

France-Saint-Denis: Advertising consultancy services
OJ S 97/2016 21/05/2016
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: INPES

Postal address: 42 bd de la Libération

Town: Saint-Denis

NUTS code: FR France

Postal code: 93203

Country: France

E-mail: santesexuelle2015@inpes.sante.fr

Internet address(es):

Main address: <http://www.santepubliquefrance.fr>

I.4. Type of the contracting authority

Body governed by public law

I.5. Main activity

Health

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Marché de communication de l'INPES sur la santé sexuelle.

Reference number: 2015-02

II.1.2. Main CPV code

79341100 Advertising consultancy services

II.1.3. Type of contract

Services

II.1.4. Short description

Le marché a pour objet le conseil stratégique, la conception et la réalisation du programme de communication média et hors média de l'INPES pour la santé sexuelle.

II.1.6. Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Value excluding VAT: 4 128 695,00 EUR

II.2. Description

II.2.2. Additional CPV code(s)

79341100 Advertising consultancy services

II.2.3. Place of performance

NUTS code: FR1 Ile-de-France

II.2.4. Description of the procurement

Le marché a pour objet le conseil stratégique, la conception et la réalisation du programme de communication média et hors média de l'INPES pour la santé sexuelle.

II.2.5. Award criteria

Quality criterion - Name: Pertinence de la recommandation stratégique et de la proposition créative / Weighting: 70 %

Price - 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**Section IV: Procedure**

IV.1. Description**IV.1.1. Type of procedure**

Competitive dialogue

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.2.8. 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: 2015-02

Title:

Communication santé sexuelle

A contract/lot is awarded: yes

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

21/04/2016

V.2.2. Information about tenders

Number of tenders received: 5
Number of tenders received from SMEs: 5
Number of tenders received from tenderers from other EU Member States: 0
Number of tenders received from tenderers from non-EU Member States: 0
Number of tenders received by electronic means: 0
The contract has been awarded to a group of economic operators: no

V.2.3. Name and address of the contractor

Official name: Australie
Postal address: 199 rue Championnet
Town: Paris
NUTS code: FR1 Ile-de-France
Postal code: 75018
Country: France
The contractor is an SME: yes

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

Total value of the contract/lot: 4 128 695,00 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 Montreuil
Postal address: 7 rue Catherine Puig
Town: Montreuil
Postal code: 93100
Country: France

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

Official name: Tribunal administratif de Montreuil
Postal address: 7 rue Catherine Puig
Town: Montreuil
Postal code: 93100
Country: France

VI.5. Date of dispatch of this notice

17/05/2016