

**France-Paris: Marketing services**  
**OJ S 55/2023 17/03/2023**  
**Contract award notice**  
**Services**

**Legal Basis:**

Directive 2014/24/EU

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**Section I: Contracting authority**

**I.1. Name and addresses**

Official name: Atout France

National registration number: 34070921100080

Postal address: 200/216 Rue Raymond Losserand, CS 60043

Town: PARIS

NUTS code: FR101 Paris

Postal code: 75680

Country: France

E-mail: [legal@atout-france.fr](mailto:legal@atout-france.fr)

Telephone: +33 142967000

**Internet address(es):**

Main address: <http://www.atout-france.fr>

**I.4. Type of the contracting authority**

Other type: Autre

**I.5. Main activity**

Other activity: Tourisme

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**Section II: Object**

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

**II.1.1. Title**

Marché de prestations de services d'accompagnement et de production dans le cadre des actions de communication et de promotion (France et Europe)

**II.1.2. Main CPV code**

79342000 Marketing services

**II.1.3. Type of contract**

Services

**II.1.4. Short description**

La présente consultation concerne la conclusion d'un accord-cadre multi-attributaires portant sur la sélection de plusieurs prestataires qui accompagneront Atout France dans la définition, la production et l'adaptation de ces campagnes de promotion et actions de communication vers le grand public et les médias, B to B (entre entreprises) ou B to C (des entreprises vers les consommateurs), en France et en Union Européenne (+ Grande-Bretagne et Suisse). sont seules concernées par le présent marché, les campagnes de promotion et actions de communication exclusivement pilotées et mises en oeuvre directement par Atout France. Les

campagnes de promotion et actions de communication qui sont réalisées à l'initiative de(s) partenaire(s) d'Atout France et auxquelles Atout France pourrait participer de quelque façon que ce soit en sont exclues

#### **II.1.6. Information about lots**

This contract is divided into lots: yes

#### **II.1.7. Total value of the procurement**

Value excluding VAT: 6 000 000,00 EUR

### **II.2. Description**

#### **II.2.1. Title**

Production de contenus divers et animation des réseaux sociaux  
Lot No: 2

#### **II.2.2. Additional CPV code(s)**

79340000 Advertising and marketing services

#### **II.2.3. Place of performance**

NUTS code: FR France

#### **II.2.4. Description of the procurement**

Se référer au Cahier des Clauses Techniques Particulières

#### **II.2.5. Award criteria**

Cost criterion - Name: Le prix n'est pas le seul critère d'attribution et tous les critères sont énoncés uniquement dans les documents du marché. / Weighting: 1

#### **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**

Recommandations et mise en oeuvre d'actions de marketing d'influence  
Lot No: 3

#### **II.2.2. Additional CPV code(s)**

79413000 Marketing management consultancy services

#### **II.2.3. Place of performance**

NUTS code: FR France

#### **II.2.4. Description of the procurement**

Se référer au Cahier des Clauses Techniques Particulières

#### **II.2.5. Award criteria**

Cost criterion - Name: Le prix n'est pas le seul critère d'attribution et tous les critères sont énoncés uniquement dans les documents du marché. / Weighting: 1

### **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**

Recommandations en termes de stratégie presse/ média et mise en oeuvre des actions à destination de ces cibles

Lot No: 4

##### **II.2.2. Additional CPV code(s)**

92400000 News-agency services

##### **II.2.3. Place of performance**

NUTS code: FR France

##### **II.2.4. Description of the procurement**

Se référer au Cahier des Clauses Techniques Particulières

##### **II.2.5. Award criteria**

Cost criterion - Name: Le prix n'est pas le seul critère d'attribution et tous les critères sont énoncés uniquement dans les documents du marché. / Weighting: 1

### **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**

Réalisation de post-tests de campagne qualitatif et quantitatif, analyse et recommandations

Lot No: 5

##### **II.2.2. Additional CPV code(s)**

79311000 Survey services

##### **II.2.3. Place of performance**

NUTS code: FR France

##### **II.2.4. Description of the procurement**

Se référer au Cahier des Clauses Techniques Particulières

##### **II.2.5. Award criteria**

Cost criterion - Name: Le prix n'est pas le seul critère d'attribution et tous les critères sont énoncés uniquement dans les documents du marché. / Weighting: 1

#### **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**

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#### **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: [2022/S 100-277375](#)

