

France-Paris: Advertising consultancy services
OJ S 53/2019 15/03/2019
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Action logement groupe
National registration number: 82458162300017
Postal address: 19/21 quai d'Austerlitz
Town: Paris
NUTS code: FR France
Postal code: 75013
Country: France
E-mail: sandra.celestin@actionlogement.fr
Telephone: +33 187021309
Internet address(es):
Main address: <http://www.actionlogement.fr>
Address of the buyer profile: <http://www.marches-publics.info/>

I.1. Name and addresses

Official name: Action logement groupe: M. le directeur
Postal address: 66 avenue du Maine
Town: Paris
NUTS code: FR101 Paris
Postal code: 75014
Country: France
E-mail: marchespublics.als@actionlogement.fr
Internet address(es):
Main address: <http://www.actionlogement.fr>
Address of the buyer profile: <http://www.marches-publics.info/>

I.1. Name and addresses

Official name: Action logement services: Mme le directrice
Postal address: 66 avenue du Maine
Town: Paris
NUTS code: FR101 Paris
Postal code: 75014
Country: France
E-mail: marchespublics.als@actionlogement.fr
Internet address(es):
Main address: <http://www.actionlogement.fr>
Address of the buyer profile: <http://www.marches-publics.info/>

I.1. Name and addresses

Official name: Action logement immobilier: M. le directeur

Postal address: 66 avenue du Maine

Town: Paris

NUTS code: FR101 Paris

Postal code: 75014

Country: France

E-mail: marchespublics.als@actionlogement.fr

Internet address(es):

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

Address of the buyer profile: <http://www.marches-publics.info/>

I.2. Information about joint procurement

The contract involves joint procurement

I.4. Type of the contracting authority

Body governed by public law

I.5. Main activity

Housing and community amenities

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Prestation de conseil et d'achat d'espaces publicitaires

Reference number: 2018-Alg-005

II.1.2. Main CPV code

79341100 Advertising consultancy services

II.1.3. Type of contract

Services

II.1.4. Short description

L'accord-cadre a pour objet la réalisation de prestations de conseil et d'achat d'espace publicitaire permettant de réaliser des campagnes de notoriété touchant le grand public pour accompagner l'émergence du nouveau groupe Action logement et faire connaître les produits et services du groupe. L'accord-cadre est conclu conformément aux dispositions prévues par la loi n° 93-122 du 29.1.1993 relative à la prévention de la corruption et à la transparence de la vie économique et des procédures publiques telle que modifiée. L'accord-cadre s'exécute par la conclusion de marchés subséquents. L'accord-cadre est conclu sans engagement financier minimum, et sans engagement financier maximum. À titre indicatif et non contractuel, la volumétrie prévisionnelle annuelle est composée a minima d'une campagne de communication d'environ 500 000 EUR (TTC).

II.1.6. Information about lots

This contract is divided into lots: yes

II.1.7. Total value of the procurement

Value excluding VAT: 36 290,00 EUR

II.2. Description

II.2.1. Title

Achat d'espace média hors digital

Lot No: 1

II.2.2. Additional CPV code(s)

79341100 Advertising consultancy services, 79341200 Advertising management services, 79341400 Advertising campaign services

II.2.3. Place of performance

NUTS code: FR France

II.2.4. Description of the procurement

Achat d'espace média hors digital.

II.2.5. Award criteria

Quality criterion - Name: Pertinence de la recommandation sur l'étude de cas «Campagne de notoriété» / Weighting: 40

Quality criterion - Name: Qualité de la méthodologie proposée pour l'exécution de l'accord-cadre / Weighting: 20

Price - Weighting: 40

II.2.11. Information about options

Options: yes

Description of options:

Le pouvoir adjudicateur se réserve la possibilité de conclure un ou plusieurs marchés de prestations similaires sans publicité, ni mise en concurrence préalables avec le titulaire dans les conditions prévues à l'article 30.i.7° du décret n° 2016-360 du 25.3.2016 relatif aux marchés publics.

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

Achat d'espace digital

Lot No: 2

II.2.2. Additional CPV code(s)

79341100 Advertising consultancy services, 79341200 Advertising management services, 79341400 Advertising campaign services

II.2.3. Place of performance

NUTS code: FR France

II.2.4. Description of the procurement

Achat d'espace digital.

II.2.5. Award criteria

Quality criterion - Name: Pertinence de la recommandation sur l'étude de cas «Campagne de notoriété» / Weighting: 40

Quality criterion - Name: Qualité de la méthodologie proposée pour l'exécution de l'accord-cadre / Weighting: 20

Price - Weighting: 40

II.2.11. Information about options

Options: yes

Description of options:

Le pouvoir adjudicateur se réserve la possibilité de conclure un ou plusieurs marchés de prestations similaires sans publicité, ni mise en concurrence préalables avec le titulaire dans les conditions prévues à l'article 30.i.7° du décret n° 2016-360 du 25.3.2016 relatif aux marchés publics.

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

The procurement involves the establishment of a framework agreement

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: [2018/S 070-155366](#)

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

Lot No: 1

Title:

Achat d'espace média hors digital

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

18/06/2018

V.2.2. Information about tenders

Number of tenders received: 5

The contract has been awarded to a group of economic operators: no

V.2.3. Name and address of the contractor

Official name: Écrans & Media
Postal address: 10 rue de la Fontaine au Roi
Town: Paris
NUTS code: FR101 Paris
Postal code: 75011
Country: France
The contractor is an SME: no

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

Total value of the contract/lot: 21 530,00 EUR

V.2.5. Information about subcontracting

Section V: Award of contract

Lot No: 2

Title:

Achat d'espace digital

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

18/06/2018

V.2.2. Information about tenders

Number of tenders received: 4

The contract has been awarded to a group of economic operators: no

V.2.3. Name and address of the contractor

Official name: Pickers
Postal address: 19 rue d'Alésia
Town: Paris
NUTS code: FR101 Paris
Postal code: 75014
Country: France
The contractor is an SME: no

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

Total value of the contract/lot: 14 760,00 EUR

V.2.5. Information about subcontracting

Section VI: Complementary information

VI.3. Additional information

Il s'agit d'un marché à bons de commande. Par conséquent, les montants indiqués sont des montants issus du DQE.

VI.4. Procedures for review

VI.4.1. Review body

Official name: Tribunal de grande instance de Paris

Postal address: 2945 avenue de la Porte de Clichy

Town: Paris

Postal code: 75017

Country: France

Telephone: +33 144325151

Internet address: <http://www.ca.paris.justice.fr>

VI.5. Date of dispatch of this notice

12/03/2019