

France-Colmar: Advertising services
OJ S 86/2022 03/05/2022
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: agence Régionale du Tourisme Grand Est

Postal address: 24, rue de Verdun

Town: Colmar

NUTS code: FR France

Postal code: 68000

Country: France

E-mail: catherine.metzger@art-grandest.fr

Telephone: +33 389298158

Internet address(es):

Main address: <http://www.art-grandest.fr>

I.4. Type of the contracting authority

Other type: Association de droit privé

I.5. Main activity

Other activity: Tourisme

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

communication 360°

Reference number: 2022_2

II.1.2. Main CPV code

79341000 Advertising services

II.1.3. Type of contract

Services

II.1.4. Short description

le présent marché a pour objet la conception de plusieurs campagnes de communication, de l'achat média et de la création graphique

II.1.6. Information about lots

This contract is divided into lots: yes

II.1.7. Total value of the procurement

Value excluding VAT: 4 380 000,00 EUR

II.2. Description

II.2.1. Title

campagnes de notoriété
Lot No: 1

II.2.2. Additional CPV code(s)

79341400 Advertising campaign services

II.2.3. Place of performance

NUTS code: FRF Grand Est

II.2.4. Description of the procurement

conception de campagnes de communication avec un objectif de notoriété

II.2.5. Award criteria

Quality criterion - Name: Valeur Technique / Weighting: 70
Cost criterion - Name: Prix / 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:
yes
Identification of the project: feder - plateforme Explore Grand Est

II.2.14. Additional information

II.2. Description

II.2.1. Title

campagnes de communication commerciale
Lot No: 2

II.2.2. Additional CPV code(s)

79341400 Advertising campaign services

II.2.3. Place of performance

NUTS code: FRF Grand Est

II.2.4. Description of the procurement

création de campagnes de communication commerciale 100% digitales avec un objectif de
vente sur
la plateforme Grand Est

II.2.5. Award criteria

Quality criterion - Name: Valeur technique / Weighting: 60
Cost criterion - Name: Prix / Weighting: 40

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:
yes

Identification of the project: feder - plateforme Explore Grand Est

II.2.14. Additional information

II.2. Description

II.2.1. Title

achat médias

Lot No: 4

II.2.2. Additional CPV code(s)

79341200 Advertising management services

II.2.3. Place of performance

NUTS code: FRF Grand Est

II.2.4. Description of the procurement

achat d'espaces publicitaires ON et OFF line pour différentes campagnes de communication

II.2.5. Award criteria

Quality criterion - Name: Valeur technique / Weighting: 60

Cost criterion - Name: Prix / Weighting: 40

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:
yes

Identification of the project: feder - plateforme Explore Grand Est

II.2.14. Additional information

II.2. Description

II.2.1. Title

outils de communication

Lot No: 5

II.2.2. Additional CPV code(s)

79822500 Graphic design services

II.2.3. Place of performance

NUTS code: FRF Grand Est

II.2.4. Description of the procurement

création et conception graphique pour divers outils de communication

II.2.5. Award criteria

Quality criterion - Name: Valeur technique / Weighting: 50

Cost criterion - Name: Prix / Weighting: 50

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: yes

IV.2. Administrative information

IV.2.1. Previous publication concerning this procedure

Notice number in the OJ S: [2022/S 043-111695](#)

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: 2022_2

Lot No: 1

Title:

campagnes de notoriété

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

25/04/2022

V.2.2. Information about tenders

Number of tenders received: 4

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

V.2.3. Name and address of the contractor

Official name: big Family

Town: Strasbourg

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: 300 000,00 EUR

V.2.5. Information about subcontracting

Section V: Award of contract

Contract No: 2022_2

Lot No: 2

Title:

campagne de communication commerciale

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

25/04/2022

V.2.2. Information about tenders

Number of tenders received: 4

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

V.2.3. Name and address of the contractor

Official name: yuri & Neil

Town: Colombes

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: 180 000,00 EUR

V.2.5. Information about subcontracting

Section V: Award of contract

Contract No: 2022_2

Lot No: 4

Title:

achat médias

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

25/04/2022

V.2.2. Information about tenders

Number of tenders received: 4

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

V.2.3. Name and address of the contractor

Official name: adring

Town: Nancy

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: 3 900 000,00 EUR

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

Contract No: 2022_2

Lot No: 5

Title:

outils de communication

A contract/lot is awarded: no

V.1. Information on non-award

The contract/lot is not awarded

No tenders or requests to participate were received or all were rejected

Section VI: Complementary information

VI.3. Additional information**VI.4. Procedures for review****VI.4.1. Review body**

Official name: tribunal administratif de Strasbourg

Postal address: 31, avenue de la Paix

Town: Strasbourg

Country: France

VI.5. Date of dispatch of this notice

28/04/2022