

272008-2026 - Competition

France – Advertising and marketing services – Réalisation d'un spot publicitaire pour la promotion touristique de la Vendée

OJ S 77/2026 21/04/2026

Contract or concession notice – standard regime

Services

1. Buyer

1.1. Buyer

Official name: Vendée Expansion - SEM

Email: c.begat-blondel@vendee-expansion.fr

Legal type of the buyer: Body governed by public law

Activity of the contracting authority: Economic affairs

2. Procedure

2.1. Procedure

Title: Réalisation d'un spot publicitaire pour la promotion touristique de la Vendée

Description: Réalisation d'un spot publicitaire pour la promotion touristique de la Vendée

Procedure identifier: 37c81231-ff61-437a-9d90-de7372535ddd

Internal identifier: SEM-2026-F48-04

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

Additional classification (cpv): 92111200 Advertising, propaganda and information film and video-tape production

2.1.2. Place of performance

Postal address: Vendée Expansion-SEM, 33 rue de l'Atlantique, 85000 La Roche-sur-Yon

Town: La Roche-sur-Yon

Postcode: 85000

Country subdivision (NUTS): Vendée (FRG05)

Country: France

2.1.3. Value

Estimated value excluding VAT: 0,00 EUR

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: Réalisation d'un spot publicitaire pour la promotion touristique de la Vendée

Description: Réalisation d'un spot publicitaire pour la promotion touristique de la Vendée

Internal identifier: 1

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79340000 Advertising and marketing services

Additional classification (cpv): 92111200 Advertising, propaganda and information film and video-tape production

5.1.2. Place of performance

Postal address: Vendée Expansion-SEM, 33 rue de l'Atlantique, 85000 La Roche Sur Yon

Town: Vendée

Postcode: 85000

Country subdivision (NUTS): Vendée (FRG05)

Country: France

5.1.3. Estimated duration

Duration: 7 Months

5.1.5. Value

Estimated value excluding VAT: 0,00 EUR

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

5.1.10. Award criteria

Criterion:

Type: Price

Description: Prix Définition et appréciation du critère : Ce critère est noté selon la formule de notation : Note du Prix ramenée sur 30 = (Montant HT de l'offre la plus basse / Montant HT de l'offre examinée) x 10. 30 / 100

Criterion:

Type: Quality

Description: Méthodologie proposée pour la réalisation des prestations Définition et appréciation du critère : La méthodologie envisagée pour la conception et la création du spot incluant les moyens humains et matériels mis à disposition pour la réalisation des prestations. 20 / 100 La qualité artistique et scénaristique de la maquette proposée Définition et

appréciation du critère : la qualité et pertinence des scénarios, signatures ... 40 / 100 Délai d'exécution Définition et appréciation du critère : Les délais prévus pour la réalisation des prestations en fonction du calendrier prévisionnel proposé. 10 / 100

Category of award weight criterion: Weight (decimal, exact)

Award criterion number: 1

5.1.11. Procurement documents

Address of the procurement documents: https://www.achatpublic.com/sdm/ent/gen/ent_detail.do?PCSLID=CSL_2026_vzI7w76uUI

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Required

Address for submission: <http://www.achatpublic.com>

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

Electronic catalogue: Not allowed

Advanced or qualified electronic signature or seal (as defined in Regulation (EU) No 910/2014) is required

Variants: Not allowed

Deadline for receipt of tenders: 22/05/2026 12:00:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Duration during which the tender must remain valid: 180 Days

Terms of contract:

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

Electronic invoicing: Not allowed

Electronic ordering will be used: no

Electronic payment will be used: no

5.1.15. Techniques

Framework agreement:

No framework agreement

Information about the dynamic purchasing system:

No dynamic purchase system

5.1.16. Further information, mediation and review

Mediation organisation: Tribunal judiciaire de la Roche-sur-Yon

Review organisation: Tribunal judiciaire de la Roche-sur-Yon

Information about review deadlines: 6 mois au plus à compter de la date de signature en cas de référé contractuel

Organisation providing more information on the review procedures: Tribunal judiciaire de la Roche-sur-Yon

8. Organisations

8.1. ORG-0001

Official name: Vendée Expansion - SEM

Registration number: 54665016900057

Department: Vendée

Postal address: 33 rue de l'Atlantique - CS8026

Town: La roche sur yon cedex

Postcode: 85005

Country subdivision (NUTS): Vendée (FRG05)

Country: France

Email: c.begat-blondel@vendee-expansion.fr

Telephone: 0251442296

Information exchange endpoint (URL): https://www.achatpublic.com/sdm/ent/gen/ent_detail.do?PCSLID=CSL_2026_vzI7w76uUI

Buyer profile: <https://www.achatpublic.com/sdm/ent2/gen/index.jsp>

Roles of this organisation:

Buyer

Procurement service provider

8.1. ORG-0002

Official name: Tribunal judiciaire de la Roche-sur-Yon

Registration number: 17860111800023

Postal address: Palais de justice, 55 boulevard Aristide Briand

Town: La Roche-sur-Yon

Postcode: 85000

Country subdivision (NUTS): Vendée (FRG05)

Country: France

Roles of this organisation:

Review organisation

Organisation providing more information on the review procedures

Mediation organisation

Notice information

Notice identifier/version: 93cd2673-218b-405a-b78b-9db98f25f9d8 - 01

Form type: Competition

Notice type: Contract or concession notice – standard regime

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