

France-Fort-de-France: Advertising consultancy services
OJ S 69/2019 08/04/2019
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Comité martiniquais du tourisme

Postal address: Tour Lumina — pointe Simon — BP 7124

Town: Fort-de-France Cedex

NUTS code: FR France

Postal code: 97276

Country: France

E-mail: rconrad@martiniquetourisme.com

Telephone: +33 596616177

Fax: +33 596612272

Internet address(es):

Main address: <http://www.martinique.org>

Address of the buyer profile: <http://martiniquetourisme.e-marchespublics.com>

I.4. Type of the contracting authority

Regional or local agency/office

I.5. Main activity

Other activity: Tourisme

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Accompagnement en communication 2019

Reference number: 18/10-016/ACCOMPCOM19

II.1.2. Main CPV code

79341100 Advertising consultancy services

II.1.3. Type of contract

Services

II.1.4. Short description

Le marché est destiné à satisfaire aux besoins du comité martiniquais en matière d'accompagnement et de mise en œuvre de communication digitale et globale sur différents marchés.

Cette nouvelle procédure est initiée suite à la déclaration sans suite pour motif d'intérêt général de la procédure n°: 18/02-001/accompcomglob, parue au JOUE — n°: 2018/s 065-144913.

II.1.6. Information about lots

This contract is divided into lots: yes

II.1.7. Total value of the procurement

Value excluding VAT: 816 000,00 EUR

II.2. Description

II.2.1. Title

Accompagnement en stratégie digitale (Tous marchés)
Lot No: 1

II.2.2. Additional CPV code(s)

79341100 Advertising consultancy services - QA04

II.2.3. Place of performance

NUTS code: FRY2 Martinique

NUTS code: FR France

Main site or place of performance: Comité martiniquais du tourisme, 5 avenue Loulou
Boislaville — 97200 Fort-de-France.

II.2.4. Description of the procurement

Confier à un prestataire l'accompagnement stratégique du comité martiniquais du tourisme en matière de communication digitale, multi-marchés.

Marchés concernés:

— prioritaires: France — Allemagne — USA — Canada — Martinique.

— secondaires: Belgique — Italie — Suisse — Caraïbes — autres.

II.2.5. Award criteria

Quality criterion - Name: Valeur technique de l'offre / Weighting: 70

Quality criterion - Name: Connaissance du secteur de l'e-tourisme / Weighting: 20

Price - Weighting: 10

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

Mise en œuvre de la stratégie digitale (France-Europe Martinique-Caraïbe)
Lot No: 2

II.2.2. Additional CPV code(s)

79341100 Advertising consultancy services - JA10

II.2.3. Place of performance

NUTS code: FRY20 Martinique

NUTS code: FR France

Main site or place of performance: Comité martiniquais du tourisme, 5 avenue Loulou Boislaville — 97200 Fort-de-France.

II.2.4. Description of the procurement

Mettre en œuvre la stratégie digitale du comité martiniquais du tourisme, en lien avec l'agence conseil en stratégie digitale et les équipes du CMT.

Marchés concernés:

- prioritaires: France — Allemagne — USA — Canada — Martinique.
- secondaires: Belgique — Italie — Suisse — Caraïbes — autres.

II.2.5. Award criteria

Quality criterion - Name: Références techniques / Weighting: 70

Quality criterion - Name: Connaissance des marchés concernés / Weighting: 30

Cost criterion - Name: Références techniques / Weighting: 70

Cost criterion - Name: Connaissance des marchés concernés / Weighting: 30

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

Mise en œuvre de la stratégie hors digital (Martinique-Caraïbes)
Lot No: 3

II.2.2. Additional CPV code(s)

79341100 Advertising consultancy services

II.2.3. Place of performance

NUTS code: FRY2 Martinique

Main site or place of performance: Comité martiniquais du tourisme, 5 avenue Loulou Boislaville — 97200 Fort-de-France.

II.2.4. Description of the procurement

Confier à un prestataire la mise en œuvre de la stratégie de communication du comité martiniquais du tourisme.

Marchés concernés: Martinique — Caraïbes.

II.2.5. Award criteria

Quality criterion - Name: Campagne «Guadeloupe» / Weighting: 60

Quality criterion - Name: Expérience en Martinique et dans les Caraïbes / Weighting: 20

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

II.2. Description

II.2.1. Title

Mise en œuvre de la stratégie hors digital (France-Europe)
Lot No: 4

II.2.2. Additional CPV code(s)

79341100 Advertising consultancy services

II.2.3. Place of performance

NUTS code: FR France

Main site or place of performance: Bureau France-Europe du CMT — 32 boulevard
Haussmann — 75009 Paris.

