

**France-Colmar: Advertising and marketing services**  
**OJ S 89/2022 06/05/2022**  
**Contract award notice**  
**Services**

**Legal Basis:**

Directive 2014/24/EU

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**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: FRF Grand Est

Postal code: 68000

Country: France

Contact person: Catherine METZGER

E-mail: [catherine.metzger@art-grandest.fr](mailto:catherine.metzger@art-grandest.fr)

Telephone: +33 389298158

**Internet address(es):**

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

Address of the buyer profile: <https://marchespublics.grandest.fr>

**I.4. Type of the contracting authority**

Other type: Agence Régionale du Tourisme

**I.5. Main activity**

Other activity: Tourisme

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**Section II: Object**

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

**II.1.1. Title**

prestations de la plateforme d'accélération à la commercialisation des offres touristiques, culturelles, sportives et oenotouristiques du Grand Est

Reference number: 2022\_1

**II.1.2. Main CPV code**

79340000 Advertising and marketing services

**II.1.3. Type of contract**

Services

**II.1.4. Short description**

L'Agence Régionale du Tourisme Grand Est a déployé une plateforme d'accélération à la commercialisation des offres touristiques, sportives, culturelles et oenotouristiques du Grand Est [www.explore-grandest.com](http://www.explore-grandest.com). Un projet fédérateur qui permet de relancer l'économie locale. Ce marché comprend 5 lots liés à des prestations autour de la plateforme Explore Grand Est (production de contenus, traductions, campagnes d'acquisition, web analytique). Il s'agit d'un

accord cadre à bons de commande sans minimum et avec un maximum en montant propre à chaque lot

#### **II.1.6. Information about lots**

This contract is divided into lots: yes

#### **II.1.7. Total value of the procurement**

Value excluding VAT: 810 000,00 EUR

### **II.2. Description**

#### **II.2.1. Title**

création et suivi des campagnes Google Ads pour la plateforme [www.explore-grandest.com](http://www.explore-grandest.com)  
Lot No: 1

#### **II.2.2. Additional CPV code(s)**

79340000 Advertising and marketing services

#### **II.2.3. Place of performance**

NUTS code: FRF Grand Est

#### **II.2.4. Description of the procurement**

le présent marché a pour objet des prestations de création et de suivi des campagnes Google Ads pour la plateforme d'accélération à la commercialisation des offres touristiques, culturelles, sportives et oenotouristiques du Grand Est [www.explore-grandest.com](http://www.explore-grandest.com). Accord cadre à bons de commande mono attributaire sans minimum avec un maximum de 150000euros HT pour la durée du marché

#### **II.2.5. Award criteria**

Price

#### **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: react-eu / feder

#### **II.2.14. Additional information**

### **II.2. Description**

#### **II.2.1. Title**

prestation de Web analytique pour la plateforme [www.explore-grandest.com](http://www.explore-grandest.com)  
Lot No: 2

#### **II.2.2. Additional CPV code(s)**

79340000 Advertising and marketing services

#### **II.2.3. Place of performance**

NUTS code: FRF Grand Est

#### **II.2.4. Description of the procurement**

le présent marché a pour objet des prestations de web analytique pour la plateforme d'accélération à la commercialisation des offres touristiques, culturelles, sportives et

oenotouristiques du Grand Est [www.explore-grandest.com](http://www.explore-grandest.com). Accord cadre à bons de commande mono attributaire sans minimum avec un maximum de 90000euros HT pour la durée du marché

#### **II.2.5. Award criteria**

Price

#### **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: react-eu / feder

#### **II.2.14. Additional information**

##### **II.2. Description**

##### **II.2.1. Title**

marketing de contenus (Content Marketing) et production de contenus SEO Friendly pour la plateforme [www.explore-grandest.com](http://www.explore-grandest.com)

Lot No: 3

##### **II.2.2. Additional CPV code(s)**

79340000 Advertising and marketing services

##### **II.2.3. Place of performance**

NUTS code: FRF Grand Est

##### **II.2.4. Description of the procurement**

le présent marché a pour objet des prestations de Marketing de contenus (Content Marketing) et la production de contenus SEO Friendly pour la plateforme d'accélération à la commercialisation des offres touristiques, culturelles, sportives et oenotouristiques du Grand Est [www.explore-grandest.com](http://www.explore-grandest.com). Accord cadre à bons de commande mono attributaire sans minimum avec un maximum de 300000euros HT pour la durée du marché

#### **II.2.5. Award criteria**

Price

#### **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: react-eu / feder

#### **II.2.14. Additional information**

##### **II.2. Description**

##### **II.2.1. Title**

rédaction Web pour la plateforme [www.explore-grandest.com](http://www.explore-grandest.com)

Lot No: 4

## **II.2.2. Additional CPV code(s)**

79340000 Advertising and marketing services

## **II.2.3. Place of performance**

NUTS code: FRF Grand Est

## **II.2.4. Description of the procurement**

le présent marché a pour objet des prestations de Rédaction Web pour la plateforme d'accélération à la commercialisation des offres touristiques, culturelles, sportives et oenotouristiques du Grand Est [www.explore-grandest.com](http://www.explore-grandest.com). Accord cadre à bons de commande multi attributaires sans minimum avec un maximum de 150000euros HT pour la durée du marché

## **II.2.5. Award criteria**

Price

## **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: react-eu / feder

## **II.2.14. Additional information**

### **II.2. Description**

#### **II.2.1. Title**

traductions Web pour la plateforme [www.explore-grandest.com](http://www.explore-grandest.com)

