

France-Paris: Advertising services
OJ S 130/2016 08/07/2016
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: APAGL
Postal address: 10/16 rue Brancion
Town: Paris
NUTS code: FR France
Postal code: 75015
Country: France
Contact person: Ichelin@apagl.fr
E-mail: Ichelin@apagl.fr
Internet address(es):
Main address: <http://www.apagl.fr>

I.4. Type of the contracting authority

Other type: Entité adjudicatrice

I.5. Main activity

Other activity: Immobilier

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Achat d'espaces.
Reference number: 16-50873

II.1.2. Main CPV code

79341000 Advertising services

II.1.3. Type of contract

Services

II.1.4. Short description

Prestation de création et mise en œuvre d'un plan média pour la campagne de communication du dispositif Visale.

II.1.6. Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Value excluding VAT: 374 136,00 EUR

II.2. Description

II.2.2. Additional CPV code(s)

79341000 Advertising services

II.2.3. Place of performance

NUTS code: FR France

II.2.4. Description of the procurement

Prestation de création et mise en œuvre d'un plan média pour la campagne de communication du dispositif Visale.

II.2.5. Award criteria

Quality criterion - Name: Pertinence de la recommandation – Niveau d'expertise / Weighting: 40

Quality criterion - Name: Qualité de la prestation / Weighting: 20

Quality criterion - Name: Qualité de la présentation / Weighting: 10

Cost criterion - Name: Coût global et budget détaillé par typologie de mission, tout frais inclus / 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: [2016/S 071-123452](#)

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

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

01/07/2016

V.2.2. Information about tenders

Number of tenders received: 4

The contract has been awarded to a group of economic operators: yes

V.2.3. Name and address of the contractor

Official name: Datasolution

Postal address: 94-96 avenue Ledru Rollin — 75011 Paris

Town: Paris

NUTS code: FR France

Country: France

The contractor is an SME: yes

V.2.3. Name and address of the contractor

Official name: Medialist

Postal address: 57 rue de Villiers — 92676 Neuilly-sur-Seine

Town: Neuilly-sur-Seine

NUTS code: FR France

Country: France

The contractor is an SME: yes

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

Total value of the contract/lot: 374 136,00 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: Apagl

Postal address: 10/16 rue Brancion

Town: Paris

Postal code: 75015

Country: France

VI.5. Date of dispatch of this notice

05/07/2016