

France-Saint-Étienne: Advertising services
OJ S 112/2020 11/06/2020
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: EN3S

Postal address: 27, rue des Docteurs Charcot

Town: Saint-Étienne Cedex 2

NUTS code: FRK25 Loire

Postal code: 42031

Country: France

E-mail: marches@en3s.fr

Telephone: +33 477811537

Internet address(es):

Main address: <http://www.en3s.fr/>

Address of the buyer profile: <http://en3s.e-marchespublics.com>

I.4. Type of the contracting authority

Body governed by public law

I.5. Main activity

Education

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Conseil en stratégie média et achats d'espaces publicitaires

II.1.2. Main CPV code

79341000 Advertising services

II.1.3. Type of contract

Services

II.1.4. Short description

— conseil en stratégie de communication média, préconisation et planification des campagnes média et achats d'espaces publicitaires des diffuseurs pour le compte de l'EN3S, suivi et évaluation des campagnes de communication.

II.1.6. Information about lots

This contract is divided into lots: no

II.1.7.

Total value of the procurement

Value excluding VAT: 360 000,00 EUR

II.2. Description

II.2.2. Additional CPV code(s)

79341000 Advertising services

II.2.3. Place of performance

NUTS code: FRK25 Loire

II.2.4. Description of the procurement

— conseil en stratégie de communication média, préconisation et planification des campagnes média et achats d'espaces publicitaires des diffuseurs pour le compte de l'EN3S, suivi et évaluation des campagnes de communication.

II.2.5. Award criteria

Quality criterion - Name: Technique / Weighting: 40 %

Price - Weighting: 60 %

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: [2020/S 034-080454](#)

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

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

26/05/2020

V.2.2. Information about tenders

Number of tenders received: 3

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

V.2.3. Name and address of the contractor

Official name: Makuity

Postal address: 57, rue de Villiers — CS 40056

Town: Neuilly-sur-Seine

NUTS code: FRK25 Loire

Postal code: 92576

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 VI: Complementary information**

VI.3. Additional information**VI.4. Procedures for review****VI.4.1. Review body**

Official name: Tribunal administratif de Lyon

Postal address: 184, rue Duguesclin

Town: Lyon Cedex 03

Postal code: 69433

Country: France

VI.5. Date of dispatch of this notice

09/06/2020