II.2.4. Description of the procurement

Confier à un prestataire la mise en œuvre de la stratégie offline du comité martiniquais du
tourisme.

Marchés concernés: France — Allemagne — Belgique — Italie — Suisse — Angleterre —
autres.

II.2.5. Award criteria

Quality criterion - Name: Campagne «Allemagne» / Weighting: 60

Quality criterion - Name: Expérience en France et Europe / Weighting: 20

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: yes

IV.2. Administrative information

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: 18/10-016/ACCOMPCOM19

Lot No: 1

Title:

Accompagnement en stratégie digitale (Tous marchés)

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

28/03/2019

V.2.2. Information about tenders

Number of tenders received: 6

Number of tenders received from SMEs: 5

Number of tenders received from tenderers from non-EU Member States: 1

Number of tenders received by electronic means: 6

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

V.2.3. Name and address of the contractor

Official name: Havas Media France

National registration number: 40321076700106

Postal address: 2 bis rue de Godefroy

Town: Puteaux

NUTS code: FR France

Postal code: 92800

Country: France

The contractor is an SME: no

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

Total value of the contract/lot: 96 000,00 EUR

V.2.5. Information about subcontracting

Section V: Award of contract

Contract No: 18/10-016/ACCOMPCOM19

Lot No: 2

Title:

Mise en œuvre de la stratégie digitale (France-Europe Martinique-Caraïbes)

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

28/03/2019

V.2.2.

Information about tenders

Number of tenders received: 10

Number of tenders received from SMEs: 9

Number of tenders received from tenderers from non-EU Member States: 1

Number of tenders received by electronic means: 10

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

V.2.3. Name and address of the contractor

Official name: Havas Media France

National registration number: 40321076700106

Postal address: 2 bis rue de Godefroy

Town: Puteaux

NUTS code: FR France

Postal code: 92800

Country: France

The contractor is an SME: no

V.2.3. Name and address of the contractor

Official name: Cybercite

National registration number: 4223937510006

Postal address: 78 boulevard du 11 Novembre 1918

Town: Villeurbanne

NUTS code: FR France

Postal code: 69110

Country: France

The contractor is an SME: yes

V.2.3. Name and address of the contractor

Official name: LMWR

National registration number: 31122110500068

Postal address: 4 rue Dobrée

Town: Nantes

NUTS code: FR France

Postal code: 44100

Country: France

The contractor is an SME: yes

V.2.3. Name and address of the contractor

Official name: Faire Savoir

National registration number: 38301340600053

Postal address: 2/6 avenue de l'Horizon

Town: Villeneuve d'Ascq

NUTS code: FR France

Postal code: 59491

Country: France

The contractor is an SME: yes

V.2.3. Name and address of the contractor

Official name: Notchup

National registration number: 33402452800112

Postal address: 7 rue Olympe de Gouges

Town: Nantes

NUTS code: FR France
Postal code: 44204
Country: France
The contractor is an SME: no

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

Total value of the contract/lot: 220 000,00 EUR

V.2.5. Information about subcontracting

Section V: Award of contract

Contract No: 18/10-016/ACCOMPCOM19

Lot No: 3

Title:

Mise en œuvre de la stratégie globale (Martinique-Caraïbes)

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

28/03/2019

V.2.2. Information about tenders

Number of tenders received: 6

Number of tenders received from SMEs: 5

Number of tenders received from tenderers from non-EU Member States: 1

Number of tenders received by electronic means: 6

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

V.2.3. Name and address of the contractor

Official name: Havas Media France

National registration number: 40321076700106

Postal address: 2 bis rue de Godefroy

Town: Puteaux

NUTS code: FR France

Postal code: 92800

Country: France

The contractor is an SME: no

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

Total value of the contract/lot: 220 000,00 EUR

V.2.5. Information about subcontracting

Section V: Award of contract

Contract No: 18/10-016/ACCOMPCOM19

Lot No: 4

Title:

Mise en œuvre de la stratégie globale (France-Europe)

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

28/03/2019

V.2.2. Information about tenders

Number of tenders received: 4

Number of tenders received from SMEs: 3

Number of tenders received from tenderers from non-EU Member States: 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 Media France

National registration number: 40321076700106

Postal address: 2 bis rue de Godefroy

Town: Puteaux

NUTS code: FR France

Postal code: 92800

Country: France

The contractor is an SME: no

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

Total value of the contract/lot: 200 000,00 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 Fort-de-France

Postal address: 12 rue du Citronnier — plateau FOFO

Town: Schœlcher

Postal code: 97271

Country: France

E-mail: greffe.ta-fort-de-france@juradm.fr

Telephone: +59 5966716667

Fax: +59 5966631008

VI.5. Date of dispatch of this notice

03/04/2019