

France-Angoulême: Advertising and marketing services
OJ S 46/2022 07/03/2022
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: stga

Postal address: 554 route de Bordeaux

Town: Angoulême

NUTS code: FRI31 Charente

Postal code: 16000

Country: France

E-mail: Marches@stga.fr

Internet address(es):

Main address: <http://www.stga.fr/>

Address of the buyer profile: <https://www.achatpublic.com/sdm/ent/gen/index.jsp>

I.4. Type of the contracting authority

Other type: SPL

I.5. Main activity

Other activity: Transport Urbain de Voyageurs

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

conception et mise en oeuvre de la communication externe de la STGA

Reference number: 02-2021-01-CMCE-GAGC

II.1.2. Main CPV code

79340000 Advertising and marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

conception et mise en oeuvre de la communication externe de la STGA

II.1.6. Information about lots

This contract is divided into lots: yes

II.1.7. Total value of the procurement

Value excluding VAT: 450 000,00 EUR

II.2. Description

II.2.1. Title

lot 1 - la charte Graphique et la Communication Promotionnelle

Lot No: 1

II.2.2. Additional CPV code(s)

79340000 Advertising and marketing services

II.2.3. Place of performance

NUTS code: FRI31 Charente

II.2.4. Description of the procurement

la charte Graphique et la Communication Promotionnelle (service de création et d'impression)

II.2.5. Award criteria

Price

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**II.2. Description****II.2.1. Title**

lot 2 - les documents administratifs et techniques

Lot No: 2

II.2.2. Additional CPV code(s)

79300000 Market and economic research; polling and statistics

II.2.3. Place of performance

NUTS code: FRI31 Charente

II.2.4. Description of the procurement

création et impression des documents administratifs et techniques

II.2.5. Award criteria

Price

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**II.2. Description****II.2.1. Title**

lot 3 - "Möbius Infos" et "Rapport d'activité"

Lot No: 3

II.2.2. Additional CPV code(s)

79300000 Market and economic research; polling and statistics

II.2.3. Place of performance

NUTS code: FRI31 Charente

II.2.4. Description of the procurement

prestation de création et d'impression de documents de communications externes

II.2.5. Award criteria

Price

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

II.2. Description

II.2.1. Title

lot 4 - création et impression de tous supports de communication demandés par la STGA suite à un brief spécifique
Lot No: 4

II.2.2. Additional CPV code(s)

79300000 Market and economic research; polling and statistics

II.2.3. Place of performance

NUTS code: FRI31 Charente

II.2.4. Description of the procurement

création et impression de tous supports de communication demandés par la STGA suite à un brief spécifique

II.2.5. Award criteria

Price

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

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 178-464016](#)

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: 02-2021-01-CMCE-GAGC

Lot No: 1

Title:

la charte graphique et la communication promotionnelle

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

02/12/2021

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: oze Design

Postal address: 10 Rue Trouset

Town: Angoulême

NUTS code: FRI31 Charente

Postal code: 16000

Country: France

Internet address: <https://www.oze-design.com/>

The contractor is an SME: no

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

Total value of the contract/lot: 87 500,00 EUR

V.2.5. Information about subcontracting

Section V: Award of contract

Contract No: 02-2021-01-CMCE-GAGC

Lot No: 2

Title:

les documents administratifs et techniques

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

02/12/2021

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: oze design

Postal address: 10 Rue Trouset

Town: Angoulême

NUTS code: FRI31 Charente

Postal code: 16000

Country: France

Internet address: <https://www.oze-design.com/>

The contractor is an SME: no

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

Total value of the contract/lot: 193 600,00 EUR

V.2.5. Information about subcontracting

Section V: Award of contract

Contract No: 02-2021-01-CMCE-GAGC

Lot No: 3

Title:

" Möbius infos " et " rapport d'activité "

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

02/12/2021

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: oze design

Postal address: 10 Rue Trouset

Town: Angoulême
NUTS code: FRI31 Charente
Postal code: 16000
Country: France
Internet address: <https://www.oze-design.com/>
The contractor is an SME: no

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

Total value of the contract/lot: 79 200,00 EUR

V.2.5. Information about subcontracting

Section V: Award of contract

Contract No: 02-2021-01-CMCE-GAGC

Lot No: 4

Title:

création et impression de tous supports de communication demandés par la STGA suite à un brief spécifique

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

02/12/2021

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: oze design
Postal address: 10 Rue Trouset
Town: Angoulême
NUTS code: FRI31 Charente
Postal code: 16000
Country: France
Internet address: <https://www.oze-design.com/>
The contractor is an SME: no

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

Total value of the contract/lot: 89 700,00 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 Administratif de Poitiers

Postal address: 15 Rue de Blossac - cS 80541

Town: Poitiers

Postal code: 86000

Country: France

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

VI.5. Date of dispatch of this notice

02/03/2022