

France-La Roche-sur-Yon: Advertising campaign services
OJ S 25/2023 03/02/2023
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: vendée Expansion

Postal address: 33 rue de l'atlantique - cS 80206

Town: La Roche-sur-Yon

NUTS code: FRG05 Vendée

Postal code: 85005

Country: France

E-mail: S.leger@gie-epl-vendee.fr

Internet address(es):

Main address: <http://www.vendee-expansion.fr>

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

I.4. Type of the contracting authority

Other type: Société anonyme d'économie mixte locale

I.5. Main activity

Other activity: Ingénierie et tourisme

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

achat d'espaces publicitaires télévisuels et digitaux pour la campagne 2023 de promotion touristique de la Vendée

Reference number: VE-2022-F25-11

II.1.2. Main CPV code

79341400 Advertising campaign services

II.1.3. Type of contract

Services

II.1.4. Short description

achat d'espaces publicitaires télévisuels et digitaux pour la promotion de la campagne touristique 2023 de la Vendée organisée par le Pôle tourisme de Vendée Expansion. Le présent marché public pourra prendre la forme d'un mandat

II.1.6. Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Value excluding VAT: 600 000,00 EUR

II.2. Description

II.2.2. Additional CPV code(s)

79341400 Advertising campaign services

II.2.3. Place of performance

NUTS code: FRG05 Vendée

II.2.4. Description of the procurement

achat d'espaces publicitaires télévisuels et digitaux pour la promotion de la campagne touristique 2023 de la Vendée organisée par le Pôle tourisme de Vendée Expansion. Le présent marché public pourra prendre la forme d'un mandat

II.2.5. Award criteria

Quality criterion - Name: Pertinence des supports de diffusion / Weighting: 40

Quality criterion - Name: Pertinence des indicateurs de performance / Weighting: 20

Quality criterion - Name: Pertinence du planning prévisionnel de diffusion / Weighting: 10

Price - Weighting: 30

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: [2022/S 220-634161](#)

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: VE-2022-F25-11

Title:

achat d'espaces publicitaires télévisuels et digitaux pour la campagne 2023 de promotion touristique de la Vendée

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

23/01/2023

V.2.2. Information about tenders

Number of tenders received: 2

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

V.2.3. Name and address of the contractor

Official name: tf1 Publicité

Postal address: 1 quai Point du Jour

Town: Boulogne Billancourt

NUTS code: FR105 Hauts-de-Seine

Postal code: 92100

Country: France

Internet address: <https://tf1pub.fr/>

The contractor is an SME: no

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

Total value of the contract/lot: 600 000,00 EUR

V.2.5. Information about subcontracting

Section VI: Complementary information

VI.3. Additional information

VI.4. Procedures for review

VI.4.1. Review body

Official name: tribunal Judiciaire de Rennes

Postal address: cité judiciaire - 7 rue Pierre Abélard - cS 73127

Town: Rennes

Postal code: 35031

Country: France

VI.5. Date of dispatch of this notice

30/01/2023