

France-Boulogne-Billancourt: Public relations services
OJ S 80/2023 24/04/2023
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: commune de boulogne billancourt

National registration number: 21920012800011

Postal address: 26 avenue André Morizet

Town: Boulogne Billancourt

NUTS code: FR105 Hauts-de-Seine

Postal code: 92104

Country: France

Contact person: Direction de la Commande Publique

E-mail: Marches.publics@mairie-boulogne-billancourt.fr

Internet address(es):

Main address: <http://www.boulognebillancourt.com>

Address of the buyer profile: <https://marches.maximilien.fr>

I.4. Type of the contracting authority

Regional or local authority

I.5. Main activity

Other activity: Commune

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

accompagnement en communication & relation presse de la commune de Boulogne-Billancourt

Reference number: 22092

II.1.2. Main CPV code

79416000 Public relations services

II.1.3. Type of contract

Services

II.1.4. Short description

la présente consultation se décline en deux lots. Le premier lot porte sur le conseil en stratégie de communication et comporte deux phases : a) L'Audit de la stratégie globale de communication de la Ville ainsi que les recommandations détaillées assorties du plan d'action. B) Le suivi opérationnel du plan d'action sur la durée du marché. Le deuxième lot qui porte sur la mission de relations de presse et de communication de crise : a) L'Élaboration de la stratégie média de la Ville et l'accompagnement de sa mise en oeuvre par le service

communication de la Ville ainsi que la veille et l'analyse des retombées presse . B) Gestion de la communication de crise en présentant un plan d'action sur saisine

II.1.6. Information about lots

This contract is divided into lots: yes

II.1.7. Total value of the procurement

Value excluding VAT: 300 000,00 EUR

II.2. Description

II.2.1. Title

conseil en stratégie de communication

Lot No: 1

II.2.2. Additional CPV code(s)

79416000 Public relations services, 79416200 Public relations consultancy services

II.2.3. Place of performance

NUTS code: FR105 Hauts-de-Seine

Main site or place of performance: boulogne-Billancourt

II.2.4. Description of the procurement

production d'un audit des outils de communication et de la perception de la Ville et présentation d'une note de recommandation stratégique ainsi que d'un plan d'actions opérationnel pour dynamiser et amplifier l'efficacité de la communication de la Ville. Suivi opérationnel sur l'élaboration et la conduite du projet, et notamment l'accompagnement dans la mise en oeuvre du plan d'actions

II.2.5. Award criteria

Quality criterion - Name: La compréhension de la mission et l'adéquation de la réponse stratégique avec la demande / Weighting: 15

Quality criterion - Name: La qualité de la méthodologie / Weighting: 15

Quality criterion - Name: Cohérence du planning de mise en oeuvre / Weighting: 10

Quality criterion - Name: Moyens humains et techniques affectés à l'exécution de la prestation / Weighting: 20

Price - 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: no

II.2.14. Additional information

II.2. Description

II.2.1. Title

mission de relations de presse et de communication de crise

Lot No: 2

II.2.2. Additional CPV code(s)

79416000 Public relations services, 79416100 Public relations management services

II.2.3. Place of performance

NUTS code: FR105 Hauts-de-Seine

Main site or place of performance: boulogne-Billancourt

II.2.4. Description of the procurement

élaboration d'une stratégie média comprenant l'organisation des relations de presse, la veille et l'analyse concernant les retombées presse ainsi que la gestion de la communication de crise

II.2.5. Award criteria

Quality criterion - Name: La compréhension de la mission et l'adéquation de la réponse stratégique avec la demande / Weighting: 15

Quality criterion - Name: Qualité de la méthodologie / Weighting: 15

Quality criterion - Name: Cohérence du planning de mise en oeuvre / Weighting: 10

Quality criterion - Name: Les moyens humains et techniques affectés à la réalisation de la prestation / Weighting: 20

Price - 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:
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

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: no

IV.2. Administrative information

IV.2.1. Previous publication concerning this procedure

Notice number in the OJ S: [2023/S 010-023503](#)

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: 22092

Lot No: 1

Title:

conseil en stratégie de communication

A contract/lot is awarded: yes

V.2. Award of contract**V.2.1. Date of conclusion of the contract**

18/04/2023

V.2.2. Information about tenders

Number of tenders received: 3

Number of tenders received by electronic means: 3

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

V.2.3. Name and address of the contractor

Official name: cabinet 2017

National registration number: 83127904700037

Postal address: 6 rue de Penthièvre

Town: Paris

NUTS code: FR101 Paris

Postal code: 75008

Country: France

The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 200 000,00 EUR

Total value of the contract/lot: 200 000,00 EUR

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

Contract No: 22092

Lot No: 2

Title:

missions de relation presse

A contract/lot is awarded: yes

V.2. Award of contract**V.2.1. Date of conclusion of the contract**

18/04/2023

V.2.2. Information about tenders

Number of tenders received: 3

Number of tenders received by electronic means: 3

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

V.2.3. Name and address of the contractor

Official name: cabinet 2017

National registration number: 83127904700037

Postal address: 6 rue de Penthièvre
Town: Paris
NUTS code: FR101 Paris
Postal code: 75008
Country: France
The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 100 000,00 EUR
Total value of the contract/lot: 100 000,00 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 administratif de Cergy Pontoise
Postal address: 2-4, boulevard de l'hautil BP 30322
Town: Cergy Pontoise Cedex
Postal code: 95027
Country: France
E-mail: Grefte.ta-cergy-pontoise@juradm.fr
Telephone: +33 0130173400
Fax: +33 0130173459
Internet address: <http://Cergy-pontoise.tribunal-administratif.fr>

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

Official name: greffes du tribunal administratif de Cergy Pontoise
Postal address: 2-4, boulevard de l'hautil BP 30322
Town: Cergy Pontoise Cedex
Postal code: 95027
Country: France
E-mail: Grefte.ta-cergy-pontoise@juradm.fr
Telephone: +33 0130173400
Fax: +33 0130173459
Internet address: <http://Cergy-pontoise.tribunal-administratif.fr>

VI.5. Date of dispatch of this notice

19/04/2023