

France-Nice: Advertising consultancy services
OJ S 76/2022 19/04/2022
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: epa ecovallee plaine du var

Postal address: 455 Promenade des Anglais - immeuble PLAZA

Town: Nice

NUTS code: FRL03 Alpes-Maritimes

Postal code: 06205

Country: France

E-mail: marches@epa-plaineduvar.com

Telephone: +33 493217102

Internet address(es):

Main address: <http://www.ecovallee-plaineduvar.fr/>

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

I.4. Type of the contracting authority

Other type: Etablissement Public d'Aménagement

I.5. Main activity

Other activity: Aménagement

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

prestations de communication pour l'epa Ecovallée - plaine du Var

II.1.2. Main CPV code

79341100 Advertising consultancy services

II.1.3. Type of contract

Services

II.1.4. Short description

la consultation a pour objet de fournir à l'établissement Public d'aménagement Ecovallée-Plaine du Var des prestations de communication

II.1.6. Information about lots

This contract is divided into lots: yes

II.1.7. Total value of the procurement

Value excluding VAT: 650 000,00 EUR

II.2. Description

II.2.1. Title

conseil en communication, accompagnement rédactionnel, création d'outils de communication, création et gestion du nouveau site internet
Lot No: 1

II.2.2. Additional CPV code(s)

79341100 Advertising consultancy services, 79822500 Graphic design services, 92400000 News-agency services

II.2.3. Place of performance

NUTS code: FRL03 Alpes-Maritimes

II.2.4. Description of the procurement

le présent accord-cadre a pour objet l'exécution de missions de conseil en communication, accompagnement rédactionnel, création d'outils de communication, création et gestion du nouveau site internet, pour le compte de l'établissement Public d'aménagement Écovallée - plaine du Var.

Les missions objet du présent accord-cadre sont décrites plus précisément au sein du Cahier des Clauses Techniques Particulières (Cctp) propre au lot no1, joint au Dossier de Consultation des Entreprises (Dce)

II.2.5. Award criteria

Quality criterion - Name: Valeur technique et méthodologique / Weighting: 40

Quality criterion - Name: Cas pratiques / Weighting: 30

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

II.2. Description

II.2.1. Title

missions de relations presse, réseaux sociaux
Lot No: 2

II.2.2. Additional CPV code(s)

79341100 Advertising consultancy services, 92400000 News-agency services, 79822500 Graphic design services

II.2.3. Place of performance

NUTS code: FRL03 Alpes-Maritimes

II.2.4. Description of the procurement

le présent accord-cadre a pour objet l'exécution de missions de relations presse et d'animation des réseaux sociaux auprès de l'établissement Public d'aménagement Ecovallée-Plaine du Var.

Les missions objet du présent accord-cadre sont décrites plus précisément au sein du Cahier des Clauses Techniques Particulières (Cctp) propre au lot no2, joint au Dossier de Consultation des Entreprises (Dce)

II.2.5. Award criteria

Quality criterion - Name: valeur technique au regard du mémoire technique et méthodologique remis et de l'exemple de communiqué de presse / 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

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: no

IV.2. Administrative information

IV.2.1. Previous publication concerning this procedure

Notice number in the OJ S: [2021/S 211-553972](#)

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: 2021-0010

Lot No: 1

Title:

lot no1 : conseil en communication, accompagnement rédactionnel, creation D'Outils de communication, creation et gestion du nouveau site internet

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

28/03/2022

V.2.2. Information about tenders

Number of tenders received: 6

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

V.2.3. Name and address of the contractor

Official name: stratis

National registration number: 42145531200056

Postal address: pôle d'activités Toulon Est - bP 243 - 83078 toulon cedex 9

Town: Toulon

NUTS code: FRL05 Var

Postal code: 83078

Country: France

The contractor is an SME: no

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

Initial estimated total value of the contract/lot: 222 000,00 EUR

Total value of the contract/lot: 350 000,00 EUR

V.2.5. Information about subcontracting**Section V: Award of contract**

Contract No: 2022-0002

Lot No: 2

Title:

lot no2 : missions de relations presse, reseaux sociaux

A contract/lot is awarded: yes

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

22/12/2021

V.2.2. Information about tenders

Number of tenders received: 1

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

V.2.3. Name and address of the contractor

Official name: rumeur publique

National registration number: 52486624100036

Postal address: 50 avenue du Président Wilson - parc des Portes de Paris - bâtiment 127 -
93210 saint-denis la plaine

Town: Saint-Denis-la-Plaine

NUTS code: FR1 Ile-de-France

Postal code: 93210

Country: France

The contractor is an SME: no

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

Initial estimated total value of the contract/lot: 260 000,00 EUR

Total value of the contract/lot: 300 000,00 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 Nice

Postal address: 18 avenue des Fleurs, CS 61039

Town: Nice Cedex 1

Postal code: 06050

Country: France

VI.5. Date of dispatch of this notice

14/04/2022