

France-Sarcelles: Advertising consultancy services
OJ S 24/2020 04/02/2020
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

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: FR108 Val-d'Oise

Postal code: 95201

Country: France

Contact person: Service finances et achats

E-mail: pam@ancv.fr

Telephone: +33 134295224

Internet address(es):

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

Address of the buyer profile: <http://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

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Prestations éditoriales

Reference number: 2019-13

II.1.2. Main CPV code

79341100 Advertising consultancy services

II.1.3. Type of contract

Services

II.1.4. Short description

Prestations éditoriales.

II.1.6. Information about lots

This contract is divided into lots: yes

II.1.7.

Total value of the procurement

Value excluding VAT: 2 500 000,00 EUR

II.2. Description

II.2.1. Title

Réalisation de productions multimédia

Lot No: 1

II.2.2. Additional CPV code(s)

72212500 Communication and multimedia software development services

II.2.3. Place of performance

NUTS code: FR108 Val-d'Oise

Main site or place of performance: Siège de l'ANCV à Sarcelles.

II.2.4. Description of the procurement

Utilisation d'un réseau de photographes et vidéastes.

II.2.5. Award criteria

Quality criterion - Name: Valeur technique / Weighting: 55

Price - Weighting: 45

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

II.2. Description

II.2.1. Title

Utilisation d'un réseau de photographes et vidéastes

Lot No: 2

II.2.2. Additional CPV code(s)

92110000 Motion picture and video tape production and related services

II.2.3. Place of performance

NUTS code: FR108 Val-d'Oise

Main site or place of performance: Siège de l'ANCV à Sarcelles.

II.2.4. Description of the procurement

Réalisation de productions multimédia.

II.2.5. Award criteria

Quality criterion - Name: Valeur technique / Weighting: 55

Price - Weighting: 45

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

II.2. Description

II.2.1. Title

Réalisation de reportages photographiques institutionnel
Lot No: 3

II.2.2. Additional CPV code(s)

79960000 Photographic and ancillary services

II.2.3. Place of performance

NUTS code: FR108 Val-d'Oise
Main site or place of performance: Siège de l'ANCV.

II.2.4. Description of the procurement

Réalisation de reportages photographiques institutionnel.

II.2.5. Award criteria

Quality criterion - Name: Valeur technique / Weighting: 55
Price - Weighting: 45

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

II.2. Description

II.2.1. Title

Conception et réalisation de productions audiovisuelles
Lot No: 4

II.2.2. Additional CPV code(s)

92312211 Writing agency services, 79960000 Photographic and ancillary services

II.2.3. Place of performance

NUTS code: FR108 Val-d'Oise
Main site or place of performance: Siège de l'ANCV.

II.2.4. Description of the procurement

Conception et réalisation de productions audiovisuelles.

II.2.5. Award criteria

Quality criterion - Name: Valeur technique / Weighting: 55
Price - Weighting: 45

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

II.2. Description

II.2.1. Title

Animation de leviers digital marketing
Lot No: 5

II.2.2. Additional CPV code(s)

79342000 Marketing services, 79960000 Photographic and ancillary services

II.2.3. Place of performance

NUTS code: FR108 Val-d'Oise
Main site or place of performance: Siège de l'ANCV.

II.2.4. Description of the procurement

Animation de leviers digital marketing.

II.2.5. Award criteria

Quality criterion - Name: Valeur technique / Weighting: 60
Price - Weighting: 40

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

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: [2019/S 152-374940](#)

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

Contract No: 2019-13

Lot No: 1

Title:

Réalisation de productions multimédia

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

07/01/2020

V.2.2. Information about tenders

Number of tenders received: 6

Number of tenders received by electronic means: 6

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

V.2.3. Name and address of the contractor

Official name: Entrecom

Postal address: 7 villa de Guelma

Town: Paris

NUTS code: FR101 Paris

Postal code: 75018

Country: France

The contractor is an SME: no

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

Total value of the contract/lot: 400 000,00 EUR

V.2.5. Information about subcontracting

Section V: Award of contract

Contract No: 2019-13

Lot No: 2

Title:

Utilisation d'un réseau de photographes et vidéastes

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

06/01/2020

V.2.2.

Information about tenders

Number of tenders received: 4

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

V.2.3. Name and address of the contractor

Official name: Meero

Postal address: 18 rue du 4 Septembre

Town: Paris

NUTS code: FR101 Paris

Postal code: 75002

Country: France

The contractor is an SME: no

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

Total value of the contract/lot: 60 000,00 EUR

V.2.5. Information about subcontracting**Section V: Award of contract**

Contract No: 2019-13

Lot No: 3

Title:

Réalisation de reportages photographiques institutionnels

A contract/lot is awarded: yes

V.2. Award of contract**V.2.1. Date of conclusion of the contract**

06/01/2020

V.2.2. Information about tenders

Number of tenders received: 8

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

V.2.3. Name and address of the contractor

Official name: IP3 Press

Postal address: 8 avenue Paul Adam

Town: Paris

NUTS code: FR101 Paris

Postal code: 75017

Country: France

The contractor is an SME: no

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

Total value of the contract/lot: 200 000,00 EUR

V.2.5. Information about subcontracting**Section V: Award of contract**

Contract No: 2019-13

Lot No: 4

Title:

Conception et réalisation de productions audiovisuelles

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

10/01/2020

V.2.2. Information about tenders

Number of tenders received: 12

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

V.2.3. Name and address of the contractor

Official name: Reactive Production

Postal address: 2 boulevard du Général de Gaulle

Town: Montrouge

NUTS code: FR105 Hauts-de-Seine

Postal code: 92120

Country: France

The contractor is an SME: yes

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

Total value of the contract/lot: 800 000,00 EUR

V.2.5. Information about subcontracting

Section V: Award of contract

Contract No: 2019-13

Lot No: 5

Title:

Animation de leviers digital marketing

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

06/01/2020

V.2.2. Information about tenders

Number of tenders received: 6

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

V.2.3. Name and address of the contractor

Official name: Les Conteurs

Postal address: 30 rue Joseph Bonnet

Town: Bordeaux

NUTS code: FR10 Ile-de-France

Postal code: 33100

Country: France

The contractor is an SME: no

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

Total value of the contract/lot: 800 000,00 EUR

V.2.5. Information about subcontracting

The contract is likely to be subcontracted

Section VI: Complementary information

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

Telephone: +33 130173400

VI.5. Date of dispatch of this notice

31/01/2020