

France-Ajaccio: Advertising and marketing services
OJ S 79/2021 23/04/2021
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Agence du tourisme de la Corse

Postal address: 17 boulevard du Roi Jérôme

Town: Ajaccio Cedex 1

NUTS code: FRM01 Corse-du-Sud

Postal code: 20181

Country: France

E-mail: mpublics@atc.corsica

Telephone: +33 495517797

Internet address(es):

Main address: <http://www.corsica-pro.com>

Address of the buyer profile: <https://www.achatspublicscorse.com>

I.4. Type of the contracting authority

Regional or local authority

I.5. Main activity

Other activity: Tourisme

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Communication touristique de la Corse

Reference number: MP 2020-24

II.1.2. Main CPV code

79340000 Advertising and marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

Communication touristique de la Corse.

II.1.6. Information about lots

This contract is divided into lots: yes

II.1.7. Total value of the procurement

Value excluding VAT: 476 909,00 EUR

II.2. Description

II.2.1. Title

Communication touristique de la Corse
Lot No: 1

II.2.2. Additional CPV code(s)

79340000 Advertising and marketing services

II.2.3. Place of performance

NUTS code: FRM01 Corse-du-Sud

II.2.4. Description of the procurement

Communication touristique de la Corse.

II.2.5. Award criteria

Quality criterion - Name: Communication touristique de la Corse / Weighting: 40

Quality criterion - Name: Présentation de réalisations et références pour des prestations du même type / Weighting: 20

Quality criterion - Name: Faisabilité de la déclinaison opérationnelle (Moyens et calendrier) / Weighting: 20

Price - Weighting: 20

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

Communication digitale
Lot No: 2

II.2.2. Additional CPV code(s)

79340000 Advertising and marketing services

II.2.3. Place of performance

NUTS code: FRM01 Corse-du-Sud

II.2.4. Description of the procurement

Communication digitale.

II.2.5. Award criteria

Quality criterion - Name: Pertinence d es propositions stratégiques et créatives et leur adéquation avec les objectifs assignés / Weighting: 40

Quality criterion - Name: Présentation de réalisations et références pour des prestations du même type / Weighting: 20

Quality criterion - Name: Faisabilité de la déclinaison opérationnelle (Moyens et calendrier) / Weighting: 20

Price - Weighting: 20

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.2.1. Previous publication concerning this procedure

Notice number in the OJ S: [2020/S 227-558216](#)

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

Lot No: 1

Title:

Communication touristique de la Corse

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

02/04/2021

V.2.2. Information about tenders

Number of tenders received: 3

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

V.2.3. Name and address of the contractor

Official name: Sunmedia

Postal address: 4 rue Rigord

Town: Marseille

NUTS code: FRL04 Bouches-du-Rhône

Postal code: 13007

Country: France
The contractor is an SME: no

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

Total value of the contract/lot: 192 000,00 EUR

V.2.5. Information about subcontracting

Section V: Award of contract

Lot No: 2

Title:

Communication digitale

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

08/04/2021

V.2.2. Information about tenders

Number of tenders received: 4

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

V.2.3. Name and address of the contractor

Official name: AD'S up consulting

Postal address: 13 rue de Charenton

Town: Paris

NUTS code: FR101 Paris

Postal code: 75012

Country: France

The contractor is an SME: no

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

Total value of the contract/lot: 284 909,00 EUR

V.2.5. Information about subcontracting

Section VI: Complementary information

VI.3. Additional information

Support de publication: BOAMP/JOUE, Corse-Matin et Nice-Matin, www.achatspublicscorse.com, www.corsica-pro.com

VI.4. Procedures for review

VI.4.1. Review body

Official name: Tribunal administratif de Bastia

Postal address: villa Montepiano

Town: Bastia Cedex

Postal code: 20407

Country: France

E-mail: greffe.ta-bastia@juradm.fr

Telephone: +33 495328866

VI.4.2. Body responsible for mediation procedures

Official name: Comité consultatif Interrégional de règlement amiable des litiges

Postal address: boulevard Paul Peytral

Town: Marseille Cedex 20

Postal code: 13282

Country: France

VI.4.3. Review procedure

Precise information on deadline(s) for review procedures:

— recours gracieux auprès de l'autorité compétente et d'un recours en annulation dans un délai de deux mois suivant notification de la décision, conformément aux articles R. 421-1 à R. 421-7 du code de justice administrative;

— référé pré-contractuel, effectué avant conclusion du marché: (article L. 551.1 code de justice administrative);

— référé contractuel effectué après conclusion du contrat: articles L. 551. 13 à L. 551.16 du code de justice administrative.

VI.5. Date of dispatch of this notice

20/04/2021