

France-Issy-les-Moulineaux: Advertising and marketing services

OJ S 79/2023 21/04/2023

Contract award notice

Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: ARTE FRANCE
Postal address: 8 rue Marceau
Town: Issy les Moulineaux Cedex 9
NUTS code: FR105 Hauts-de-Seine
Postal code: 92785
Country: France
E-mail: l-delescluse@arteFrance.fr
Telephone: +33 155007038

Internet address(es):

Main address: www.arte.tv
Address of the buyer profile: <https://arteFrance.e-marchespublics.com>

I.4. Type of the contracting authority

Other type: Société

I.5. Main activity

Other activity: Audiovisuel

Section II: Object

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

Stratégie média, conseil et achat d'espace média
Reference number: DCOM-2022-2

II.1.2. Main CPV code

79340000 Advertising and marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

Dans le but de promouvoir et de valoriser sa marque ainsi que ses programmes, ARTE cherche un prestataire pour l'accompagner sur la stratégie média, le conseil et l'achat d'espace média.

II.1.6. Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Value excluding VAT: 32 000 000,00 EUR

II.2. Description

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

- Conseil sur la stratégie média, supervision du média planning, audience planning et optimisation constante ;- Achat d'espace média pour le compte d'ARTE sur tous les supports publicitaires dits online (intégrant le référencement payant) et tous les supports offline (OOH, DOOH, presse, radio, cinéma, TV...) ;- Contrôle de la qualité et des délais de toutes les publications ;- Suivi, analyse et bilan des actions visées ci-dessus ;- Pilotage stratégique et opérationnel en synergie avec l'agence qui sera retenue pour le marché " Conseil stratégique en communication " et avec l'agence qui accompagne actuellement ARTE France sur les réseaux sociaux.

II.2.5. Award criteria

Quality criterion - Name: Qualité et performance de la stratégie et des recommandations média / Weighting: 30%

Quality criterion - Name: Adéquation des équipes proposées et des modalités de collaboration avec les besoins d'ARTE France décrits dans les documents du Dossier de Consultation / Weighting: 20%

Quality criterion - Name: Complétude et qualité des réponses au questionnaire Protection des Données Personnelles / Weighting: 3%

Price - Weighting: 47%

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

Restricted procedure

IV.1.3. Information about a framework agreement or a dynamic purchasing system

The procurement involves the establishment of a framework agreement

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 100-277199](#)

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

Title:

Stratégie média, conseil et achat d'espace média

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

26/01/2023

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: HAVAS MEDIA France

National registration number: 40320176700106

Town: PUTEAUX

NUTS code: FR105 Hauts-de-Seine

Postal code: 92800

Country: France

The contractor is an SME: no

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

Total value of the contract/lot: 32 000 000,00 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: Tribunal judiciaire

Postal address: 179-191 avenue Joliot-Curie

Town: NANTERRE CEDEX

Postal code: 92020

Country: France

E-mail: l-delescluse@artefrance.fr

VI.4.2. Body responsible for mediation procedures

Official name: Tribunal judiciaire

Postal address: 179-191 avenue Joliot-Curie
Town: NANTERRE CEDEX
Postal code: 92020
Country: France
E-mail: l-delescluse@arteFrance.fr

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

Official name: Tribunal judiciaire
Postal address: 179-191 avenue Joliot-Curie
Town: NANTERRE CEDEX
Postal code: 92020
Country: France
E-mail: l-delescluse@arteFrance.fr

VI.5. Date of dispatch of this notice

17/04/2023