

France-Rouen: Marketing management consultancy services

OJ S 137/2017 20/07/2017

Contract notice**Services****Legal Basis:**

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Rouen Normandie aménagement

Postal address: 65 avenue de Bretagne

Town: Rouen

NUTS code: FR France

Postal code: 76175

Country: France

E-mail: celine.lemesre@rouen-normandie-amenagement.fr

Telephone: +33 232816926

Internet address(es):Main address: <http://www.mpe76.fr>**I.3. Communication**The procurement documents are available for unrestricted and full direct access, free of charge, at: <http://www.mpe76.fr>

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted electronically via: <http://www.mpe76.fr>

Tenders or requests to participate must be submitted to the abovementioned address

I.4. Type of the contracting authority

Other type: Rouen Normandie aménagement

I.5. Main activity

Other activity: Aménagement

Section II: Object

II.1. Scope of the procurement**II.1.1. Title**

Accord-cadre pour des missions de marketing opérationnel.

Reference number: 60000EQFMARK

II.1.2. Main CPV code

79413000 Marketing management consultancy services

II.1.3. Type of contract

Services

II.1.4. Short description

La présente consultation concerne un ensemble de missions de marketing opérationnel:

- de façon dédiée au projet de l'écoquartier Flaubert: le marketing opérationnel de ce grand projet d'aménagement déployé sur la rive Sud de la Métropole de Rouen en continuité de son centre historique,
- en contribution, accompagnement et coordination: toute action marketing permettant de construire et renforcer la communication sur les axes stratégiques métropolitain à partir du caractère emblématique et pilote de l'écoquartier Flaubert au regard de ces axes.

II.1.5. Estimated total value

II.1.6. Information about lots

This contract is divided into lots: no

II.2. Description

II.2.2. Additional CPV code(s)

79413000 Marketing management consultancy services

II.2.3. Place of performance

NUTS code: FR France

II.2.4. Description of the procurement

Accord-cadre pour des missions de marketing opérationnel.

II.2.5. Award criteria

Criteria below

Quality criterion - Name: Méthodologie / Weighting: 30

Quality criterion - Name: Pertinence des compétences de l'équipe proposée / Weighting: 30

Price - Weighting: 40

II.2.6. Estimated value

Value excluding VAT: 210 000,00 EUR

II.2.7. Duration of the contract, framework agreement or dynamic purchasing system

Duration in months: 24

This contract is subject to renewal: yes

Description of renewals:

24 mois renouvelables 1 fois.

II.2.10. Information about variants

Variants will be accepted: no

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

The procurement involves the establishment of a framework agreement
Framework agreement with a single operator

IV.1.8. Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: no

IV.2. Administrative information**IV.2.2. Time limit for receipt of tenders or requests to participate**

Date: 22/09/2017 Local time: 12:00

IV.2.3. Estimated date of dispatch of invitations to tender or to participate to selected candidates**IV.2.4. Languages in which tenders or requests to participate may be submitted**

French

IV.2.6. Minimum time frame during which the tenderer must maintain the tender

Duration in months: 5 (from the date stated for receipt of tender)

IV.2.7. Conditions for opening of tenders

Date: 25/09/2017 Local time: 14:00

Section VI: Complementary information

VI.1. Information about recurrence

This is a recurrent procurement: no

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

Official name: Tribunal administratif de Rouen

Town: Rouen

Country: France

Telephone: +33 232081270

VI.5. Date of dispatch of this notice

18/07/2017