

France-Villers-les-Nancy: Marketing management consultancy services

OJ S 32/2022 15/02/2022

Contract award notice

Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: pulsy

Postal address: 6 allée de Longchamp

Town: Villers-les-Nancy

NUTS code: FRF Grand Est

Postal code: 54600

Country: France

E-mail: Juridique@pulsy.fr**Internet address(es):**Main address: <https://www.pulsy.fr/portail/>Address of the buyer profile: <https://www.pulsy.fr/portail/>**I.4. Type of the contracting authority**

Body governed by public law

I.5. Main activity

Health

Section II: Object

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

marche de communication dans le cadre de la feuille de route telemedecine grand est

II.1.2. Main CPV code

79413000 Marketing management consultancy services

II.1.3. Type of contract

Services

II.1.4. Short description

prestations de conseil stratégique en communication, de conception et réalisation de supports de communication, pour sensibiliser les élus et également les citoyens-patients à la télémédecine dans la région Grand Est

II.1.6. Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Value excluding VAT: 1 000 000,00 EUR

II.2. Description

II.2.2. Additional CPV code(s)

79413000 Marketing management consultancy services

II.2.3. Place of performance

NUTS code: FRF Grand Est

II.2.4. Description of the procurement

prestations de conseil stratégique en communication, de conception et réalisation de supports de communication, pour sensibiliser les élus et également les citoyens-patients à la télémédecine dans la région Grand Est

II.2.5. Award criteria

Quality criterion - Name: Valeur technique des offres / Weighting: 60

Quality criterion - Name: Sous critère : moyens humains mis en oeuvre pour assurer les prestations / Weighting: 20

Quality criterion - Name: Sous critère : moyens techniques mis en oeuvre pour assurer les prestations / Weighting: 20

Quality criterion - Name: Adéquation de l'offre aux besoins exprimés / Weighting: 60

Cost criterion - Name: Prix des prestations / 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

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: [2021/S 196-510193](#)

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: 2021_AO_COMMUNICATION_TELEMEDECINE_06

Lot No: 0

Title:

marché de communication dans le cadre de la feuille de route télémédecine Grand Est

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

20/12/2021

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: o Tempora

Postal address: 147 rue Naujac

Town: Bordeaux

NUTS code: FRI Nouvelle-Aquitaine

Postal code: 33000

Country: France

Internet address: <https://www.otempora.com/>

The contractor is an SME: yes

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

Total value of the contract/lot: 1 000 000,00 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

Postal address: 5 place de la Carriere

Town: Nancy

Postal code: 54000

Country: France

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

VI.5. Date of dispatch of this notice

10/02/2022