

**France-Colmar: Advertising services**  
**OJ S 98/2022 20/05/2022**  
**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: agence Régionale du Tourisme Grand Est

Postal address: 24, rue de Verdun

Town: Colmar

NUTS code: FRF Grand Est

Postal code: 68000

Country: France

E-mail: [catherine.metzger@art-grandest.fr](mailto:catherine.metzger@art-grandest.fr)

**Internet address(es):**

Main address: <http://www.art-grandest.fr>

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

Other type: Association de droit privé

**I.5. Main activity**

Other activity: Tourisme

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**Section II: Object**

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

**II.1.1. Title**

communication 360°

Reference number: 2022\_3

**II.1.2. Main CPV code**

79341000 Advertising services

**II.1.3. Type of contract**

Services

**II.1.4. Short description**

le présent marché a pour objet de désigner divers prestataires ayant pour mission la conception de campagnes de communication, l'impression papier, la production éditoriale texte, la conception d'objet publicitaire ou encore la traduction de textes.

Ce marché a pour objet un accord cadre à bons de commande

**II.1.6. Information about lots**

This contract is divided into lots: yes

**II.1.7.**

## **Total value of the procurement**

Value excluding VAT: 1 200 000,00 EUR

### **II.2. Description**

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

campagnes de communication comportementale

Lot No: 3

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

79341400 Advertising campaign services

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

NUTS code: FRF Grand Est

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

conception de campagnes de communication comportementale à destination du Grand Est

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

Quality criterion - Name: Valeur technique / Weighting: 80

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**

### **II.2. Description**

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

impression papier

Lot No: 7

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

79810000 Printing services

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

NUTS code: FRF Grand Est

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

impression de divers outils de communication papier (brochure, magazine, papeterie...)

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

Quality criterion - Name: Valeur technique / Weighting: 30

Price - Weighting: 70

#### **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**

production éditoriale texte  
Lot No: 8

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

92312211 Writing agency services

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

NUTS code: FRF Grand Est

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

production de contenu éditorial texte print et web pour divers outils et supports de communication

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

Quality criterion - Name: Valeur technique / Weighting: 60  
Price - Weighting: 40

#### **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**

objets publicitaires  
Lot No: 9

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

39294100 Information and promotion products

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

NUTS code: FRF Grand Est

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

achat d'objets publicitaires venant alimenter divers actions de communication

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

Quality criterion - Name: Valeur technique / Weighting: 30  
Price - Weighting: 70

#### **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**

traductions  
Lot No: 10

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

79530000 Translation services

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

NUTS code: FRF Grand Est

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

traduction texte dans les langues suivantes : anglais, allemand, italien, néerlandais, chinois ou japonais

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

Quality criterion - Name: valeur technique / Weighting: 25  
Price - Weighting: 75

#### **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**

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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**

#### **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 055-143167](#)

#### **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:** 2022\_3

**Lot No: 3**

**Title:**

campagnes de communication comportementale

A contract/lot is awarded: yes

**V.2. Award of contract**

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

16/05/2022

**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: big Family

Town: Strasbourg

NUTS code: FR France

Country: France

The contractor is an SME: yes

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

Total value of the contract/lot: 60 000,00 EUR

**V.2.5. Information about subcontracting**

**Section V: Award of contract**

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**Contract No:** 2022\_3

**Lot No:** 7

**Title:**

impression papier

A contract/lot is awarded: no

**V.1. Information on non-award**

**The contract/lot is not awarded**

No tenders or requests to participate were received or all were rejected

**Section V: Award of contract**

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**Contract No:** 2022\_3

**Lot No:** 8

**Title:**

production éditoriale texte

A contract/lot is awarded: yes

**V.2. Award of contract**

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

16/05/2022

**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: agence Signe des Temps

Town: Bordeaux

NUTS code: FR France

Country: France

The contractor is an SME: yes

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

Total value of the contract/lot: 360 000,00 EUR

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

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**Contract No:** 2022\_3

**Lot No:** 9

**Title:**

objets publicitaires

A contract/lot is awarded: yes

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

16/05/2022

**V.2.2. Information about tenders**

Number of tenders received: 1

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

**V.2.3. Name and address of the contractor**

Official name: sarl stilc

Town: Langon

NUTS code: FR France

Country: France

The contractor is an SME: yes

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

Total value of the contract/lot: 150 000,00 EUR

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

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**Contract No:** 2022\_3

**Lot No: 10**

**Title:**

traductions

A contract/lot is awarded: yes

**V.2. Award of contract**

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

16/05/2022

**V.2.2. Information about tenders**

Number of tenders received: 6

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

**V.2.3. Name and address of the contractor**

Official name: elan Languages SA

Town: Heusden Zolder

NUTS code: BE Belgique / België

Country: Belgium

The contractor is an SME: yes

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

Total value of the contract/lot: 180 000,00 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 Strasbourg

Postal address: 31 avenue de la Paix

Town: Strasbourg

Country: France

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

17/05/2022