

France-Saint-Denis: Advertising services
OJ S 8/2016 13/01/2016
Contract award notice
Services

Directive 2004/18/EC

Section I: Contracting authority

I.1. Name and addresses

Official name: Inpes

Postal address: 42 bd de la Libération

Town: Saint-Denis Cedex

Postal code: 93203

Country: France

For the attention of: M. le directeur général

E-mail: tabac2015@inpes.sante.fr

Telephone: +33 149332323

Fax: +33 149332386

Internet address(es):

General address of the contracting authority: <http://www.inpes.sante.fr>

Address of the buyer profile: <https://www.marches-publics.gouv.fr/>

Electronic submission of tenders and requests to participate: <https://www.marches-publics.gouv.fr/>

I.2. Type of the contracting authority

I.3. Main activity

I.4. Contract award on behalf of other contracting authorities

The contracting authority is purchasing on behalf of other contracting authorities: no

Section II: Object of the contract

II.1. Description

II.1.1. Title

Marché de communication pour la prévention du tabagisme.

II.1.2. Type of contract and place of performance or delivery

Services

Service category No 13: Advertising services

Main site or place of performance: Inpes, 93023 Saint-Denis.

NUTS code

II.1.3. Information about a framework agreement or a dynamic purchasing system (DPS)

II.1.4. Short description of the contract or purchase(s)

Le marché a pour objet le conseil stratégique, la conception et la réalisation du programme national de communication média et hors média de l'Inpes pour la prévention du tabagisme.

II.1.5. CPV code(s)

79341000 Advertising services, 79341100 Advertising consultancy services, 79341400 Advertising campaign services, 79416000 Public relations services

II.1.6. Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: yes

II.2. Total value of the contract/lot

II.2.1. Total value of the contract/lot

Section IV: Procedure

IV.1. Type of procedure

IV.1.1. Type of procedure

competitive dialogue

IV.2. Award criteria

IV.2.1. Award criteria

IV.2.2. Information about electronic auction

IV.3. Administrative information

IV.3.1. File reference number attributed by the contracting authority

2015-01

IV.3.2. Previous publication concerning this procedure

Contract notice

Notice number in the OJ S: [2015/S 020-032538](#) of 29.1.2015

Section V: Award of contract

Contract No: 2015-01

Lot title: Le marché a pour objet le conseil stratégique, la conception et la réalisation du programme national de communication média et hors média de l'Inpes pour la prévention du tabagisme

V.1. Date of conclusion of the contract

3.12.2015

V.2. Information about tenders

V.3. Name and address of the contractor

Official name: DDB

Postal address: 73/75 rue de la Condamine

Town: Paris

Postal code: 75017

Country: France

V.4. Information on value of the contract/lot

Total value of the procurement:

Value: 4 089 753 EUR

excluding VAT

V.5. Information about subcontracting

The contract is likely to be subcontracted: yes
Value or proportion likely to be subcontracted to third parties:

Section VI: Complementary information

VI.1. Information about European Union funds

The procurement is related to a project and/or programme financed by European Union funds:
no

VI.2. Additional information

Références de l'avis initial paru au BOAMP:
Parution n°: 19 B, annonce n° 315 du 28.1.2015.
Date d'envoi du présent avis au JOUE et au BOAMP: 8.1.2016.

VI.3. Procedures for review

VI.3.1. Review body

VI.3.2. Review procedure

VI.3.3. Service from which information about the review procedure may be obtained

VI.4. Date of dispatch of this notice

8.1.2016