

France-Fort-de-France: Advertising and marketing services
OJ S 96/2022 18/05/2022
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: comité Martiniquais du Tourisme

Postal address: tour Lumina - pointe Simon - bP 7124

Town: Fort-de-France Cedex

NUTS code: FR France

Postal code: 97276

Country: France

E-mail: rconrad@martiniquetourisme.com

Telephone: +33 0596616177

Internet address(es):

Main address: <http://www.martinique.org>

Address of the buyer profile: <https://martiniquetourisme.e-marchespublics.com>

I.4. Type of the contracting authority

Regional or local agency/office

I.5. Main activity

Other activity: Tourisme

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

accompagnement en communication globale 2022

Reference number: 22/02-003/ACCOMPCOM22

II.1.2. Main CPV code

79340000 Advertising and marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

le marché est destiné à confier à un prestataire l'accompagnement en communication globale du Comité Martiniquais du Tourisme

II.1.6. Information about lots

This contract is divided into lots: no

II.1.7.

Total value of the procurement

Value excluding VAT: 500 000,00 EUR

II.2. Description

II.2.2. Additional CPV code(s)

79340000 Advertising and marketing services

II.2.3. Place of performance

NUTS code: FR France

II.2.4. Description of the procurement

accompagnement en communication globale

II.2.5. Award criteria

Quality criterion - Name: La pertinence de la note d'intention stratégique / Weighting: 30

Quality criterion - Name: Les références touristiques en France, en Europe et en Martinique, dans le domaine du tourisme, et les qualités de l'équipe proposée / Weighting: 30

Quality criterion - Name: La créativité des projets présentés dans le dossier de candidature / Weighting: 20

Price - Weighting: 20

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 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

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 030-076364](#)

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

Contract No: 22/02-003

Title:

accompagnement en communication globale

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

12/05/2022

V.2.2. Information about tenders

Number of tenders received: 2

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

V.2.3. Name and address of the contractor

Official name: Imwr

Postal address: 4 rue Dobrée

Town: Nantes

NUTS code: FR France

Postal code: 44100

Country: France

The contractor is an SME: no

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

Total value of the contract/lot: 500 000,00 EUR

V.2.5. Information about subcontracting

Section VI: Complementary information

VI.3. Additional information

VI.4. Procedures for review

VI.4.1. Review body

Official name: tribunal administratif de Fort de France

Postal address: 12, rue du Citronnier - plateau Fofu

Town: Schoelcher

Postal code: 97271

Country: France

E-mail: greffe.ta-fort-de-france@juradm.fr

Telephone: +33 0596716667

VI.5. Date of dispatch of this notice

13/05/2022