

268649-2026 - Competition

France – Advertising and marketing services – Marketing digital

OJ S 76/2026 20/04/2026

Contract or concession notice – standard regime

Services

1. Buyer

1.1. Buyer

Official name: Université de Caen Normandie

Email: marches.publics@unicaen.fr

Legal type of the buyer: Body governed by public law

Activity of the contracting authority: Education

2. Procedure

2.1. Procedure

Title: Marketing digital

Description: Marketing digital

Procedure identifier: cf42b87b-fd5c-430c-b201-5b7a8c1c93c2

Internal identifier: 2026950ACPS024

Type of procedure: Open

The procedure is accelerated: no

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): Calvados (FRD11)

Country: France

2.1.4. General information

Legal basis:

Directive 2014/24/EU

2.1.6. Grounds for exclusion

Sources of grounds for exclusion: Procurement Document

5. Lot

5.1. Lot: LOT-0001

Title: Marketing digital

Description: Marketing digital

Internal identifier: 2026950ACPS024

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 subdivision (NUTS): Calvados (FRD11)

Country: France

5.1.3. Estimated duration

Duration: 36 Months

5.1.6. General information

Reserved participation:

Participation is not reserved.

Procurement Project not financed with EU Funds.

The procurement is covered by the Government Procurement Agreement (GPA): yes

5.1.9. Selection criteria

Sources of selection criteria: Procurement Document

5.1.11. Procurement documents

Address of the procurement documents: <https://www.marches-publics.gouv.fr/>

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Required

Address for submission: <https://www.marches-publics.gouv.fr/>

Languages in which tenders or requests to participate may be submitted: French

Electronic catalogue: Not allowed

Variants: Allowed

Deadline for receipt of tenders: 18/05/2026 12:00:00 (UTC+01:00) Central European Time, Western European Summer Time

Duration during which the tender must remain valid: 90 Days

Terms of contract:

The execution of the contract must be performed within the framework of sheltered employment programmes: No

Electronic invoicing: Required

Electronic ordering will be used: no

Electronic payment will be used: yes

5.1.15. Techniques

Framework agreement:

Framework agreement, with reopening of competition

Maximum number of participants: 3

Information about the dynamic purchasing system:

No dynamic purchase system

5.1.16. Further information, mediation and review

Review organisation: TRIBUNAL ADMINISTRATIF DE CAEN

Information about review deadlines: voir rc

8. Organisations

8.1. ORG-0001

Official name: Université de Caen Normandie

Registration number: 19141408500016

Postal address: Esplanade de la Paix
Town: CAEN
Postcode: 14000
Country subdivision (NUTS): Calvados (FRD11)
Country: France
Email: marches.publics@unicaen.fr
Telephone: 0231565591
Buyer profile: <https://www.marches-publics.gouv.fr>

Roles of this organisation:

Buyer

8.1. ORG-0002

Official name: TRIBUNAL ADMINISTRATIF DE CAEN
Registration number: 17140005400010
Postal address: 3 rue Arthur Le Duc
Town: CAEN
Postcode: 14000
Country subdivision (NUTS): Calvados (FRD11)
Country: France
Email: greffe.ta-caen@juridm.fr
Telephone: 0231707272

Roles of this organisation:

Review organisation

Notice information

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Notice type: Contract or concession notice – standard regime
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