

**France-Colmar: Advertising campaign services**  
**OJ S 17/2022 25/01/2022**  
**Contract award notice**  
**Services**

**Legal Basis:**

Directive 2014/24/EU

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**Section I: Contracting authority**

**I.1. Name and addresses**

Official name: agence Régionale du Tourisme Grand Est

Postal address: 24, rue de Verdun

Town: Colmar

NUTS code: FR France

Postal code: 68000

Country: France

E-mail: [catherine.metzger@art-grandest.fr](mailto:catherine.metzger@art-grandest.fr)

**Internet address(es):**

Main address: <http://www.art-grandest.fr>

Address of the buyer profile: <http://www.marchespublics.grandest.fr>

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

Other type: Agence Régionale du Tourisme Grand Est

**I.5. Main activity**

Other activity: Tourisme

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**Section II: Object**

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

**II.1.1. Title**

campagne de communication " Heures précieuses en Grand Est "

**II.1.2. Main CPV code**

79341400 Advertising campaign services

**II.1.3. Type of contract**

Services

**II.1.4. Short description**

définition des mécaniques stratégiques de la campagne " Heures Précieuses " et achats d'espace

**II.1.6. Information about lots**

This contract is divided into lots: no

**II.1.7. Total value of the procurement**

Lowest offer: 415 344,00 EUR / Highest offer: 416 105,00 EUR taken into consideration

**II.2. Description**

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

79341400 Advertising campaign services

**II.2.3. Place of performance**

NUTS code: FR France

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

- Une recommandation argumentée
- un Plan médias détaillé, audacieux, à fort retour sur investissement
- un planning de prise de parole

**II.2.5. Award criteria**

Price

**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: plateforme d'accélération à la commercialisation des offres touristiques, culturelles, sportives et oenotouristiques du Grand Est

**II.2.14. Additional information**

react-Eu FEDER

**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.2.1. Previous publication concerning this procedure**

Notice number in the OJ S: [2021/S 093-243435](#)

**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**

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A contract/lot is awarded: yes

**V.2. Award of contract****V.2.1.**

**Date of conclusion of the contract**

25/06/2021

**V.2.2. Information about tenders**

Number of tenders received: 4

Number of tenders received from SMEs: 4

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 0

Number of tenders received by electronic means: 4

The contract has been awarded to a group of economic operators: no

**V.2.3. Name and address of the contractor**

Official name: makuity

Town: Neuilly-sur-Seine

NUTS code: FR France

Country: France

The contractor is an SME: yes

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

Lowest offer: 415 344,00 EUR / Highest offer: 416 106,00 EUR taken into consideration

**V.2.5. Information about subcontracting****Section VI: Complementary information**

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

Official name: tribunal administratif de Colmar

Postal address: 0, rue des Augustins CS 50466

Town: Colmar

Postal code: 68000

Country: France

Telephone: +33 389244524

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

20/01/2022