

**France-Paris: Advertising and marketing services**  
**OJ S 113/2014 14/06/2014**  
**Contract award notice**  
**Services**

**Directive 2004/18/EC**

**Section I: Contracting authority**

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**I.1. Name and addresses**

Official name: Ubifrance

Postal address: 77 boulevard Saint-Jacques

Town: Paris Cedex 14

Postal code: 75998

Country: France

For the attention of: A. Dronne

E-mail: [achats@ubifrance.fr](mailto:achats@ubifrance.fr)

Telephone: +33 140733013

Fax: +33 140733147

**Internet address(es):**

General address of the contracting authority: <http://www.ubifrance.fr>

**I.2. Type of the contracting authority**

Body governed by public law

**I.3. Main activity**

Other: Ubifrance, l'agence française pour le développement international des entreprises

**I.4. Contract award on behalf of other contracting authorities**

**Section II: Object of the contract**

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**II.1. Description**

**II.1.1. Title**

Media planner ubifrance 2014.

**II.1.2. Type of contract and place of performance or delivery**

Services

NUTS code

**II.1.3. Information about a framework agreement or a dynamic purchasing system (DPS)**

**II.1.4. Short description of the contract or purchase(s)**

Élaboration d'une stratégie média et média planning pour les campagnes de publicité et de communication (pluri-média, institutionnelles, filières, régions ou produits) décidées par l'agence UBIFRANCE et pour le compte des VIE.

**II.1.5. CPV code(s)**

79340000 Advertising and marketing services

**II.1.6. Information about the Government Procurement Agreement (GPA)**

## **II.2. Total value of the contract/lot**

### **II.2.1. Total value of the contract/lot**

## **Section IV: Procedure**

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### **IV.1. Type of procedure**

#### **IV.1.1. Type of procedure**

Open

### **IV.2. Award criteria**

#### **IV.2.1. Award criteria**

#### **IV.2.2. Information about electronic auction**

### **IV.3. Administrative information**

#### **IV.3.1. File reference number attributed by the contracting authority**

14.01.01

#### **IV.3.2. Previous publication concerning this procedure**

##### **Contract notice**

Notice number in the OJ S: [2014/S 20-031435](#) of 29.1.2014

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

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Contract No: 14.01.01

Lot title: Media Planner Ubifrance 2014

### **V.1. Date of conclusion of the contract**

25.3.2014

### **V.2. Information about tenders**

Number of tenders received: 3

### **V.3. Name and address of the contractor**

Official name: Climat media agency

Postal address: 6 rue Escudier

Town: Boulogne-Billancourt

Postal code: 92100

Country: France

### **V.4. Information on value of the contract/lot**

### **V.5. Information about subcontracting**

## **Section VI: Complementary information**

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### **VI.1. Information about European Union funds**

### **VI.2. Additional information**

### **VI.3. Procedures for review**

**VI.3.1. Review body**

**VI.3.2. Review procedure**

**VI.3.3. Service from which information about the review procedure may be obtained**

**VI.4. Date of dispatch of this notice**

11.6.2014