

306447-2026 - Competition

France – Advertising campaign services – Achats média, communication digitale, motion design et vidéos pour OCAPAT

OJ S 86/2026 05/05/2026

Contract notice – light regime

Services

1. Buyer

1.1. Buyer

Official name: OCAPAT

Email: achats@ocapiat.fr

Legal type of the buyer: Organisation awarding a contract subsidised by a contracting authority

2. Procedure

2.1. Procedure

Title: Achats média, communication digitale, motion design et vidéos pour OCAPAT

Description: Le présent marché a pour objet la communication digitale (stratégie, mise en oeuvre et optimisation ; l'animation des réseaux sociaux et la sponsorship), les achats média, la réalisation de vidéos et de motion design en lien avec : - La notoriété et l'image d'OCAPAT les missions de l'OPCO, la promotion de la marque OCAPAT et de son offre de services et de financement ; - L'attractivité des métiers et la promotion de l'alternance dans les filières agricoles, agroalimentaires et pêche, par exemple au travers de CAP VERS L'ALTERNANCE (CVA), de NOURRIS TON FUTUR (NTF) ou encore de JEUNES DETER (JD) - liste non exhaustive. - L'accompagnement des partenaires et des branches professionnelles relevant du périmètre d'OCAPAT. Il est décomposé en 3 lots énumérés à l'article 2.2 Allotissement et décomposition du marché.

Procedure identifier: 412cdba9-2d36-4ce0-9c39-e5295cee9bf1

Internal identifier: OCAPAT 2026-DIRCOM001

Type of procedure: Open

Main features of the procedure: Procédure d'accord-cadre à bon de commande, sans phase de candidature préalable (examen simultané des candidatures et des offres). Pas de visite de site préalable au dépôt du pli. Variantes non autorisées.

2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79341400 Advertising campaign services

Additional classification (cpv): 79341100 Advertising consultancy services, 79341000

Advertising services, 79340000 Advertising and marketing services, 92111000 Motion picture and video production services, 92110000 Motion picture and video tape production and related services, 79822500 Graphic design services

2.1.2. Place of performance

Postal address: 153 Rue de la Pompe,

Town: Paris

Postcode: 75116

Country subdivision (NUTS): Paris (FR101)

Country: France

2.1.3. Value

Estimated value excluding VAT: 10 000 000,00 EUR

Maximum value of the framework agreement: 10 000 000,00 EUR

2.1.4. General information

This procedure will be relaunched

Legal basis:

Directive 2014/24/EU

2.1.5. Terms of procurement

Terms of contract:

Maximum number of lots for which contracts can be awarded to one tenderer: 2

2.1.6. Grounds for exclusion

Sources of grounds for exclusion: Procurement Document

5. Lot

5.1. Lot: LOT-0001

Title: Achat média

Description: Achat média

Internal identifier: OCAPIAT 2026-DIRCOM001 lot 1

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79341400 Advertising campaign services

Additional classification (cpv): 79341100 Advertising consultancy services, 79341000 Advertising services

5.1.2. Place of performance

Country: France

Anywhere in the given country

5.1.3. Estimated duration

Duration: 12 Months

5.1.4. Renewal

Maximum renewals: 3

5.1.5. Value

Estimated value excluding VAT: 4 300 000,00 EUR

5.1.6. General information

Reserved participation:

Participation is not reserved.

This procurement is also suitable for small and medium-sized enterprises (SMEs): no

5.1.9. Selection criteria

Sources of selection criteria: Procurement Document

5.1.10. Award criteria

Criterion:

Type: Price

Description: Prix

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

Award criterion number: 35

Criterion:

Type: Quality

Description: Valeur technique (conseils ; mise en œuvre ; analyse ROI de l'achat média)

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

Award criterion number: 35

Criterion:

Type: Quality

Description: Organisation dédiée et moyens humains

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

Award criterion number: 25

Criterion:

Type: Quality

Description: Démarche RSE adoptée en lien avec le lot

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

Award criterion number: 5

5.1.11. Procurement documents

Deadline for requesting additional information: 30/05/2026 16:00:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Address of the procurement documents: https://www.achatpublic.com/sdm/ent2/gen/ficheCsl.action?PCSLID=CSL_2026_yZhjUv_aa

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Required

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

Electronic catalogue: Not allowed

Variants: Not allowed

Deadline for receipt of tenders: 10/06/2026 16:00:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Duration during which the tender must remain valid: 210 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: no

5.1.15. Techniques

Framework agreement:

