

**France-Montreuil: Advertising services**  
**OJ S 86/2023 03/05/2023**  
**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: acoss

Postal address: 36 rue de Valmy

Town: Montreuil

NUTS code: FR1 Ile-de-France

Postal code: 93108

Country: France

E-mail: [Secretariat-cia@acoss.fr](mailto:Secretariat-cia@acoss.fr)

**Internet address(es):**

Main address: <https://www.achatpublic.com/sdm/ent/gen/index.do>

Address of the buyer profile: [https://www.achatpublic.com/sdm/ent/gen/ent\\_detail.do?PCSLID=CSL\\_2022\\_GS5QjkLkye](https://www.achatpublic.com/sdm/ent/gen/ent_detail.do?PCSLID=CSL_2022_GS5QjkLkye)

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

Body governed by public law

**I.5. Main activity**

Social protection

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**Section II: Object**

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

**II.1.1. Title**

prestations de communication de L'Urssaf caisse nationale

Reference number: P2217-AOO-DICOM

**II.1.2. Main CPV code**

79341000 Advertising services

**II.1.3. Type of contract**

Services

**II.1.4. Short description**

le présent accord cadre a pour objet la réalisation de prestations de conseil et d'assistance en matière d'actions et de campagnes de communication à destination des usagers, en matière de relations extérieures, relations publiques et influence, de communication interne et marque employeur, de conseils, de média planning et d'achats d'espaces publicitaires

**II.1.6. Information about lots**

This contract is divided into lots: yes

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

Value excluding VAT: 7 333 334,00 EUR

## **II.2. Description**

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

prestations de conseil et D'Assistance en matiere D'Actions et de campagnes de communication a destination des usagers

Lot No: 1

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

79340000 Advertising and marketing services

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

NUTS code: FR106 Seine-Saint-Denis

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

la présente consultation a pour objet de fournir des prestations de conseil et d'assistance en matière d'actions et de campagnes de communication à destination des usagers

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

Quality criterion - Name: Valeur technique / Weighting: 60

Price - Weighting: 40

### **II.2.11. Information about options**

Options: yes

Description of options:

l'Acoss se réserve la possibilité de conclure un ou plusieurs marchés publics ayant pour objet la réalisation de prestations similaires, dans les conditions de l'article R. 2122-7 du Code de la commande publique

### **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**

prestations de conseil et D'Assistance en matiere de relations exterieures, relations publiques et influence

Lot No: 2

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

79340000 Advertising and marketing services

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

NUTS code: FR106 Seine-Saint-Denis

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

la présente consultation a pour objet de fournir des prestations de conseil et d'assistance en matière de relations extérieures, relations publiques et influence

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

Quality criterion - Name: Valeur technique / Weighting: 60

Price - Weighting: 40

#### **II.2.11. Information about options**

Options: yes

Description of options:

l'Acoss se réserve la possibilité de conclure un ou plusieurs marchés publics ayant pour objet la réalisation de prestations similaires, dans les conditions de l'article R. 2122-7 du Code de la commande publique

#### **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**

prestations de conseil et D'Assistance en matiere de communication interne et marque employeur

Lot No: 3

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

79340000 Advertising and marketing services

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

NUTS code: FR106 Seine-Saint-Denis

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

la présente consultation a pour objet de fournir des prestations de conseil et d'assistance en matière de communication interne et marque employeur

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

Quality criterion - Name: Valeur technique / Weighting: 60

Price - Weighting: 40

#### **II.2.11. Information about options**

Options: yes

Description of options:

l'Acoss se réserve la possibilité de conclure un ou plusieurs marchés publics ayant pour objet la réalisation de prestations similaires, dans les conditions de l'article R. 2122-7 du Code de la commande publique

#### **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**

prestations de conseil, de media planning et D'Achat D'Espaces PUBLICITAIRES

Lot No: 4

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

79340000 Advertising and marketing services

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

NUTS code: FR106 Seine-Saint-Denis

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

la présente consultation a pour objet de fournir des prestations en matière de conseil, de media planning et d'achat d'espaces publicitaires

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

Quality criterion - Name: Valeur technique / Weighting: 60

Price - Weighting: 40

## **II.2.11. Information about options**

Options: yes

Description of options:

l'Acoss se réserve la possibilité de conclure un ou plusieurs marchés publics ayant pour objet la réalisation de prestations similaires, dans les conditions de l'article R. 2122-7 du Code de la commande publique

## **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**

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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 216-620860](#)

#### **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:** 2023.0029

**Lot No:** 1

**Title:**

prestations de conseil et d'assistance en matière de campagnes de communication à destination des usagers

A contract/lot is awarded: yes

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

20/04/2023

**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: clai

Postal address: 63 rue de la Boétie

Town: Paris

NUTS code: FR101 Paris

Postal code: 75008

Country: France

Internet address: <https://www.clai-communications.com/>

The contractor is an SME: no

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

Initial estimated total value of the contract/lot: 1 333 333,00 EUR

Total value of the contract/lot: 2 666 667,00 EUR

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

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**Contract No:** 2023.0030

**Lot No:** 2

**Title:**

prestations de conseil et d'assistance en matière de relations extérieures, relations publiques et influence

A contract/lot is awarded: yes

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

20/04/2023

**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: clai

Postal address: 63 rue de la Boétie

Town: Paris  
NUTS code: FR101 Paris  
Postal code: 75008  
Country: France  
Internet address: <https://www.clai-communications.com/>  
The contractor is an SME: no

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

Initial estimated total value of the contract/lot: 1 333 333,00 EUR  
Total value of the contract/lot: 2 666 667,00 EUR

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

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

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**Contract No:** 2023.0031

**Lot No:** 3

**Title:**

prestations de conseil et d'assistance en matière de communication interne et marque employeur

A contract/lot is awarded: yes

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

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

20/04/2023

##### **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: parties prenantes  
Postal address: 24 rue Florian  
Town: Paris  
NUTS code: FR101 Paris  
Postal code: 75020  
Country: France  
Internet address: <https://www.partiesprenantes.com/>  
The contractor is an SME: no

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

Initial estimated total value of the contract/lot: 1 000 000,00 EUR  
Total value of the contract/lot: 2 000 000,00 EUR

##### **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 Montreuil

Postal address: 7 rue Catherine Puig

Town: Montreuil

Postal code: 93100

Country: France

E-mail: [Grefte.tamontreuil@juradm.fr](mailto:Grefte.tamontreuil@juradm.fr)

Internet address: <http://Montreuil.tribunal-administratif.fr/>

### **VI.4.2. Body responsible for mediation procedures**

Official name: le médiateur des entreprises

Postal address: 98, rue de Richelieu

Town: Paris

Postal code: 75002

Country: France

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

Official name: tribunal administratif de Montreuil

Postal address: 7 rue Catherine Puig

Town: Montreuil

Postal code: 93100

Country: France

Internet address: <http://Montreuil.tribunal-administratif.fr/>

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

28/04/2023