

258441-2026 - Result

France – Advertising and marketing services – MARCHE CREATION ET GESTION D'UNE CAMPAGNE DE COMMUNICATION DITE « NACRE »

OJ S 74/2026 16/04/2026

Contract or concession award notice – standard regime

Services

1. Buyer

1.1. Buyer

Official name: Comité national de la conchyliculture (CNC)

Email: cl.ponchy@cncfrance.com

Legal type of the buyer: Central government authority

Activity of the contracting authority: Economic affairs

2. Procedure

2.1. Procedure

Title: MARCHE CREATION ET GESTION D'UNE CAMPAGNE DE COMMUNICATION DITE « NACRE »

Description: Le présent marché a pour objet la création, la mise en œuvre et la gestion d'une campagne nationale de communication visant à promouvoir les bienfaits nutritionnels des coquillages.

Procedure identifier: 5057227d-2d7f-4df5-9bfc-bca64a990979

Internal identifier: 2026-01

Type of procedure: Open

2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79340000 Advertising and marketing services

2.1.2. Place of performance

Country subdivision (NUTS): Paris (FR101)

Country: France

Additional information: France

2.1.3. Value

Estimated value excluding VAT: 250 000,00 EUR

2.1.4. General information

Legal basis:

Directive 2014/24/EU

5. Lot

5.1. Lot: LOT-0001

Title: Lot unique

Description: Le présent marché a pour objet la création, la mise en œuvre et la gestion d'une campagne nationale de communication visant à promouvoir les bienfaits nutritionnels des coquillages.

Internal identifier: 2026-01

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79340000 Advertising and marketing services

5.1.2. Place of performance

Country: France

Anywhere in the given country

5.1.5. Value

Estimated value excluding VAT: 250 000,00 EUR

5.1.6. General information

Procurement Project fully or partially financed with EU Funds.

The procurement is covered by the Government Procurement Agreement (GPA): no

5.1.10. Award criteria

Criterion:

Type: Price

Name: Prix - 25

Description: Les critères d'attribution figurent dans le DCE.

Criterion:

Type: Quality

Name: Les critères d'attribution figurent dans le DCE

Description: Valeur technique - 75

Description of the method to be used if weighting cannot be expressed by criteria: 2 critères et pour la VT 5 sous critères prévus dans le DCE

5.1.15. Techniques

Framework agreement:

No framework agreement

Information about the dynamic purchasing system:

No dynamic purchase system

5.1.16. Further information, mediation and review

Review organisation: Tribunal administratif de Paris

Information about review deadlines: Référé précontractuel avant la signature du contrat (dans les conditions fixées L.5511 à L. 55112 et R.5511 à R. 5516 du code de justice administrative). Référé contractuel après signature du contrat (dans les conditions fixées L. 55113 à L. 55123 et R.5517 à R. 55110 du code de justice administrative). Recours de pleine juridiction en contestation de validité du contrat (CE 4 avril 2014, dpt du Tarn et Garonne, n° 358994), après signature du contrat dans un délai de 2 mois à compter de l'accomplissement des mesures de publicité appropriées dans les conditions définies dans l'arrêt précité.

Organisation signing the contract: Comité national de la conchyliculture (CNC)

6. Results

Value of all contracts awarded in this notice: 249 932,00 EUR

6.1. Result lot identifier: LOT-0001

Winner selection status: At least one winner was chosen.

6.1.2. Information about winners

Winner:

Official name: MEDIAPILOTE (N14)

Tender:

Tender identifier: Offre

Identifier of lot or group of lots: LOT-0001

Value of the tender: 249 932,00 EUR

The tender was ranked: yes

Rank of the tender: 1

The tender is a variant: no

Subcontracting: No

Contract information:

Identifier of the contract: 8f742f5f87cc49d1bbe932e9be7ca510

Date of the conclusion of the contract: 03/04/2026

Organisation signing the contract: Comité national de la conchyliculture (CNC)

6.1.4. Statistical information

Received tenders or requests to participate:

Type of received submissions: Tenders submitted electronically

Number of tenders or requests to participate received: 10

Range of tenders:

Value of the lowest admissible tender: 210 400,00 EUR

Value of the highest admissible tender: 249 932,00 EUR

8. Organisations

8.1. ORG-0001

Official name: Comité national de la conchyliculture (CNC)

Registration number: 78438569200032

Town: Paris

Postcode: 75009

Country subdivision (NUTS): Paris (FR101)

Country: France

Contact point: CharlesLouis PONCHY POMMERET

Email: cl.ponchy@cncfrance.com

Telephone: +33 1 42 97 48 44

Internet address: <https://coquillages.com/>

Buyer profile: <https://www.marchespublics.gouv.fr/entreprise>

Roles of this organisation:

Buyer

Organisation signing the contract

8.1. ORG-0002

Official name: Tribunal administratif de Paris

Registration number: 78438569200040

Postal address: 7 rue de Jouy

Town: Paris

Postcode: 75001
Country subdivision (NUTS): Paris (FR101)
Country: France
Roles of this organisation:
Review organisation

8.1. ORG-0003

Official name: MEDIAPILOTE (N14)
Size of the economic operator: Micro, small, or medium
Registration number: 79976086300024
Postal address: 2 RUE MARIE CURIE
Town: VERTOUI
Postcode: 44120
Country subdivision (NUTS): Paris (FR101)
Country: France
Roles of this organisation:
Tenderer
Winner of these lots: LOT-0001

Notice information

Notice identifier/version: 0df378ee-fdae-4c7c-b0cd-d75d28b86f38 - 01
Form type: Result
Notice type: Contract or concession award notice – standard regime
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