

**Belgium-Schaerbeek: Advertising and marketing services**  
**OJ S 53/2016 16/03/2016**  
**Contract award notice**  
**Services**

**Directive 2004/18/EC**

**Section I: Contracting authority**

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**I.1. Name and addresses**

Official name: Société mutualiste Solimut

Postal address: Chaussée de Haecht 579, BP 40

Town: Schaerbeek

Postal code: 1030

Country: Belgium

For the attention of: Cody Kimberley

E-mail: [achat.al@mc.be](mailto:achat.al@mc.be)

Telephone: +32 2462675

**Internet address(es):**

Address of the buyer profile: <https://enot.publicprocurement.be/enot-war/preViewNotice.do?noticeId=229088>

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

Other: alliance nationale des mutualités chrétiennes

**I.3. Main activity**

Social protection

**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**

Sélection d'une agence de publicité chargée de la communication 360° des mutualités chrétiennes francophones et germanophone.

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

Services

Service category No 13: Advertising services

NUTS code BE Belgique / België

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

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

Sélection d'une agence de publicité chargée de la communication 360° des mutualités chrétiennes francophones et germanophone.

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

79340000 Advertising and marketing services

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

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

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

## **Section IV: Procedure**

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

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

Negotiated with a call for competition

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

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

The most economically advantageous tender in terms of

1. Analysez le positionnement actuel de la MC (sur base des éléments contenus dans ce briefing). Comment feriez-vous évoluer ce positionnement pour mieux répondre aux enjeux du marché et de son évolution ainsi qu'au objectifs et défis de la MC? Identifiez les premières actions concrètes que vous nous recommanderiez en priorité pour la mise en œuvre de cette stratégie.. Weighting 35

2. Proposez une approche et un plan d'action de communication concret, originale et réaliste à destination d'un public de jeunes adultes.. Weighting 40

3. Évaluation des modalités budgétaires. Weighting 25

#### **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**

Solimut-2015-10061bis-F03\_0

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

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

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Contract No: 2015-10061

Lot No: 1

- Lot title: Sélection d'une agence de publicité chargée de la communication 360° des mutualités chrétiennes francophones et germanophone

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

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

Number of tenders received: 4

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

Official name: Publicis

Postal address: Boulevard d'Anvers 40

Town: Bruxelles

Postal code: 1000

Country: Belgium

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

**V.5. Information about subcontracting**

**Section VI: Complementary information**

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

**VI.2. Additional information**

**VI.3. Procedures for review**

**VI.3.1. Review body**

**VI.3.2. Review procedure**

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

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

11.3.2016