

**France-Paris: Advertising consultancy services**  
**OJ S 74/2021 16/04/2021**  
**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: Caisse d'amortissement de la dette

Postal address: Ministère de l'économie, des finances et de la relance, 139 rue de Bercy,  
Teledoc 287

Town: Paris

NUTS code: FR101 Paris

Postal code: 75012

Country: France

E-mail: [genevieve.gauthey@cades.fr](mailto:genevieve.gauthey@cades.fr)

Telephone: +33 140041541

**Internet address(es):**

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

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

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

Ministry or any other national or federal authority, including their regional or local subdivisions

**I.5. Main activity**

Economic and financial affairs

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**Section II: Object**

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

**II.1.1. Title**

Assistance à la communication de la CADES

Reference number: 2021-623-01

**II.1.2. Main CPV code**

79341100 Advertising consultancy services

**II.1.3. Type of contract**

Services

**II.1.4. Short description**

Assistance conseil en stratégie de communication et accompagnement à la mise en œuvre d'actions de communication.

**II.1.6. Information about lots**

This contract is divided into lots: no

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

Lowest offer: 240 654,00 EUR / Highest offer: 344 400,00 EUR taken into consideration

## **II.2. Description**

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

79341100 Advertising consultancy services

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

NUTS code: FR101 Paris

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

Stratégie de communication financière.

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

Quality criterion - Name: Valeur technique / Weighting: 60 %

Price - Weighting: 40 %

### **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: no

### **IV.2. Administrative information**

#### **IV.2.1. Previous publication concerning this procedure**

Notice number in the OJ S: [2020/S 247-612440](#)

#### **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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**Contract No:** 2021-623-01

**Lot No:** 1

**Title:**

Assistance à la communication financière

A contract/lot is awarded: yes

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

02/03/2021

**V.2.2. Information about tenders**

Number of tenders received: 2

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

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

Official name: Actifin

Postal address: 76-78 rue Saint-Lazare

Town: Paris

NUTS code: FR101 Paris

Postal code: 75009

Country: France

The contractor is an SME: yes

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

Total value of the contract/lot: 240 654,00 EUR

**V.2.5. Information about subcontracting**

The contract is likely to be subcontracted Value or proportion likely to be subcontracted to third parties Value excluding VAT: 18 000,00 EUR Short description of the part of the contract to be subcontracted:

Impression

**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 administratif de Paris

Postal address: 7 rue de Jouy

Town: Paris

Postal code: 75004

Country: France

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

12/04/2021