

France-Paris: Marketing services
OJ S 74/2021 16/04/2021
Contract notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: SAE POPB

National registration number: 32643311700024

Postal address: www.accorarena.com

Town: Paris

NUTS code: FR101 Paris

Postal code: 75012

Country: France

E-mail: Marches@accorarena.com

Internet address(es):

Main address: <https://accorarena.com>

I.3. Communication

The procurement documents are available for unrestricted and full direct access, free of charge, at: <http://www.marches-publics.info/>

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted electronically via: <http://www.marches-publics.info/>

I.4. Type of the contracting authority

Other type: Autre

I.5. Main activity

Recreation, culture and religion

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Marché de prestations de services marketing et d'enquête auprès des consommateurs de l'Accor Aréna

Reference number: 2021-M140

II.1.2. Main CPV code

79342000 Marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

En octobre 2015, un partenariat stratégique et inédit voit le jour en France entre le groupe Accor et l'iconique salle parisienne.

Le partenariat comprend un suivi régulier de la perception des consommateurs et de la notoriété du partenariat pour suivre son succès et orienter les futures initiatives de communication.

II.1.5. Estimated total value

II.1.6. Information about lots

This contract is divided into lots: yes

Tenders may be submitted for maximum number of lots: 2

II.2. Description

II.2.1. Title

Pige Edito, tableau ROI, Monitoring Campagne Pub

Lot No: 1

II.2.2. Additional CPV code(s)

79342000 Marketing services

II.2.3. Place of performance

NUTS code: FR1 Ile-de-France

II.2.4. Description of the procurement

Études concernant la Pige Edito, le tableau ROI, le monitoring campagne Pub.

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: 12

This contract is subject to renewal: yes

Description of renewals:

Le contrat pourra être renouvelé annuellement sur une durée totale de quatre (4) ans soit jusqu'au 31.8.2025.

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

II.2. Description

II.2.1. Title

Baromètre Grand Public

Lot No: 2

II.2.2. Additional CPV code(s)

79342000 Marketing services

II.2.3. Place of performance

NUTS code: FR1 Ile-de-France

II.2.4. Description of the procurement

Études portant sur le Baromètre Grand Public.

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: 12

This contract is subject to renewal: yes

Description of renewals:

Le contrat pourra être renouvelé annuellement sur une durée totale de quatre (4) ans soit jusqu'au 31.8.2025.

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

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

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: 17/05/2021 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.2.6. Minimum time frame during which the tenderer must maintain the tender

Duration in months: 6 (from the date stated for receipt of tender)

IV.2.7. Conditions for opening of tenders

Date: 18/05/2021 Local time: 14:00

Section VI: Complementary information

VI.1. Information about recurrence

This is a recurrent procurement: no

VI.3. Additional information

Les dépôts de plis doivent être impérativement remis par voie dématérialisée.

Pour retrouver cet avis intégral, accéder au DCE, poser des questions à l'acheteur, déposer un pli, allez sur internet: <http://www.marches-publics.info>

VI.4. Procedures for review**VI.4.1. Review body**

Official name: Tribunal judiciaire

Postal address: 29-45 avenue de la Porte de Clichy

Town: Paris

Postal code: 75017

Country: France

Telephone: +33 144325151

VI.5. Date of dispatch of this notice

12/04/2021