

**France-Paris: Advertising services**  
**OJ S 26/2023 06/02/2023**  
**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: Cinémathèque française

Postal address: 51 rue de Bercy

Town: Paris

NUTS code: FR101 Paris

Postal code: 75012

Country: France

E-mail: [g.pons@cinematheque.fr](mailto:g.pons@cinematheque.fr)

Telephone: +33 171193415

**Internet address(es):**

Main address: <http://www.cinematheque.fr>

Address of the buyer profile: <https://www.marches-publics.gouv.fr>

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

Body governed by public law

**I.5. Main activity**

Recreation, culture and religion

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**Section II: Object**

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

**II.1.1. Title**

Achat d'espaces publicitaires pour le compte de la Cinémathèque française

Reference number: AC1077-2022

**II.1.2. Main CPV code**

79341000 Advertising services

**II.1.3. Type of contract**

Services

**II.1.4. Short description**

Le présent accord cadre a pour objet de confier au titulaire des prestations de planification, négociation et achat d'espaces online et off line (affichage essentiellement sponsorings sur réseaux sociaux, diffusion de vidéos sur le web, campagnes display, campagnes desktop et mobile...).

**II.1.6. Information about lots**

This contract is divided into lots: yes

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

Lowest offer: 7 800,00 EUR / Highest offer: 14 700,00 EUR taken into consideration

## **II.2. Description**

### **II.2.1. Title**

Achat d'espaces publicitaires offline

Lot No: 1

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

79341000 Advertising services

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

NUTS code: FR France

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

Le présent accord cadre a pour objet de confier au titulaire des prestations de planification, négociation et achat d'espaces online et off line

### **II.2.5. Award criteria**

Quality criterion - Name: Valeur technique / Weighting: 40

Price - Weighting: 60

### **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**

Achat d'espaces publicitaires online

Lot No: 2

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

79341000 Advertising services

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

NUTS code: FR France

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

Le présent accord cadre a pour objet de confier au titulaire des prestations de planification, négociation et achat d'espaces online et off line

### **II.2.5. Award criteria**

Quality criterion - Name: Valeur technique / Weighting: 40

Price - Weighting: 60

### **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

The procurement involves the establishment of a framework agreement

###### 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 194-549155](#)

###### 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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**Contract No:** AC1077-2022

**Lot No:** 1

**Title:**

Achat d'espaces publicitaires offline

A contract/lot is awarded: yes

##### V.2. Award of contract

###### V.2.1. Date of conclusion of the contract

30/01/2023

###### V.2.2. Information about tenders

Number of tenders received: 2

Number of tenders received from SMEs: 2

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: 2

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

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

Official name: Oconnection

Town: NEUILLY SUR SEINE  
NUTS code: FR France  
Postal code: 92200  
Country: France  
The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 1 500 000,00 EUR  
Lowest offer: 6 000,00 EUR / Highest offer: 12 000,00 EUR taken into consideration

**V.2.5. Information about subcontracting**

**Section V: Award of contract**

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**Contract No: 2**

**Lot No: 2**

**Title:**

Achat d'espaces publicitaires online

A contract/lot is awarded: yes

**V.2. Award of contract**

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

30/01/2023

**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: Oconnection  
National registration number: 513 299 529 000 59  
Postal address: 8 rue Blaise Pascal  
Town: Neuilly sur Seine  
NUTS code: FR France  
Postal code: 92200  
Country: France  
The contractor is an SME: no

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

Initial estimated total value of the contract/lot: 2 000 000,00 EUR  
Lowest offer: 7 200,00 EUR / Highest offer: 10 800,00 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 de Grande Instance (TGI) de Paris

Postal address: 4, Boulevard du Palais

Town: Paris

Postal code: 75055

Country: France

Internet address: <http://www.justice.gouv.fr/>

#### **VI.4.2. Body responsible for mediation procedures**

Official name: Comité consultatif national des règlements amiables de litiges

Postal address: 6 rue Louise Weiss

Town: Paris

Postal code: 75013

Country: France

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

Official name: Tribunal de Grande Instance (TGI) de Paris

Postal address: 4, Boulevard du Palais

Town: Paris

Postal code: 75055

Country: France

Internet address: [http://www.justice.gouv.fr](http://www.justice.gouv.fr/)

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

01/02/2023