. Informacije o omejitvah števila kandidatov, ki bodo povabljeni k sodelovanju

IV.1.3. Informacije o zmanjšanju števila rešitev ali ponudb med pogajanja ali dialogom

IV.2. Merila za izbiro ponudbe

IV.2.1. Merila za izbiro ponudbe

Ekonomsko najugodnejša ponudba glede na Cena ni edino merilo za oddajo naročila in vsa merila so navedena le v razpisni dokumentaciji

IV.2.2. Informacije o elektronski dražbi

Uporabljen bo elektronska dražba: ne

IV.3. Upravne informacije

IV.3.1. Referenčna številka dokumenta, ki jo je izbral naročnik

IV.3.2. Prejšnja objava v zvezi s tem postopkom

ne

IV.3.3. Pogoji za prejetje specifikacij in dodatnih ali opisnih dokumentov

IV.3.4. Rok za prejem ponudb ali prijav za sodelovanje

27.6.2016 - 12:00

IV.3.5. Predvideni datum pošiljanja povabil k oddaji ponudbe ali sodelovanju izbranim kandidatom

IV.3.6. Jeziki, v katerih se predložijo ponudbe ali prijave za sodelovanje

angleščina. francoščina.

IV.3.7. Minimalni časovni okvir, v katerem mora ponudnik zagotavljati veljavnost ponudbe

IV.3.8. Način odpiranja ponudb

Oddelek VI: Dopolnilne informacije

VI.1. Informacije o ponovitvah naročila

VI.2. Informacije o sredstvih EU

Naročilo se nanaša na projekt in/ali program, ki se financira s sredstvi EU: ne

VI.3. Dodatne informacije

VI.4. Postopki za revizijo

VI.4.1. Organ, pristojen za revizijo

VI.4.2. Postopek revizije

VI.4.3. Služba, pri kateri lahko dobite informacije o postopku revizije

VI.5. Datum pošiljanja tega obvestila

13.5.2016