

France-Troyes: Advertising and marketing services

OJ S 96/2022 18/05/2022

Contract notice

Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: universite de technologie de troyes

National registration number: 19101060200032

Postal address: 12 rue Marie Curie

Town: Troyes Cedex

NUTS code: FRF22 Aube

Postal code: 10004

Country: France

E-mail: Achats-publics@utt.fr

Internet address(es):

Main address: <http://www.utt.fr>

Address of the buyer profile: <https://www.marches-publics.gouv.fr/?page=Entreprise.EntrepriseAdvancedSearch&AllCons&id=2033165&orgAcronyme=f2h>

I.3. Communication

The procurement documents are available for unrestricted and full direct access, free of charge, at: <https://www.marches-publics.gouv.fr/?page=Entreprise.EntrepriseAdvancedSearch&AllCons&id=2033165&orgAcronyme=f2h>

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted electronically via: <https://www.marches-publics.gouv.fr/?page=Entreprise.EntrepriseAdvancedSearch&AllCons&id=2033165&orgAcronyme=f2h>

I.4. Type of the contracting authority

Other type: EPSCP

I.5. Main activity

Other activity: enseignement supérieur et recherche

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

prestations de communication et marketing digital

Reference number: 2022-09

II.1.2. Main CPV code

79340000 Advertising and marketing services

II.1.3.

Type of contract

Services

II.1.4. Short description

acquisition de prestations de communication digitale, de marketing digital et de conseil pour l'université de Technologie de Troyes (Utt)

II.1.5. Estimated total value

II.1.6. Information about lots

This contract is divided into lots: yes

Tenders may be submitted for all lots

The contracting authority reserves the right to award contracts combining the following lots or groups of lots:

néant

II.2. Description

II.2.1. Title

campagnes marketing digital

Lot No: 01

II.2.2. Additional CPV code(s)

79340000 Advertising and marketing services

II.2.3. Place of performance

NUTS code: FRF22 Aube

Main site or place of performance: utt

II.2.4. Description of the procurement

ce lot a pour objet le conseil et le déploiement de campagnes (conseil, élaboration, pilotage) de marketing digital

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

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:

le présent marché est conclu pour une durée de douze mois à compter de sa notification, avec reconduction expresse pour douze mois, trois fois maximum

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

II.2. Description

II.2.1. Title

campagnes Emailing
Lot No: 02

II.2.2. Additional CPV code(s)

79340000 Advertising and marketing services

II.2.3. Place of performance

NUTS code: FRF22 Aube
Main site or place of performance: utt

II.2.4. Description of the procurement

ce lot a pour objet la conception et la mise en place de campagnes e-mailing et newsletter

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

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:
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II.2.10. Information about variants

Variants will be accepted: no

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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

Open procedure

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

The procurement involves the establishment of a framework agreement
Framework agreement with a single operator

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

Date: 15/06/2022 Local time: 12:00

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

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: 3 (from the date stated for receipt of tender)

IV.2.7. Conditions for opening of tenders

Date: 15/06/2022 Local time: 16:00

Section VI: Complementary information

VI.1. Information about recurrence

This is a recurrent procurement: no

VI.2. Information about electronic workflows

Electronic ordering will be used
Electronic invoicing will be accepted
Electronic payment will be used

VI.3. Additional information

VI.4. Procedures for review

VI.4.1. Review body

Official name: tribunal Administratif de Chalons en Champagne
Postal address: 25 rue du Lycée
Town: Chalons-en-Champagne
Postal code: 51000
Country: France
Telephone: +33 326692727
Internet address: <http://chalons-en-champagne.tribunal-administratif.fr/>

VI.5. Date of dispatch of this notice

13/05/2022