Lot No: 5

#### **II.2.2. Additional CPV code(s)**

79530000 Translation services

#### **II.2.3. Place of performance**

NUTS code: FRF Grand Est

#### **II.2.4. Description of the procurement**

le présent marché a pour objet des prestations de Traductions Web des pages éditorialisées de la plateforme d'accélération à la commercialisation des offres touristiques, culturelles, sportives et oenotouristiques du Grand Est [www.explore-grandest.com](http://www.explore-grandest.com). Accord cadre à bons de commande mono attributaire sans minimum avec un maximum de 120000euros HT pour la durée du marché

#### **II.2.5. Award criteria**

Price

#### **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: react-eu / feder

## II.2.14. Additional information

### Section IV: Procedure

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#### 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: yes

#### IV.2. Administrative information

##### IV.2.1. Previous publication concerning this procedure

Notice number in the OJ S: [2022/S 028-071923](#)

##### 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

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**Contract No:** 2022\_1

**Lot No:** 1

**Title:**

création et suivi des campagnes Google Ads pour la plateforme [www.explore-grandest.com](http://www.explore-grandest.com)

A contract/lot is awarded: yes

#### V.2. Award of contract

##### V.2.1. Date of conclusion of the contract

11/04/2022

##### V.2.2. Information about tenders

Number of tenders received: 7

Number of tenders received from SMEs: 7

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 0

Number of tenders received by electronic means: 7

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

Postal address: 121 rue des Renouillers

Town: Colombes

NUTS code: FRF Grand Est

Postal code: 92700

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: 150 000,00 EUR  
Lowest offer: 11 850,00 EUR / Highest offer: 31 400,00 EUR taken into consideration

**V.2.5. Information about subcontracting**

**Section V: Award of contract**

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**Contract No:** 2022\_1

**Lot No:** 2

**Title:**

prestation de Web analytique pour la plateforme [www.explore-grandest.com](http://www.explore-grandest.com)

A contract/lot is awarded: yes

**V.2. Award of contract**

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

11/04/2022

**V.2.2. Information about tenders**

Number of tenders received: 4  
Number of tenders received from SMEs: 4  
Number of tenders received from tenderers from other EU Member States: 0  
Number of tenders received from tenderers from non-EU Member States: 0  
Number of tenders received by electronic means: 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  
Postal address: 121 rue des Renouillers  
Town: Colombes  
NUTS code: FRF Grand Est  
Postal code: 92700  
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: 90 000,00 EUR  
Lowest offer: 14 460,00 EUR / Highest offer: 31 680,00 EUR taken into consideration

**V.2.5. Information about subcontracting**

**Section V: Award of contract**

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**Contract No:** 2022\_1

**Lot No:** 3

**Title:**

marketing de contenus (Content Marketing) et production de contenus SEO Friendly pour la plateforme [www.explore-grandest.com](http://www.explore-grandest.com)

A contract/lot is awarded: yes

## **V.2. Award of contract**

### **V.2.1. Date of conclusion of the contract**

11/04/2022

### **V.2.2. Information about tenders**

Number of tenders received: 3

Number of tenders received from SMEs: 3

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 0

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: yuri & NEIL

Postal address: 121 rue des Renouillers

Town: Colombes

NUTS code: FRF Grand Est

Postal code: 92700

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: 300 000,00 EUR

Lowest offer: 18 380,00 EUR / Highest offer: 36 005,00 EUR taken into consideration

### **V.2.5. Information about subcontracting**

## **Section V: Award of contract**

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**Contract No:** 2022\_1

**Lot No:** 4

**Title:**

rédaction Web pour la plateforme [www.explore-grandest.com](http://www.explore-grandest.com)

A contract/lot is awarded: yes

## **V.2. Award of contract**

### **V.2.1. Date of conclusion of the contract**

11/04/2022

### **V.2.2. Information about tenders**

Number of tenders received: 8

Number of tenders received from SMEs: 8

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 0

Number of tenders received by electronic means: 8

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

**V.2.3. Name and address of the contractor**

Official name: les conteurs  
Postal address: 27 Avenue de Virecourt  
Town: Artigues Pres Bordeaux  
NUTS code: FRF Grand Est  
Postal code: 33370  
Country: France  
The contractor is an SME: yes

**V.2.3. Name and address of the contractor**

Official name: yuri & NEIL  
Postal address: 121 rue des Renouillers  
Town: Colombes  
NUTS code: FRF Grand Est  
Postal code: 92700  
Country: France  
The contractor is an SME: yes

**V.2.3. Name and address of the contractor**

Official name: artly production  
Postal address: 9 Boulevard de la Madeleine  
Town: Paris  
NUTS code: FRF Grand Est  
Postal code: 75001  
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: 150 000,00 EUR  
Lowest offer: 3 770,83 EUR / Highest offer: 34 200,00 EUR taken into consideration

**V.2.5. Information about subcontracting**

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**Section V: Award of contract**

**Contract No:** 2022\_1

**Lot No:** 5

**Title:**

traductions Web pour la plateforme [www.explore-grandest.com](http://www.explore-grandest.com)

A contract/lot is awarded: yes

**V.2. Award of contract**

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

11/04/2022

**V.2.2. Information about tenders**

Number of tenders received: 5  
Number of tenders received from SMEs: 5

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 0

Number of tenders received by electronic means: 5

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

**V.2.3. Name and address of the contractor**

Official name: tradutours

Postal address: 15 rue du Sergent Leclerc

Town: Tours

NUTS code: FRF Grand Est

Postal code: 37000

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: 120 000,00 EUR

Lowest offer: 13 109,80 EUR / Highest offer: 25 730,00 EUR taken into consideration

**V.2.5. Information about subcontracting**

**Section VI: Complementary information**

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**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

Postal code: 67000

Country: France

Telephone: +33 388212323

**VI.5. Date of dispatch of this notice**

03/05/2022