##### **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**

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**Lot No: 2**

**Title:**

Production de contenus divers et animation des réseaux sociaux

A contract/lot is awarded: yes

#### **V.2. Award of contract**

##### **V.2.1. Date of conclusion of the contract**

16/02/2023

##### **V.2.2. Information about tenders**

Number of tenders received: 14

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

##### **V.2.3. Name and address of the contractor**

Official name: PUZZLE MEDIA

Postal address: 39 QUAI DES GRANDS AUGUSTINS

Town: PARIS 6

NUTS code: FR101 Paris

Postal code: 75006  
Country: France  
The contractor is an SME: yes

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

Total value of the contract/lot: 1 200 000,00 EUR

**V.2.5. Information about subcontracting**

**Section V: Award of contract**

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**Lot No: 2**

**Title:**

Production de contenus divers et animation des réseaux sociaux

A contract/lot is awarded: yes

**V.2. Award of contract**

**V.2.1. Date of conclusion of the contract**

16/02/2023

**V.2.2. Information about tenders**

Number of tenders received: 14

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

**V.2.3. Name and address of the contractor**

Official name: WEBEDIA

Postal address: 2 RUE PAUL VAILLANT COUTURIER

Town: LEVALLOIS PERRET

NUTS code: FR105 Hauts-de-Seine

Postal code: 92300

Country: France

The contractor is an SME: no

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

Total value of the contract/lot: 1 200 000,00 EUR

**V.2.5. Information about subcontracting**

**Section V: Award of contract**

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**Lot No: 2**

**Title:**

Production de contenus divers et animation des réseaux sociaux

A contract/lot is awarded: yes

**V.2. Award of contract**

**V.2.1. Date of conclusion of the contract**

16/02/2023

**V.2.2. Information about tenders**

Number of tenders received: 14

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

**V.2.3. Name and address of the contractor**

Official name: WE LIKE TRAVEL

Postal address: 19 bis rue La Noue Bras de Fer

Town: NANTES

NUTS code: FRG01 Loire-Atlantique

Postal code: 44200

Country: France

The contractor is an SME: yes

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

Total value of the contract/lot: 1 200 000,00 EUR

**V.2.5. Information about subcontracting****Section V: Award of contract**

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**Lot No: 2**

**Title:**

Production de contenus divers et animation des réseaux sociaux

A contract/lot is awarded: yes

**V.2. Award of contract****V.2.1. Date of conclusion of the contract**

16/02/2023

**V.2.2. Information about tenders**

Number of tenders received: 14

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

**V.2.3. Name and address of the contractor**

Official name: TRAVEL-INSIGHT

Postal address: 128 RUE LA BOETIE

Town: PARIS 8

NUTS code: FR101 Paris

Postal code: 75008

Country: France

The contractor is an SME: yes

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

Total value of the contract/lot: 1 200 000,00 EUR

**V.2.5. Information about subcontracting****Section V: Award of contract**

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**Lot No: 2**

**Title:**

Production de contenus divers et animation des réseaux sociaux

A contract/lot is awarded: yes

**V.2. Award of contract****V.2.1. Date of conclusion of the contract**

16/02/2023

**V.2.2. Information about tenders**

Number of tenders received: 14

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

**V.2.3. Name and address of the contractor**

Official name: WOKE

Postal address: 16 RUE DE LA FOSSE TREIZE

Town: HULLUCH

NUTS code: FRE12 Pas-de-Calais

Postal code: 62410

Country: France

The contractor is an SME: yes

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

Total value of the contract/lot: 1 200 000,00 EUR

**V.2.5. Information about subcontracting****Section V: Award of contract**

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**Lot No: 3****Title:**

Recommandations et mise en oeuvre d'actions de marketing d'influence

A contract/lot is awarded: yes

**V.2. Award of contract****V.2.1. Date of conclusion of the contract**

16/02/2023

**V.2.2. Information about tenders**

Number of tenders received: 13

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

**V.2.3. Name and address of the contractor**

Official name: CLARK INFLUENCE

Postal address: 122 RUE AMELOT

Town: PARIS 11

NUTS code: FR101 Paris

Postal code: 75011

Country: France

The contractor is an SME: yes

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

Total value of the contract/lot: 1 950 000,00 EUR

**V.2.5. Information about subcontracting****Section V: Award of contract**

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**Lot No: 3**

**Title:**

Recommandations et mise en oeuvre d'actions de marketing d'influence

A contract/lot is awarded: yes

**V.2. Award of contract****V.2.1. Date of conclusion of the contract**

16/02/2023

**V.2.2. Information about tenders**

Number of tenders received: 13

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

**V.2.3. Name and address of the contractor**

Official name: WEBEDIA

Postal address: 2 RUE PAUL VAILLANT COUTURIER

Town: LEVALLOIS PERRET

NUTS code: FR105 Hauts-de-Seine

Postal code: 92300

Country: France

The contractor is an SME: no

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

Total value of the contract/lot: 1 950 000,00 EUR

**V.2.5. Information about subcontracting****Section V: Award of contract**

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**Lot No: 3**

**Title:**

Recommandations et mise en oeuvre d'actions de marketing d'influence

A contract/lot is awarded: yes

**V.2. Award of contract****V.2.1. Date of conclusion of the contract**

16/02/2023

**V.2.2. Information about tenders**

Number of tenders received: 13

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

**V.2.3. Name and address of the contractor**

Official name: WE LIKE TRAVEL  
Postal address: 19 bis rue La Noue Bras de Fer  
Town: NANTES  
NUTS code: FRG01 Loire-Atlantique  
Postal code: 44200  
Country: France  
The contractor is an SME: yes

