

France-Douai: Advertising and marketing services
OJ S 57/2021 23/03/2021
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Agence de l'eau Artois-Picardie
Postal address: 200 rue Marceline, BP 80818
Town: Douai Cedex
NUTS code: FRE11 Nord
Postal code: 59508
Country: France
Contact person: Service juridique et marchés publics
E-mail: D.bataille@eau-artois-picardie.fr
Telephone: +33 327999000
Fax: +33 327999015
Internet address(es):
Main address: <http://www.eau-agence-picardie.fr>
Address of the buyer profile: <https://www.marches-publics.gouv.fr>

I.4. Type of the contracting authority

Body governed by public law

I.5. Main activity

Environment

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Développement d'un plan média dans le cadre de la consultation du public 2021
Reference number: 20-AOI-14

II.1.2. Main CPV code

79340000 Advertising and marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

Développement d'un plan média dans le cadre de la consultation du public 2021. Le présent marché est passé sous la forme d'un accord-cadre, conclu avec un seul opérateur économique, en application des articles R. 2162-1 à R. 2162-6 du code de la commande publique. Les prestations feront l'objet de bons de commande conformément aux dispositions des articles R. 2162.13 à R. 2162-14 du code de la commande publique. Il est conclu sans

minimum ni maximum. Le montant estimatif (sans valeur contractuelle) est de 260 000,00 HT (hors frais de rémunération du mandataire). Les bons de commande peuvent être émis jusqu'au dernier jour de validité de l'accord-cadre. Toutefois, la durée d'exécution des bons de commande ne saurait dépasser trois mois au-delà du terme contractuel de l'accord-cadre.

II.1.6. Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Value excluding VAT: 104 656,52 EUR

II.2. Description

II.2.2. Additional CPV code(s)

79340000 Advertising and marketing services

II.2.3. Place of performance

NUTS code: FRE Hauts-de-France

Main site or place of performance: Agence de l'eau Artois-Picardie, 59500 Douai.

II.2.4. Description of the procurement

Développement d'un plan média dans le cadre de la consultation du public 2021.

II.2.5. Award criteria

Quality criterion - Name: Valeur technique / Weighting: 60

Price - Weighting: 40

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: yes

IV.2. Administrative information

IV.2.1. Previous publication concerning this procedure

Notice number in the OJ S: [2020/S 244-604779](#)

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: 20-AOI-14

Lot No: 1

Title:

Développement d'un plan média dans le cadre de la consultation du public 2021

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

28/01/2021

V.2.2. Information about tenders

Number of tenders received: 1

Number of tenders received by electronic means: 1

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

V.2.3. Name and address of the contractor

Official name: Havas Média France SA

National registration number: 40320176700106

Postal address: 2 bis rue Godefroy

Town: Puteaux

NUTS code: FR1 Ile-de-France

Postal code: 92800

Country: France

Internet address: <http://www.havas.com>

The contractor is an SME: no

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

Total value of the contract/lot: 104 656,52 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 Lille

Postal address: 5 rue Geoffroy-Saint-Hilaire, CS 62039

Town: Lille Cedex

Postal code: 59014

Country: France

E-mail: Grefte.ta-lille@juradm.fr

Telephone: +33 359542342

Fax: +33 359542445

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

VI.4.4. Service from which information about the review procedure may be obtained

Official name: Tribunal administratif de Lille

Postal address: 5 rue Geoffroy-Saint-Hilaire, CS 62039

Town: Lille Cedex

Postal code: 59014

Country: France

E-mail: Grefte.ta-lille@juradm.fr

Telephone: +33 359542342

Fax: +33 359542445

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

VI.5. Date of dispatch of this notice

18/03/2021