

**France-Sarcelles: Advertising and marketing services**

**OJ S 18/2019 25/01/2019**

**Contract notice**

**Services**

**Legal Basis:**

Directive 2014/24/EU

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**Section I: Contracting authority**

**I.1. Name and addresses**

Official name: Agence nationale pour chèques-vacances

Postal address: 36 bd Henri Bergson

Town: Sarcelles

NUTS code: FR1 Ile-de-France

Postal code: 95201

Country: France

Contact person: Service finance et achats

E-mail: [pam@ancv.fr](mailto:pam@ancv.fr)

Telephone: +33 134295224

**Internet address(es):**

Main address: <http://www.ancv.e-marchespublics.com>

Address of the buyer profile: <http://ancv.e-marchespublics.com>

**I.3. Communication**

The procurement documents are available for unrestricted and full direct access, free of charge, at: <http://www.ancv.e-marchespublics.com>

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted electronically via: <http://www.ancv.e-marchespublics.com>

**I.4. Type of the contracting authority**

Other type: Agence nationale pour les chèques vacances

**I.5. Main activity**

Other activity: Agence nationale pour les chèques vacances

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**Section II: Object**

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

**II.1.1. Title**

Conception, mise en œuvre et assistance opérationnelle d'actions marketing média et hors média

Reference number: 2019-01

**II.1.2. Main CPV code**

79340000 Advertising and marketing services

**II.1.3. Type of contract**

Services

#### **II.1.4. Short description**

Conception, mise en œuvre et assistance opérationnelle d'actions marketing média et hors média.

#### **II.1.5. Estimated total value**

#### **II.1.6. Information about lots**

This contract is divided into lots: no

### **II.2. Description**

#### **II.2.2. Additional CPV code(s)**

79340000 Advertising and marketing services

#### **II.2.3. Place of performance**

NUTS code: FR1 Ile-de-France

Main site or place of performance: Siège de l'ANCV à Sarcelles, 36 bd Henri Bergson

#### **II.2.4. Description of the procurement**

Conception, mise en œuvre et assistance opérationnelle d'actions marketing média et hors média.

#### **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: 600 000,00 EUR

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

Duration in months: 12

This contract is subject to renewal: yes

Description of renewals:

Le délai d'exécution du marché commence à courir à partir de la date de commencement qui sera définie par ordre de service.

Il y a 3 reconductions tacites.

La durée de chaque reconduction est identique à celle du marché initiale.

#### **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 IV: Procedure**

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#### **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.2.2. Time limit for receipt of tenders or requests to participate**

Date: 22/02/2019 Local time: 16:00

**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: 4 (from the date stated for receipt of tender)

**IV.2.7. Conditions for opening of tenders**

Date: 22/02/2019 Local time: 16:30

Place:

Siège de l'ANCV à Sarcelles

**Section VI: Complementary information**

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**VI.1. Information about recurrence**

This is a recurrent procurement: no

**VI.2. Information about electronic workflows**

Electronic invoicing will be accepted

Electronic payment will be used

**VI.3. Additional information****VI.4. Procedures for review****VI.4.1. Review body**

Official name: Tribunal administratif de Cergy

Postal address: 2 boulevard de l'Hautil

Town: Cergy

Postal code: 95000

Country: France

E-mail: [greffe.ta-cergy-pontoise@juradm.fr](mailto:greffe.ta-cergy-pontoise@juradm.fr)

Telephone: +33 130173400

Internet address: <http://cergy-pontoise.tribunal-administratif.fr/>

**VI.5. Date of dispatch of this notice**

22/01/2019