

France-Paris: Advertising and marketing services
OJ S 40/2021 26/02/2021
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: CGOS

Postal address: Direction générale, 101 rue de Tolbiac

Town: Paris Cedex 13

NUTS code: FR101 Paris

Postal code: 75654

Country: France

E-mail: marchespublics@cgos.asso.fr

Telephone: +33 144231300

Internet address(es):

Main address: <http://www.cgos.info>

I.4. Type of the contracting authority

Other type: Association loi 1901 sous le haut patronage du ministère en charge de la santé

I.5. Main activity

Other activity: Œuvres sociales des établissements hospitaliers publics

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Marketing et communication CRH

Reference number: 20SERV07

II.1.2. Main CPV code

79340000 Advertising and marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

L'objet du marché concerne les actions de marketing et de communication à réaliser dans le but de recruter de nouveaux adhérents à la CRH.

II.1.6. Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Value excluding VAT: 485 456,00 EUR

II.2. Description

II.2.2. Additional CPV code(s)

79340000 Advertising and marketing services, 79822500 Graphic design services, 92312211 Writing agency services

II.2.3. Place of performance

NUTS code: FR10 Ile-de-France

II.2.4. Description of the procurement

L'objet du marché concerne les actions de marketing et de communication à réaliser dans le but de recruter de nouveaux adhérents à la CRH.

II.2.5. Award criteria

Quality criterion - Name: Valeur technique (voir règlement de la consultation) / Weighting: 70
Cost criterion - Name: Prix / 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

Competitive dialogue

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: [2020/S 150-368005](#)

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: 2020-389

Title:

Marketing et communication CRH

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

18/02/2021

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: Maetva

Postal address: 28 avenue Clemenceau

Town: Colmar

NUTS code: FRF12 Haut-Rhin

Postal code: 68000

Country: France

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

The contractor is an SME: yes

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

Total value of the contract/lot: 485 456,00 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 compétent du ressort de Paris

Postal address: parvis du Tribunal

Town: Paris

Postal code: 75859

Country: France

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

Official name: Greffe du tribunal compétent du ressort de Paris

Postal address: parvis du Tribunal

Town: Paris

Postal code: 75859

Country: France

VI.5. Date of dispatch of this notice

23/02/2021