

113831-2026 - Result

France – Advertising services – CONSEIL, MEDIAPLANNING ET ACHAT D'ESPACES PUBLICITAIRES POUR LA CAISSE REGIONALE D'ASSURANCE MALADIE D'ILE-DE-FRANCE (CRAMIF)

OJ S 33/2026 17/02/2026

Contract or concession award notice – standard regime

Services

1. Buyer

1.1. Buyer

Official name: CAISSE REGIONALE ASSURANCE MALADIE

Email: dro-diams.pole1.cramif@assurance-maladie.fr

Legal type of the buyer: Body governed by public law, controlled by a regional authority

Activity of the contracting authority: Health

2. Procedure

2.1. Procedure

Title: CONSEIL, MEDIAPLANNING ET ACHAT D'ESPACES PUBLICITAIRES POUR LA CAISSE REGIONALE D'ASSURANCE MALADIE D'ILE-DE-FRANCE (CRAMIF)

Description: LA PRÉSENTE CONSULTATION A POUR OBJET DE DECLARER SANS SUITE LA PROCEDURE RELATIVE AUX PRESTATIONS DE CONSEIL, MEDIAPLANNING ET ACHAT D'ESPACES PUBLICITAIRES POUR LA CAISSE REGIONALE D'ASSURANCE MALADIE D'ILE-DE-FRANCE (CRAMIF) POUR INFRUCTUOSITE.

Procedure identifier: 6805b24d-ce15-4ed4-bbfa-7772fece7f8f

Previous notice: 3d692631-4962-4ffc-bf66-346a1c798897-02

Internal identifier: P017-2025

Type of procedure: Open

The procedure is accelerated: no

2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79341000 Advertising services

Additional classification (cpv): 79341100 Advertising consultancy services

2.1.2. Place of performance

Country subdivision (NUTS): Paris (FR101)

Country: France

Additional information: DÉCLARATION SANS SUITE POUR ABSENCE D'OFFRES

2.1.4. General information

This procedure will be relaunched

Additional information: La présente consultation est déclarée sans suite pour absence d'offres.

Legal basis:

Directive 2014/24/EU

5. Lot

5.1. Lot: LOT-0001

Title: CONSEIL, MEDIAPLANNING ET ACHAT D'ESPACES PUBLICITAIRES

Description: La présente consultation a pour objet réaliser des prestations de conseil, médiaplanning et achat d'espaces publicitaires.

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79341000 Advertising services

5.1.2. Place of performance

Postal address: 17/19 avenue de FLANDRE

Town: PARIS

Postcode: 75019

Country subdivision (NUTS): Paris (FR101)

Country: France

5.1.3. Estimated duration

Duration: 4 Years

5.1.6. General information

Procurement Project not financed with EU Funds.

The procurement is covered by the Government Procurement Agreement (GPA): yes

5.1.10. Award criteria

Criterion:

Type: Quality

Description: Valeur Technique de l'offre (voir RC)

Category of award weight criterion: Weight (percentage, exact)

Award criterion number: 55

Criterion:

Type: Price

Description: Voir RC

Category of award weight criterion: Weight (percentage, exact)

Award criterion number: 40

Criterion:

Type: Quality

Description: Prise en compte du développement durable

Category of award weight criterion: Weight (percentage, exact)

Award criterion number: 5

5.1.15. Techniques

Framework agreement:

Framework agreement, with reopening of competition

Information about the dynamic purchasing system:

No dynamic purchase system

5.1.16. Further information, mediation and review

Mediation organisation: CAISSE REGIONALE ASSURANCE MALADIE

Review organisation: TRIBUNAL JUDICIAIRE DE PARIS

Information about review deadlines: Tous litiges concernant l'interprétation et l'exécution des présentes clauses seront portés devant le Tribunal judiciaire de Paris, Parvis du Tribunal 75017 Paris, pour les cas où la Caisse Régionale d'Assurance Maladie d'IledeFrance est

défenderesse. Exercice du recours précontractuel : pour l'application de l'article 14413 du code de procédure civile, la CRAMIF s'imposera un délai de suspension de signature de 11 jours (art.21821 du code de la commande publique) explicitement mentionné dans les lettres de rejet que les candidats non retenus se verront notifier via le site marchespublics.gouv.fr. Exercice du recours contractuel : exercice du recours dans un délai de 31 jours qui suit la publication de l'avis d'attribution au Journal Officiel de l'Union Européenne (JOUE) par application des articles 14411 à 14413 du code de procédure civile et 12 et 13 de l'ordonnance du 7 mai 2009 relative aux procédures de recours applicables aux contrats de la commande publique.

Organisation providing more information on the review procedures: TRIBUNAL JUDICIAIRE DE PARIS

6. Results

6.1. Result lot identifier: LOT-0001

Winner selection status: No winner was chosen and the competition is closed.

The reason why a winner was not chosen: No tenders, requests to participate or projects were received

6.1.4. Statistical information

Received tenders or requests to participate:

Type of received submissions: Tenders submitted electronically

Number of tenders or requests to participate received: 0

8. Organisations

8.1. ORG-0001

Official name: CAISSE REGIONALE ASSURANCE MALADIE

Registration number: 77569473000018

Department: DIAMS

Postal address: 17/19 AVENUE DE FLANDRE 17/19 AVENUE DE FLANDRE

Town: PARIS

Postcode: 75019

Country subdivision (NUTS): Paris (FR101)

Country: France

Contact point: M SYLLA FATOU - GESTIONNAIRE CONTRATS ET MARCHES

Email: dro-diams.pole1.cramif@assurance-maladie.fr

Telephone: 0140053130

Information exchange endpoint (URL): https://marchesonline.achatpublic.com/sdm/ent/gen/ent_recherche.do

Roles of this organisation:

Buyer

Procurement service provider

Mediation organisation

8.1. ORG-0002

Official name: TRIBUNAL JUDICIAIRE DE PARIS

Registration number: 17750111101763

Department: PARIS

Postal address: PARVIS DU TRIBUNAL DE PARIS PARVIS DU TRIBUNAL DE PARIS 75017

Town: PARIS

Postcode: 75017

Country subdivision (NUTS): Paris (FR101)

Country: France

Information exchange endpoint (URL): https://marchesonline.achatpublic.com/sdm/ent/gen/ent_recherche.do

Roles of this organisation:

Review organisation

Organisation providing more information on the review procedures

Notice information

Notice identifier/version: 1380d7f3-f371-48fb-9da7-d5341d9bccf4 - 01

Form type: Result

Notice type: Contract or concession award notice – standard regime

Notice subtype: 29

Notice dispatch date: 16/02/2026 12:01:51 (UTC+02:00) Eastern European Time, Central European Summer Time

Languages in which this notice is officially available: French

Notice publication number: 113831-2026

OJ S issue number: 33/2026

Publication date: 17/02/2026