

F-Paris: advertising, propaganda and information film and video-tape production
OJ S 136/2012 18/07/2012
Contract award notice
Services

Directive 2004/18/EC

Section I: Contracting authority

I.1. Name and addresses

Official name: Réseau Ferré de France

Postal address: 92 avenue de France

Town: Paris Cedex 13

Postal code: 75648

Country: France

For the attention of: monsieur Paul Pillet

E-mail: paul.pillet.klb-sherpa@exterieur.rff.fr

Telephone: +33 660966119

Internet address(es):

General address of the contracting authority: www.rff.fr

I.2. Type of the contracting authority

Body governed by public law

I.3. Main activity

Other: Transports

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

The contracting authority is purchasing on behalf of other contracting authorities: no

Section II: Object of the contract

II.1. Description

II.1.1. Title

Banque images - Lot 1: réalisation de reportages photos et vidéos.

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

Services

Service category No 26: Recreational, cultural and sporting services

Main site or place of performance: France métropolitaine.

NUTS code

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

The procurement involves the establishment of a framework agreement

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

En s'appuyant sur l'image de son réseau et de ses différents métiers, la direction extérieure de la communication et de la conernation souhaite communiquer en direction des médias, et du grand public. A cette fin, Réseau Ferré de France souhaite pour répondre à ses missions de service public et d'information, se doter d'une véritable banque images, photo et vidéo, valorisée via un site extranet et mis à disposition de la presse et de ses partenaires

(partenaire, ci-après partenaire, désigne toute personne physique ou morale dont l'activité peut amener, du fait de son périmètre territorial de compétence, à promouvoir ou mettre en cause les FR Formulaire standard 05 - avis de marché – secteurs spéciaux 4 / 17 activités et les réseaux de RFF, tels que les élus, les services de l'état, les collectivités locales, les associations de riverains). Le marché a pour objet la constitution d'une banque images photo et vidéo ainsi que la réalisation de films et reportage vidéo et photo.

Cette consultation sera allotie de la manière suivante:

- Lot 1: réalisation de reportages photo et vidéo (faisant l'objet du présent avis de publication),
- Lot 2: gestion du site extranet multimédia.

Les entreprises souhaitant répondre à l'intégralité de la consultation devront ainsi fournir l'ensemble des documents demandés de manière indépendante pour chacun des lots.

II.1.5. CPV code(s)

92111200 Advertising, propaganda and information film and video-tape production

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

The procurement is covered by the Government Procurement Agreement: no

II.2. Total value of the contract/lot

II.2.1. Total value of the contract/lot

Value: 1 363 834,41 EUR
excluding VAT

Section IV: Procedure

IV.1. Type of procedure

IV.1.1. Type of procedure

Negotiated with a call for competition

IV.2. Award criteria

IV.2.1. Award criteria

The most economically advantageous tender in terms of

1. Offre financière proposée pour l'attribution de 80 % du marché. Weighting 20
2. Offre financière proposée pour l'attribution de 20 % du marché. Weighting 20
3. Profils mis à la disposition de RFF. Weighting 20
4. Capacité technique du prestataire. Weighting 15
5. Service Level Agreement - niveaux d'engagements proposés. Weighting 15
6. Suivi de l'exécution du contrat. Weighting 5
7. Plan de continuité d'activité. Weighting 5

IV.2.2. Information about electronic auction

An electronic auction has been used: no

IV.3. Administrative information

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

[2012/S 16-025765](#)

IV.3.2. Previous publication concerning this procedure

Simplified contract notice on a dynamic purchasing system

Notice number in the OJ S: [2012/S 160-025767](#) of 25.1.2012

Section V: Award of contract

Contract No: 1

Lot No: 1

- Lot title: Attribution de 80 % du volume du marché.

V.1. Date of conclusion of the contract

13.7.2012

V.2. Information about tenders

Number of tenders received: 7

Number of tenders received by electronic means: 7

V.3. Name and address of the contractor

Official name: Capa Entreprises

Postal address: 80 rue Croix Nivert

Town: Paris

Postal code: 75015

Country: France

Telephone: +33 140454844

Internet address: http://www.capatv.com/?page_id=2350

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

Total value of the procurement:

Value: 994 598,76 EUR

excluding VAT

If annual or monthly value:

Number of years: 3

V.5. Information about subcontracting

The contract is likely to be subcontracted: no

Contract No: 1

Lot No: 1

- Lot title: Attribution de 20 % du volume du marché.

V.1. Date of conclusion of the contract

7.5.2012

V.2. Information about tenders

Number of tenders received: 7

Number of tenders received by electronic means: 7

V.3. Name and address of the contractor

Official name: Mc Cann G Agency

Postal address: 92 boulevard de Clichy

Town: Clichy Cedex

Postal code: 92583

Country: France

Telephone: +33 147593687

Internet address: <http://www.mccannparis.fr/>

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

Total value of the procurement:

Value: 369 235,65 EUR
excluding VAT
If annual or monthly value:
Number of years: 3

V.5. Information about subcontracting

The contract is likely to be subcontracted: no

Section VI: Complementary information

VI.1. Information about European Union funds

The procurement is related to a project and/or programme financed by European Union funds:
no

VI.2. Additional information

VI.3. Procedures for review

VI.3.1. Review body

Official name: Tribunal administratif de Paris
Town: Paris Cedex 4
Postal code: 75181
Country: France
Telephone: +33 144594400
Fax: +33 144594646

VI.3.2. Review procedure

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

Official name: Greffe - Tribunal administratif de Paris
Town: Paris Cedex 4
Postal code: 75181
Country: France
Telephone: +33 144594400
Fax: +33 144594646

VI.4. Date of dispatch of this notice

13.7.2012