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

Total value of the contract/lot: 1 950 000,00 EUR

**V.2.5. Information about subcontracting****Section V: Award of contract**

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**Lot No: 3**

**Title:**

Recommandations et mise en oeuvre d'actions de marketing d'influence

A contract/lot is awarded: yes

**V.2. Award of contract****V.2.1. Date of conclusion of the contract**

16/02/2023

**V.2.2. Information about tenders**

Number of tenders received: 13

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

**V.2.3. Name and address of the contractor**

Official name: WOKE  
Postal address: 16 RUE DE LA FOSSE TREIZE  
Town: HULLUCH  
NUTS code: FRE12 Pas-de-Calais  
Postal code: 62410  
Country: France  
The contractor is an SME: yes

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

Total value of the contract/lot: 1 950 000,00 EUR

**V.2.5. Information about subcontracting****Section V: Award of contract**

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**Lot No: 4**

**Title:**

Recommandations en termes de stratégie presse/ média et mise en oeuvre des actions à destination de ces cibles

A contract/lot is awarded: yes

## **V.2. Award of contract**

### **V.2.1. Date of conclusion of the contract**

16/02/2023

### **V.2.2. Information about tenders**

Number of tenders received: 6

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

### **V.2.3. Name and address of the contractor**

Official name: TRAVEL-INSIGHT

Postal address: 128 RUE LA BOETIE

Town: PARIS 8

NUTS code: FR101 Paris

Postal code: 75008

Country: France

The contractor is an SME: yes

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

Total value of the contract/lot: 600 000,00 EUR

### **V.2.5. Information about subcontracting**

## **Section V: Award of contract**

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### **Lot No: 4**

#### **Title:**

Recommandations en termes de stratégie presse/ média et mise en oeuvre des actions à destination de ces cibles

A contract/lot is awarded: yes

## **V.2. Award of contract**

### **V.2.1. Date of conclusion of the contract**

16/02/2023

### **V.2.2. Information about tenders**

Number of tenders received: 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 PARIS

Postal address: 29 QUAI DE DION BOUTON

Town: PUTEAUX

NUTS code: FR105 Hauts-de-Seine

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: 600 000,00 EUR

## V.2.5. Information about subcontracting

### Section V: Award of contract

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**Lot No: 5**

**Title:**

Réalisation de post-tests de campagne qualitatif et quantitatif, analyse et recommandations

A contract/lot is awarded: yes

## V.2. Award of contract

### V.2.1. Date of conclusion of the contract

16/02/2023

### V.2.2. Information about tenders

Number of tenders received: 3

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

### V.2.3. Name and address of the contractor

Official name: Egerie Research

Postal address: Rue Dautzenberg,36

Town: Bruxelles

NUTS code: BE Belgique / België

Postal code: 1050

Country: Belgium

The contractor is an SME: yes

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

Total value of the contract/lot: 600 000,00 EUR

## V.2.5. Information about subcontracting

### Section V: Award of contract

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**Lot No: 5**

**Title:**

Réalisation de post-tests de campagne qualitatif et quantitatif, analyse et recommandations

A contract/lot is awarded: yes

## V.2. Award of contract

### V.2.1. Date of conclusion of the contract

16/02/2023

### V.2.2. Information about tenders

Number of tenders received: 3

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

### V.2.3. Name and address of the contractor

Official name: csa

Town: PUTEAUX

NUTS code: FR105 Hauts-de-Seine  
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: 600 000,00 EUR

**V.2.5. Information about subcontracting**

**Section VI: Complementary information**

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**VI.3. Additional information**

**VI.4. Procedures for review**

**VI.4.1. Review body**

Official name: Tribunal judiciaire de Paris  
Postal address: 29-45 Avenue de la Porte de Clichy  
Town: Paris  
Postal code: 75017  
Country: France  
Telephone: +33 144325151

**VI.4.3. Review procedure**

Precise information on deadline(s) for review procedures:

- référé précontractuel, jusqu'à la signature du marché conformément aux articles 1441-1 et 1441-2 du code de procédure civile,
- référé contractuel à compter de la signature du marché conformément à l'article 1441-3 du code de procédure civile dans un délai de 31 jours à compter de la publication de l'avis du marché,
- recours au fond à l'encontre du contrat par toute personne justifiant d'un intérêt réel, direct et légitime.

**VI.5. Date of dispatch of this notice**

14/03/2023