

France-Colmar: Advertising services

OJ S 55/2022 18/03/2022

Contract notice

Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: agence Régionale du Tourisme Grand Est

Postal address: 24 rue de Verdun

Town: Colmar

NUTS code: FR France

Postal code: 68000

Country: France

E-mail: catherine.metzger@art-grandest.fr

Telephone: +33 389298158

Internet address(es):

Main address: <http://www.art-grandest.fr>

I.3. Communication

Access to the procurement documents is restricted. Further information can be obtained at:

<http://www.marchespublics.grandest.fr>

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted electronically via: <http://www.marchespublics.grandest.fr>

I.4. Type of the contracting authority

Other type: Association de droit privé

I.5. Main activity

Other activity: Tourisme

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

communication 360°

Reference number: 2022_3

II.1.2. Main CPV code

79341000 Advertising services

II.1.3. Type of contract

Services

II.1.4. Short description

le présent marché a pour objet de désigner divers prestataires ayant pour mission la conception de campagnes de communication, l'impression papier, la production éditoriale texte, la conception d'objet publicitaire ou encore la traduction de textes.
Ce marché a pour objet un accord cadre à bons de commande.

II.1.5. Estimated total value

II.1.6. Information about lots

This contract is divided into lots: yes
Tenders may be submitted for all lots

II.2. Description

II.2.1. Title

campagnes de communication comportementale
Lot No: 3

II.2.2. Additional CPV code(s)

79341400 Advertising campaign services

II.2.3. Place of performance

NUTS code: FR France

II.2.4. Description of the procurement

conception de campagnes de communication comportementale à destination du Grand Est

II.2.5. Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.6. Estimated value

Value excluding VAT: 60 000,00 EUR

II.2.7. Duration of the contract, framework agreement or dynamic purchasing system

Duration in months: 12
This contract is subject to renewal: yes
Description of renewals:
marché reconductible 2 fois

II.2.10. Information about variants

Variants will be accepted: no

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

impression Papier
Lot No: 7

II.2.2. Additional CPV code(s)

79810000 Printing services

II.2.3. Place of performance

NUTS code: FR France

II.2.4. Description of the procurement

impression de divers outils de communication papier (brochure, magazine, papeterie...).

II.2.5. Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.6. Estimated value

Value excluding VAT: 450 000,00 EUR

II.2.7. Duration of the contract, framework agreement or dynamic purchasing system

Duration in months: 12

This contract is subject to renewal: yes

Description of renewals:

la marché est reconductible 2 fois

II.2.10. Information about variants

Variants will be accepted: no

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

production éditoriale texte

Lot No: 8

II.2.2. Additional CPV code(s)

92312211 Writing agency services

II.2.3. Place of performance

NUTS code: FR France

II.2.4. Description of the procurement

production de contenu éditorial texte print et web pour divers outils et supports de communication.

II.2.5. Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.6. Estimated value

Value excluding VAT: 360 000,00 EUR

II.2.7. Duration of the contract, framework agreement or dynamic purchasing system

Duration in months: 12

This contract is subject to renewal: yes

Description of renewals:

marché reconductible 2 fois

II.2.10. Information about variants

Variants will be accepted: no

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

objets publicitaires

Lot No: 9

II.2.2. Additional CPV code(s)

39294100 Information and promotion products

II.2.3. Place of performance

NUTS code: FR France

II.2.4. Description of the procurement

achat d'objets publicitaires venant alimenter divers actions de communication

II.2.5. Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.6. Estimated value

Value excluding VAT: 150 000,00 EUR

II.2.7. Duration of the contract, framework agreement or dynamic purchasing system

Duration in months: 12

This contract is subject to renewal: yes

Description of renewals:

marché reconductible 2 fois

II.2.10. Information about variants

Variants will be accepted: no

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

traductions
Lot No: 10

II.2.2. Additional CPV code(s)

79530000 Translation services

II.2.3. Place of performance

NUTS code: FR France

II.2.4. Description of the procurement

traduction texte dans les langues suivantes : anglais, allemand, italien, néerlandais, chinois ou japonais.

II.2.5. Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.6. Estimated value

Value excluding VAT: 180 000,00 EUR

II.2.7. Duration of the contract, framework agreement or dynamic purchasing system

Duration in months: 12

This contract is subject to renewal: yes

Description of renewals:

marché reconductible 2 fois

II.2.10. Information about variants

Variants will be accepted: no

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.2.2. Time limit for receipt of tenders or requests to participate

Date: 15/04/2022 Local time: 12:00

IV.2.3. Estimated date of dispatch of invitations to tender or to participate to selected candidates

IV.2.4. Languages in which tenders or requests to participate may be submitted

French

IV.2.7. Conditions for opening of tenders

Date: 15/04/2022 Local time: 13:00

Section VI: Complementary information

VI.1. Information about recurrence

This is a recurrent procurement: yes

VI.3. Additional information

VI.4. Procedures for review

VI.4.1. Review body

Official name: tribunal administratif de Strasbourg

Postal address: 31 avenue de la Paix

Town: Strasbourg

Country: France

VI.5. Date of dispatch of this notice

15/03/2022