

France-Paris: Advertising services
OJ S 94/2021 17/05/2021
Contract notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Hadopi

Postal address: 4 rue du Texel

Town: Paris

NUTS code: FR101 Paris

Postal code: 75014

Country: France

E-mail: marches-publics@hadopi.fr

Telephone: +33 969329090

Internet address(es):

Main address: <https://www.hadopi.fr/>

Address of the buyer profile: <http://hadopi.e-marchespublics.com>

I.3. Communication

The procurement documents are available for unrestricted and full direct access, free of charge, at: <http://hadopi.e-marchespublics.com>

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted electronically via: <http://hadopi.e-marchespublics.com>

I.4. Type of the contracting authority

Other type: Autorité publique indépendante (API)

I.5. Main activity

General public services

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Marché relatif à la création, au lancement et au développement de la marque «Arcom»

Reference number: 21-10-ARCOM-FA

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 de confier à un opérateur économique les prestations d'étude, de conseil stratégique, création et de développement de l'identité de la nouvelle institution «Arcom», ainsi que la réalisation d'outils de communication.

II.1.5. Estimated total value

Value excluding VAT: 250 000,00 EUR

II.1.6. Information about lots

This contract is divided into lots: no

II.2. Description

II.2.2. Additional CPV code(s)

79341000 Advertising services, 79341100 Advertising consultancy services

II.2.3. Place of performance

NUTS code: FR101 Paris

Main site or place of performance: Paris, France.

II.2.4. Description of the procurement

Le présent marché a pour objet de confier à un opérateur économique des prestations d'étude, de conseil stratégique, de création et de développement de l'identité de la nouvelle institution «Arcom» ainsi que la réalisation d'outils de communication.

II.2.5. Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.6. Estimated value

Value excluding VAT: 250 000,00 EUR

II.2.7. Duration of the contract, framework agreement or dynamic purchasing system

Duration in months: 48

This contract is subject to renewal: yes

Description of renewals:

Période initiale de douze (12) mois reconductible trois (3) fois douze (12) mois.

II.2.10. Information about variants

Variants will be accepted: no

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 III: Legal, economic, financial and technical information

III.1. Conditions for participation

III.1.2. Economic and financial standing

Selection criteria as stated in the procurement documents

III.1.3. Technical and professional ability

Selection criteria as stated in the procurement documents

Section IV: Procedure

IV.1. Description

IV.1.1. Type of procedure

Competitive procedure with negotiation

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

IV.1.5. Information about negotiation

The contracting authority reserves the right to award the contract on the basis of the initial tenders without conducting negotiations

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.2.2. Time limit for receipt of tenders or requests to participate

Date: 14/06/2021 Local time: 18:00

IV.2.3. Estimated date of dispatch of invitations to tender or to participate to selected candidates

Date: 28/06/2021

IV.2.4. Languages in which tenders or requests to participate may be submitted

French

IV.2.6. Minimum time frame during which the tenderer must maintain the tender

Duration in months: 7 (from the date stated for receipt of tender)

Section VI: Complementary information

VI.1. Information about recurrence

This is a recurrent procurement: no

VI.3. Additional information

VI.4. Procedures for review

VI.4.1. Review body

Official name: Tribunal administratif de Paris

Postal address: Sis 7 rue de Jouy

Town: Paris

Postal code: 75181

Country: France

E-mail: greffe.ta-paris@juradm.fr

Telephone: +33 144594400

VI.5. Date of dispatch of this notice

12/05/2021

