

France-Paris: Advertising consultancy services

OJ S 16/2023 23/01/2023

Contract notice**Services****Legal Basis:**

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: escp Europe

Postal address: 3 , Rue Armand Moisant

Town: Paris

NUTS code: FR1 Ile-de-France

Postal code: 75015

Country: France

E-mail: Achats@escpeurope.eu**Internet address(es):**Main address: <https://www.escp.eu>Address of the buyer profile: <https://www.achatpublic.com/sdm/ent/gen/index.jsp>**I.3. Communication**

The procurement documents are available for unrestricted and full direct access, free of charge, at: <https://www.achatpublic.com>

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted electronically via: https://www.achatpublic.com/sdm/ent/gen/ent_detail.do?PCSLID=CSL_2023_9luZQMEu7T

Electronic communication requires the use of tools and devices that are not generally available. Unrestricted and full direct access to these tools and devices is possible, free of charge, at: <https://www.achatpublic.com>

I.4. Type of the contracting authority

Other type: Etablissement d'Enseignement Supérieur Consulaire

I.5. Main activity

Other activity: Enseignement supérieur

Section II: Object

II.1. Scope of the procurement**II.1.1. Title**

stratégie de marque et influence digitale : Conseil stratégique et accompagnement opérationnel

Reference number: 23ESC001

II.1.2. Main CPV code

79341100 Advertising consultancy services

II.1.3.

Type of contract

Services

II.1.4. Short description

stratégie de marque et influence digitale : Conseil stratégique et accompagnement opérationnel

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)

79341100 Advertising consultancy services

II.2.3. Place of performance

NUTS code: FR1 Ile-de-France

II.2.4. Description of the procurement

stratégie de marque et influence digitale : Conseil stratégique et accompagnement opérationnel

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

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

Duration in months: 36

This contract is subject to renewal: yes

Description of renewals:

x

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

IV.1. Description

IV.1.1. Type of procedure

Open procedure

IV.1.3. Information about a framework agreement or a dynamic purchasing system

The procurement involves the establishment of a framework agreement
Framework agreement with a single operator

IV.1.8. Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: no

IV.2. Administrative information

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

Date: 20/02/2023 Local time: 17:00

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.2.7. Conditions for opening of tenders

Date: 21/02/2023 Local time: 10:00

Section VI: Complementary information

VI.1. Information about recurrence

This is a recurrent procurement: no

VI.2. Information about electronic workflows

Electronic ordering will be used

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 Paris

Postal address: 7 rue de Jouy

Town: Paris Cedex 04

Postal code: 75181

Country: France

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

VI.4.2. Body responsible for mediation procedures

Official name: tribunal administratif de Paris

Postal address: 7 rue de Jouy

Town: Paris Cedex 04

Postal code: 75181

Country: France

VI.4.4. Service from which information about the review procedure may be obtained

Official name: tribunal administratif de Paris

Postal address: 7 rue de Jouy

Town: Paris Cedex 04

Postal code: 75181

Country: France

VI.5. Date of dispatch of this notice

18/01/2023