

France-Boulogne-Billancourt: Advertising campaign services

OJ S 43/2023 01/03/2023

Contract award notice

Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: OPCO MOBILITES

National registration number: 85124049900331

Postal address: 204 rond point du pont de Sèvres

Town: Boulogne billancourt

NUTS code: FR105 Hauts-de-Seine

Postal code: 92100

Country: France

E-mail: Concoursexterieurs@opcomobilites.fr**Internet address(es):**Main address: <https://www.opcomobilites.fr/>Address of the buyer profile: <https://www.achatpublic.com/sdm/ent/gen/index.jsp>**I.4. Type of the contracting authority**

Other type: Opérateur de compétence.

I.5. Main activity

Other activity: Opérateur de compétences.

Section II: Object

II.1. Scope of the procurement**II.1.1. Title**

Elaboration, production et mise en oeuvre d'une campagne de communication media pour la valorisation et la promotion des métiers de la mobilité

Reference number: MM15-22

II.1.2. Main CPV code

79341400 Advertising campaign services

II.1.3. Type of contract

Services

II.1.4. Short description

Elaboration, production et mise en oeuvre d'une campagne de communication media pour la valorisation et la promotion des métiers de la mobilité

II.1.6. Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Value excluding VAT: 999 400,00 EUR

II.2. Description

II.2.2. Additional CPV code(s)

79341400 Advertising campaign services

II.2.3. Place of performance

NUTS code: FR105 Hauts-de-Seine

Main site or place of performance: OPCO Mobilites

II.2.4. Description of the procurement

Le présent marché a pour objet l'élaboration, la production et la mise en oeuvre d'une campagne de communication media pour la valorisation et la promotion des métiers de la mobilité. OPCO Mobilités souhaite mettre en place une campagne media nationale de promotion des métiers de la mobilité:- capitalisant sur les acquis et les points forts de celle de 2022,- incluant un volet Actions de Communication influenceurs- et investissant de nouveaux media (dont la télévision)

II.2.5. Award criteria

Quality criterion - Name: Valeur technique / Weighting: 80

Price - Weighting: 20

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

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: no

IV.2. Administrative information

IV.2.1. Previous publication concerning this procedure

Notice number in the OJ S: [2022/S 200-569408](#)

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: 2022-151

Title:

Lot unique

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

22/02/2023

V.2.2. Information about tenders

Number of tenders received: 2

The contract has been awarded to a group of economic operators: yes

V.2.3. Name and address of the contractor

Official name: MEDIAPILOTE

Postal address: 777 route de Strazeele

Town: Caestre

NUTS code: FR France

Postal code: 59190

Country: France

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

The contractor is an SME: yes

V.2.3. Name and address of the contractor

Official name: TREMA

Postal address: 377 rue Jules Guesde

Town: Villeneuve-d'Ascq

NUTS code: FR France

Postal code: 59650

Country: France

Internet address: <https://agencetrema.com/>

The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 1 000 000,00 EUR

Total value of the contract/lot: 999 400,00 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 Judiciaire de Nanterre

Postal address: 179-191 avenue Joliot Curie

Town: NANTERRE

Postal code: 92020

Country: France

E-mail: Accueil.tj-nanterre@justice.fr

Internet address: <https://www.justice.fr/annuaire/tribunal-judiciaire-nanterre>

VI.5. Date of dispatch of this notice

24/02/2023