

France-Saint-Denis: Advertising consultancy services
OJ S 18/2015 27/01/2015
Contract award notice
Services

Directive 2004/18/EC

Section I: Contracting authority

I.1. Name and addresses

Official name: ACSÉ

Postal address: 5 rue Pleyel

Town: Saint-Denis Cedex

Postal code: 93283

Country: France

For the attention of: Mme Bourcier Martine

E-mail: cget-marches@cget.gouv.fr

Telephone: +33 185586338

Internet address(es):

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

Address of the buyer profile: <https://www.achatpublic.com/sdm/ent/gen/index.jsp>

I.2. Type of the contracting authority

National or federal agency/office

I.3. Main activity

Other: cohésion sociale

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

Campagne de communication.

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

Services

Service category No 13: Advertising services

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 présent marché a pour objet la conception et la réalisation d'une campagne de communication autour des relations services publics/population qui s'intègre dans le cadre d'une valorisation de la politique nationale de prévention de la délinquance.

Il aura pour principaux objectifs de modifier le regard porté par les jeunes et de leur faire prendre conscience de l'utilité des missions de services publics. In fine, il s'agit de changer les comportements des jeunes.

II.1.5. CPV code(s)

79341100 Advertising consultancy services, 79341400 Advertising campaign services

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

Open

IV.2. Award criteria**IV.2.1. Award criteria**

The most economically advantageous tender in terms of

1. La bonne compréhension du sujet et la pertinence de la recommandation stratégique.

Weighting 30

2. L'adéquation des moyens choisis pour toucher la cible au regard d'un calendrier et d'un rétro planning cohérents. Weighting 25

3. Le caractère innovant ou original de la proposition portant sur la conception et la réalisation de la campagne (notamment sur la création et les moyens). Weighting 25

4. Le prix de la proposition. Weighting 20

IV.2.2. Information about electronic auction

An electronic auction has been used: no

IV.3. Administrative information**IV.3.1. File reference number attributed by the contracting authority**

2014 DESPD 03 33

IV.3.2. Previous publication concerning this procedure**Contract notice**

Notice number in the OJ S: [2014/S 177-313005](#) of 16.9.2014

Section V: Award of contract

Contract No: 2014 DSIE 01 33

Lot No: 1

- Lot title: Campagne de communication

V.1. Date of conclusion of the contract**V.2. Information about tenders****V.3. Name and address of the contractor**

Official name: Publicis

V.4. Information on value of the contract/lot**V.5. Information about subcontracting**

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°: 177 B, annonce n° 278 du 16.9.2014.
Date d'envoi du présent avis au JOUE et au BOAMP: 22.1.2015.

VI.3. Procedures for review

VI.3.1. Review body

Official name: Tribunal administratif de Paris
Postal address: 7 rue de Jouy
Town: Paris
Postal code: 75181
E-mail: greffe.ta-paris@juradm.fr
Telephone: +33 144594400
Fax: +33 144594646
Internet address: <http://www.ta-paris.juradm.fr>

VI.3.2. Review procedure

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

Official name: Greffe du tribunal administratif de Paris
Postal address: 7 rue de Jouy
Town: Paris
Postal code: 75181
E-mail: greffe.ta-paris@juradm.fr
Telephone: +33 144594400
Fax: +33 144594646
Internet address: <http://www.ta-paris.juradm.fr>

VI.4. Date of dispatch of this notice

22.1.2015