

**France-Montpellier: Graphic design services**  
**OJ S 53/2014 15/03/2014**  
**Contract award notice**  
**Services**

**Directive 2004/18/EC**

**Section I: Contracting authority**

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**I.1. Name and addresses**

Official name: Sud de France Export  
Postal address: L'Acropole 954 avenue Jean Mermoz  
Town: Montpellier  
Postal code: 34000  
Country: France  
For the attention of: François Fourrier  
E-mail: [modot@suddefrance-dvpt.com](mailto:modot@suddefrance-dvpt.com)

**I.2. Type of the contracting authority**

Other

**I.3. Main activity**

Other: Services aux entreprises

**I.4. Contract award on behalf of other contracting authorities**

The contracting authority is purchasing on behalf of other contracting authorities: no

**Section II: Object of the contract**

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**II.1. Description**

**II.1.1. Title**

**II.1.2. Type of contract and place of performance or delivery**

Services  
Service category No 27: Other services  
Main site or place of performance: Montpellier.  
NUTS code FR813 Hérault

**II.1.3. Information about a framework agreement or a dynamic purchasing system (DPS)**

The procurement involves the establishment of a framework agreement

**II.1.4. Short description of the contract or purchase(s)**

Le conseil, la création et la conception d'outils de communication. Accord-Cadre sans mini et maxi et plusieurs opérateurs économiques.

**II.1.5. CPV code(s)**

79822500 Graphic design services

**II.1.6. Information about the Government Procurement Agreement (GPA)**

The procurement is covered by the Government Procurement Agreement: yes

**II.2. Total value of the contract/lot**

### **II.2.1. Total value of the contract/lot**

Value: 300 000 EUR  
excluding VAT

## **Section IV: Procedure**

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### **IV.1. Type of procedure**

#### **IV.1.1. Type of procedure**

Open

### **IV.2. Award criteria**

#### **IV.2.1. Award criteria**

The most economically advantageous tender in terms of

1. Valeur technique. Weighting 60
2. Valeur technique : Qualité créative. Weighting 35
3. Valeur technique : Respect du cahier des charges pour les objectifs recherchés par Sud de France Développement. Weighting 20
4. Valeur technique : l'intégration d'une réflexion internet dans la stratégie de communication. Weighting 5
5. Délai d'exécution. Weighting 20
6. Prix des prestations. Weighting 20

#### **IV.2.2. Information about electronic auction**

An electronic auction has been used: no

### **IV.3. Administrative information**

#### **IV.3.1. File reference number attributed by the contracting authority**

14CREA

#### **IV.3.2. Previous publication concerning this procedure**

##### **Contract notice**

Notice number in the OJ S: [2013/S 230-399527](#) of 27.11.2013

## **Section V: Award of contract**

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Lot title: Marché : 14CREA. 14CREA. Certaines prestations pourront concerner uniquement la mise en forme de ces supports

### **V.1. Date of conclusion of the contract**

3.3.2014

### **V.2. Information about tenders**

Number of tenders received: 5

### **V.3. Name and address of the contractor**

Official name: La Terre Entière  
Postal address: 1 rue des Rivières, CP 421, Cedex 09  
Town: Lyon  
Postal code: 69238

E-mail: [f.leon@laterreentiere.fr](mailto:f.leon@laterreentiere.fr)

Telephone: +33 472198792

Fax: +33 472198785

**V.4. Information on value of the contract/lot**

Initial estimated total value of the contract/lot:

Value: 300 000 EUR

If annual or monthly value:

Number of years: 3

**V.5. Information about subcontracting**

Lot title: Marché : 14CREA. 14CREA. Certaines prestations pourront concerner uniquement la mise en forme de ces supports

**V.1. Date of conclusion of the contract**

3.3.2014

**V.2. Information about tenders**

Number of tenders received: 5

**V.3. Name and address of the contractor**

Official name: Les Dissidents

Postal address: Le Capoulié, 6 rue Maguelone

Town: Montpellier

Postal code: 34000

E-mail: [marc.lenclud@lesdissidents.com](mailto:marc.lenclud@lesdissidents.com)

Telephone: +33 499526181

**V.4. Information on value of the contract/lot**

Initial estimated total value of the contract/lot:

Value: 300 000 EUR

If annual or monthly value:

Number of years: 3

**V.5. Information about subcontracting**

Lot title: Marché : 14CREA. 14CREA. Certaines prestations pourront concerner uniquement la mise en forme de ces supports

**V.1. Date of conclusion of the contract**

3.3.2014

**V.2. Information about tenders**

Number of tenders received: 5

**V.3. Name and address of the contractor**

Official name: Sens Inedit

Postal address: Parc Eureka - Immeuble Le Blue d'Oc, 120 rue de Thor

Town: Montpellier

Postal code: 34000

E-mail: [sandram@sensinedit.fr](mailto:sandram@sensinedit.fr)

Telephone: +33 467540707

Fax: +33 499632660

**V.4. Information on value of the contract/lot**

Initial estimated total value of the contract/lot:

Value: 300 000 EUR

If annual or monthly value:

Number of years: 3

## **V.5. Information about subcontracting**

## **Section VI: Complementary information**

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### **VI.1. Information about European Union funds**

#### **VI.2. Additional information**

La consultation du(des)contrat(s) peut être effectuée à l'adresse de l'organisme acheteur. Les concurrents évincés peuvent exercer un recours de pleine juridiction devant le juge administratif dans un délai de deux mois à compter de la publication du présent avis

Annonce n° 206, B.O.A.M.P. 227 B du 26.11.2013.

Date d'envoi du présent avis au JOUE et au BOAMP : 12.3.2014.

#### **VI.3. Procedures for review**

##### **VI.3.1. Review body**

Official name: Tribunal administratif de Montpellier

Postal address: 6 rue Pitot

Town: Montpellier

Postal code: 34000

##### **VI.3.2. Review procedure**

##### **VI.3.3. Service from which information about the review procedure may be obtained**

Official name: Greffe du tribunal administratif de Montpellier

Postal address: 6 rue Pitot

Town: Montpellier

Postal code: 34000

Country: France

Telephone: +33 467548100

Fax: +33 467547410

#### **VI.4. Date of dispatch of this notice**

12.3.2014