

**France-Paris: Advertising and marketing services**

OJ S 62/2022 29/03/2022

**Contract notice****Services****Legal Basis:**

Directive 2014/24/EU

**Section I: Contracting authority**

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**I.1. Name and addresses**

Official name: centre national du livre

Postal address: 53, rue de Verneuil

Town: Paris

NUTS code: FR101 Paris

Postal code: 75007

Country: France

E-mail: [Isabelle.turel@centrenationaldulivre.fr](mailto:Isabelle.turel@centrenationaldulivre.fr)

Telephone: +33 149546864

**Internet address(es):**Main address: <https://www.marches-publics.gouv.fr>**I.3. Communication**The procurement documents are available for unrestricted and full direct access, free of charge, at: <https://www.marches-publics.gouv.fr>

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted electronically via: <https://www.marches-publics.gouv.fr/?page=Entreprise.EntrepriseAdvancedSearch&AllCons&id=2003772&orgAcronyme=f5j>**I.4. Type of the contracting authority**

Body governed by public law

**I.5. Main activity**

Recreation, culture and religion

**Section II: Object**

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

accompagnement dans la mise en oeuvre de la communication digitale du Centre national du livre

**II.1.2. Main CPV code**

79340000 Advertising and marketing services

**II.1.3. Type of contract**

Services

**II.1.4. Short description**

le marché régi par le présent CCTP est un marché de prestation de services ayant pour objet l'accompagnement dans la mise en oeuvre de la communication digitale du Centre national du livre (dans ses missions et dans ses événements, dont les manifestations littéraires nationales Nuits de la lecture et Partir en livre), incluant les volets : Stratégie ; Mise en oeuvre opérationnelle dont gestion de comptes ; Sponsorisation (affiner et mieux cibler nos publics, valoriser nos contenus pour fédérer et fidéliser la communauté du Cnl) ; Influence

#### **II.1.5. Estimated total value**

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

This contract is divided into lots: no

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

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

79340000 Advertising and marketing services

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

NUTS code: FR101 Paris

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

voir CCTP

#### **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**

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

Duration in months: 48

This contract is subject to renewal: yes

Description of renewals:

le marché est conclu pour une durée d'un an à compter de sa date de notification. Le marché pourra être reconduit de manière tacite 3 fois. En cas de non-reconduction du marché, la personne publique notifie sa décision au titulaire au minimum 2 mois avant la date d'anniversaire de notification du marché

#### **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**

voir CCTP

### **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  
Framework agreement with a single operator

#### **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: 25/04/2022 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: 25/04/2022 Local time: 16:00

### **Section VI: Complementary information**

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#### **VI.1. Information about recurrence**

This is a recurrent procurement: yes

Estimated timing for further notices to be published:

le marché est conclu pour une durée d'un an à compter de sa date de notification. Le marché pourra être reconduit de manière tacite 3 fois. En cas de non-reconduction du marché, la personne publique notifie sa décision au titulaire au minimum 2 mois avant la date d'anniversaire de notification du marché

#### **VI.3. Additional information**

#### **VI.4. Procedures for review**

##### **VI.4.1. Review body**

Official name: tribunal administratif de Paris

Postal address: 7 rue de Jouy

Town: Paris

Postal code: 75004

Country: France

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

24/03/2022