

**France-Meudon: Advertising and marketing services**

OJ S 77/2022 20/04/2022

Contract notice

Services

**Legal Basis:**

Directive 2014/24/EU

**Section I: Contracting authority**

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**I.1. Name and addresses**

Official name: anfa

Postal address: 43 Bis Route de Vaugirard

Town: Meudon

NUTS code: FR105 Hauts-de-Seine

Postal code: 92190

Country: France

E-mail: [marantb@anfa-auto.fr](mailto:marantb@anfa-auto.fr)**Internet address(es):**Main address: <http://www.anfa-auto.fr>Address of the buyer profile: <http://www.synapse-entreprises.com>**I.3. Communication**

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

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted electronically via: <http://www.synapse-entreprises.com>

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

Other type: Association

**I.5. Main activity**

Other activity: Formation professionnelle

**Section II: Object**

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**II.1. Scope of the procurement****II.1.1. Title**

conception, création, mise en oeuvre du plan media et du site internet des éditions 2023 et 2024 de la Semaine des Services de l'automobile et de la Mobilité

**II.1.2. Main CPV code**

79340000 Advertising and marketing services

**II.1.3. Type of contract**

Services

**II.1.4. Short description**

sous le contrôle de la Commission de sélection, par l'information, la consultation des entreprises et la sélection des candidats, à partir de critères objectifs, qualitatifs et d'offre économiquement la plus avantageuse, le marché a pour objectif la sélection de prestataires pouvant prendre en charge la conception, création, mise en oeuvre du plan média et du site internet des éditions 2023 et 2024 de la Semaine des Services de l'automobile et de la Mobilité (Ssam).

#### **II.1.5. Estimated total value**

#### **II.1.6. Information about lots**

This contract is divided into lots: yes  
Tenders may be submitted for all lots

### **II.2. Description**

#### **II.2.1. Title**

Lot No: 1

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

79340000 Advertising and marketing services

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

NUTS code: FR105 Hauts-de-Seine

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

conception, production et mise en oeuvre d'une campagne et d'un plan média

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

Criteria below

Quality criterion - Name: L'expérience et les références sur ce type de prestations / Weighting: 20 points

Quality criterion - Name: La valeur créative des propositions / Weighting: 20 points

Quality criterion - Name: La pertinence et l'efficacité du dispositif proposé compte tenu des objectifs / Weighting: 25 points

Price - Weighting: 35 points

#### **II.2.6. Estimated value**

#### **II.2.7. Duration of the contract, framework agreement or dynamic purchasing system**

Duration in months: 24

This contract is subject to renewal: yes

Description of renewals:

il pourra être reconduit 2 fois pour un an sur décision expresse de l'anfa

#### **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**

Lot No: 2

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

79340000 Advertising and marketing services

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

NUTS code: FR105 Hauts-de-Seine

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

conception, développements, maintenance et hébergement du site internet, administration du site et assistance utilisateurs

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

Criteria below

Quality criterion - Name: L'expérience et les références sur ce type de prestations / Weighting: 20 points

Quality criterion - Name: La valeur créative des propositions / Weighting: 20 points

Quality criterion - Name: La pertinence et l'efficacité du dispositif proposé compte tenu des objectifs / Weighting: 25 points

Price - Weighting: 35 points

### **II.2.6. Estimated value**

### **II.2.7. Duration of the contract, framework agreement or dynamic purchasing system**

Duration in months: 24

This contract is subject to renewal: yes

Description of renewals:

il pourra être reconduit 2 fois pour un an sur décision expresse de l'anfa

### **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**

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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**

#### **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: 16/05/2022 Local time: 16:00

### **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: 3 (from the date stated for receipt of tender)

### **IV.2.7. Conditions for opening of tenders**

Date: 16/05/2022 Local time: 18:00

## **Section VI: Complementary information**

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### **VI.1. Information about recurrence**

This is a recurrent procurement: no

### **VI.3. Additional information**

pour obtenir tous les renseignements complémentaires qui leur seraient nécessaires au cours de leur étude, les candidats devront faire parvenir leur question au plus tard 6 jours avant la date limite de remise des plis, via le profil d'acheteur de l'anfa

### **VI.4. Procedures for review**

#### **VI.4.1. Review body**

Official name: jurisdiction Administrative, Nanterre, F

Town: Nanterre

Country: France

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

15/04/2022