

France-Bordeaux: Advertising campaign services

OJ S 70/2023 07/04/2023

Contract notice**Services****Legal Basis:**

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: ars Aquitaine-Limousin-Poitou-Charente

Postal address: 103 bis rue Belleville - cS 91704

Town: Bordeaux Cedex

NUTS code: FRI Nouvelle-Aquitaine

Postal code: 33063

Country: France

E-mail: Christele.bonnet@ars.sante.fr

Telephone: +33 557014661

Internet address(es):Main address: <http://www.nouvelle-aquitaine.ars.sante.fr/>Address of the buyer profile: <http://www.marches-publics.gouv.fr>**I.3. Communication**

The procurement documents are available for unrestricted and full direct access, free of charge, at: <https://www.marches-publics.gouv.fr/?page=Entreprise.EntrepriseAdvancedSearch&AllCons&id=2267741&orgAcronyme=h8j>

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted electronically via: <https://www.marches-publics.gouv.fr/?page=Entreprise.EntrepriseAdvancedSearch&AllCons&id=2267741&orgAcronyme=h8j>

Electronic communication requires the use of tools and devices that are not generally available. Unrestricted and full direct access to these tools and devices is possible, free of charge, at: <https://www.marches-publics.gouv.fr/?page=Entreprise.EntrepriseAdvancedSearch&AllCons&id=2267741&orgAcronyme=h8j>

Electronic communication requires the use of tools and devices that are not generally available. Unrestricted and full direct access to these tools and devices is possible, free of charge, at: <https://www.marches-publics.gouv.fr/?page=Entreprise.EntrepriseAdvancedSearch&AllCons&id=2267741&orgAcronyme=h8j>

Electronic communication requires the use of tools and devices that are not generally available. Unrestricted and full direct access to these tools and devices is possible, free of charge, at: <https://www.marches-publics.gouv.fr/?page=Entreprise.EntrepriseAdvancedSearch&AllCons&id=2267741&orgAcronyme=h8j>

Electronic communication requires the use of tools and devices that are not generally available. Unrestricted and full direct access to these tools and devices is possible, free of charge, at: <https://www.marches-publics.gouv.fr/?page=Entreprise.EntrepriseAdvancedSearch&AllCons&id=2267741&orgAcronyme=h8j>

I.4. Type of the contracting authority

Regional or local agency/office

I.5. Main activity

Other activity: Santé - Environnement

Section II: Object

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

prestations et/ou elaboration de campagnes de communication (hors champ des reseaux sociaux)

Reference number: 2022M051010

II.1.2. Main CPV code

79341400 Advertising campaign services

II.1.3. Type of contract

Services

II.1.4. Short description

achats ponctuels de prestations (création visuelle, conseils..) et/ou élaboration et mise en oeuvre de campagnes de communication y compris l'achat d'espaces publicitaires le cas échéant (hors champ des réseaux sociaux)

II.1.5. Estimated total value

Value excluding VAT: 2 000 000,00 EUR

II.1.6. Information about lots

This contract is divided into lots: no

II.2. Description**II.2.2. Additional CPV code(s)**

79341400 Advertising campaign services

II.2.3. Place of performance

NUTS code: FRI Nouvelle-Aquitaine

II.2.4. Description of the procurement

cet avis ne concerne que le lot no 1. Un avis pour les lots no 2, 3 et 4 sera publié séparément. Le présent lot 1 consiste en :- l'achat ponctuel par bons de commande de prestations d'agence de communication (conseils en stratégie, conception et production de supports de communication " print ", création de logos et chartes graphiques, actualisation de documents existants, gestion des relations presse, ...) -l'externalisation par la passation de marchés subséquents de campagnes de communication comprenant leur élaboration, leur mise en oeuvre et le cas échéant l'achat d'espaces publicitaires

II.2.5. Award criteria

Criteria below

Quality criterion - Name: Au vu du mémoire technique établi selon cadre fourni / Weighting: 30

Quality criterion - Name: Au vu des prestations remises (étude de cas) / Weighting: 30

Cost criterion - Name: Au vu du montant du scénario fictif complété / Weighting: 30

Cost criterion - Name: Au vu de la moyenne des taux de rémunération achat espace / Weighting: 10

II.2.6. Estimated value

Value excluding VAT: 2 000 000,00 EUR

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

Duration in months: 48

This contract is subject to renewal: yes

Description of renewals:

période ferme de deux ans reconductible tacitement une fois pour une nouvelle période de deux ans

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

un candidat qui n'aurait pas signé son offre électroniquement (acte d'engagement) au moment de son dépôt, sera invité à y procéder dans un délai maximum de 5 jours à compter de la réception du courrier l'informant que son offre est retenue à titre provisoire

Section III: Legal, economic, financial and technical information

III.1. Conditions for participation

III.1.2. Economic and financial standing

Selection criteria as stated in the procurement documents

III.1.3. Technical and professional ability

Selection criteria as stated in the procurement documents

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

The procurement involves the establishment of a framework agreement
Framework agreement with several operators
Envisaged maximum number of participants to the framework agreement: 3

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: 12/05/2023 Local time: 17:00

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: 4 (from the date stated for receipt of tender)

IV.2.7. Conditions for opening of tenders

Date: 15/05/2023 Local time: 09:00

Information about authorised persons and opening procedure: l'Ouverture n'est pas publique.
Elle est effectuée par un agent habilité de l'ars

Section VI: Complementary information

VI.1. Information about recurrence

This is a recurrent procurement: yes

Estimated timing for further notices to be published:

janvier 2027

VI.2. Information about electronic workflows

Electronic ordering will be used

Electronic invoicing will be accepted

Electronic payment will be used

VI.3. Additional information

les prestations (étude de cas) demandées en sous-critère de choix technique sont éligibles aux versements d'indemnités dans les conditions définies au règlement de la consultation.

L'Offre remise est définitive et ne fera l'objet d'aucune négociation

VI.4. Procedures for review

VI.4.1. Review body

Official name: tribunal administratif de Bordeaux

Postal address: 9 rue Tastet CS 21490

Town: Bordeaux Cedex

Postal code: 33063

Country: France

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

Telephone: +33 556993800

Fax: +33 556243903

VI.4.4. Service from which information about the review procedure may be obtained

Official name: tribunal administratif de Bordeaux

Postal address: 9 rue Tastet CS 21490

Town: Bordeaux Cedex

Postal code: 33063

Country: France

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

Telephone: +33 556993800

Fax: +33 556243903

VI.5. Date of dispatch of this notice

05/04/2023