Framework agreement, with reopening of competition

Information about the dynamic purchasing system:

No dynamic purchase system

5.1.16. Further information, mediation and review

Mediation organisation: Comité Consultatif National de Règlement Amiable des Différends ou Litiges relatifs aux marchés publics - Ministère de l'économie et des finances - DAJ/sous-direction de la commande publique

Review organisation: Tribunal judiciaire de Paris

Organisation providing additional information about the procurement procedure: OCAPIAT

Organisation providing offline access to the procurement documents: OCAPIAT

Organisation providing more information on the review procedures: OCAPIAT

Organisation receiving requests to participate: OCAPIAT

Organisation processing tenders: OCAPIAT

5.1. Lot: LOT-0002

Title: Stratégie, animation des réseaux sociaux et sponsorship

Description: Stratégie, animation des réseaux sociaux et sponsorship

Internal identifier: OCAPIAT 2026-DIRCOM001 lot 2

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79340000 Advertising and marketing services

Additional classification (cpv): 79341400 Advertising campaign services, 79341000 Advertising services

5.1.2. Place of performance

Country: France

Anywhere in the given country

5.1.3. Estimated duration

Duration: 12 Months

5.1.4. Renewal

Maximum renewals: 3

5.1.5. Value

Estimated value excluding VAT: 2 500 000,00 EUR

5.1.6. General information

Reserved participation:

Participation is not reserved.

5.1.9. Selection criteria

Sources of selection criteria: Procurement Document

5.1.10. Award criteria

Criterion:

Type: Price

Description: Prix

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

Award criterion number: 35

Criterion:

Type: Quality

Description: Valeur technique (conseils ; mise en œuvre ; analyse ROI de l'achat média)

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

Award criterion number: 35

Criterion:

Type: Quality

Description: Organisation dédiée et moyens humains

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

Award criterion number: 25

Criterion:

Type: Quality

Description: Démarche RSE adoptée en lien avec le lot

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

Award criterion number: 5

5.1.11. Procurement documents

Deadline for requesting additional information: 30/05/2026 16:00:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Address of the procurement documents: https://www.achatpublic.com/sdm/ent2/gen/ficheCsl.action?PCSLID=CSL_2026_yZhjUv_aa

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Required

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

Electronic catalogue: Not allowed

Variants: Not allowed

Deadline for receipt of tenders: 10/06/2026 16:00:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Duration during which the tender must remain valid: 210 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: no

5.1.15. Techniques

Framework agreement:

Framework agreement, with reopening of competition

Information about the dynamic purchasing system:

No dynamic purchase system

5.1.16. Further information, mediation and review

Mediation organisation: Comité Consultatif National de Règlement Amiable des Différends ou Litiges relatifs aux marchés publics - Ministère de l'économie et des finances - DAJ/sous-direction de la commande publique

Review organisation: Tribunal judiciaire de Paris

Organisation providing additional information about the procurement procedure: OCAPIAT

Organisation providing offline access to the procurement documents: OCAPIAT

Organisation providing more information on the review procedures: OCAPIAT

Organisation receiving requests to participate: OCAPIAT

Organisation processing tenders: OCAPIAT

5.1. Lot: LOT-0003

Title: Motion design et vidéos

Description: Motion design et vidéos

Internal identifier: OCAPIAT 2026-DIRCOM001 lot 3

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 92111000 Motion picture and video production services

Additional classification (cpv): 92110000 Motion picture and video tape production and related services, 79822500 Graphic design services

5.1.2. Place of performance

Country: France

Anywhere in the given country

5.1.3. Estimated duration

Duration: 12 Months

5.1.4. Renewal

Maximum renewals: 3

5.1.5. Value

Estimated value excluding VAT: 3 199 999,00 EUR

5.1.6. General information

Reserved participation:

Participation is not reserved.

5.1.9. Selection criteria

Sources of selection criteria: Procurement Document

5.1.10. Award criteria

Criterion:

Type: Price

Description: Prix

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

Award criterion number: 35

Criterion:

Type: Quality

Description: Valeur technique (conseils ; mise en œuvre ; analyse ROI de l'achat média)

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

Award criterion number: 35

Criterion:

Type: Quality

Description: Organisation dédiée et moyens humains

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

Award criterion number: 25

Criterion:

Type: Quality

Description: Démarche RSE adoptée en lien avec le lot

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

Award criterion number: 5

5.1.11. Procurement documents

Deadline for requesting additional information: 30/05/2026 16:00:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Address of the procurement documents: https://www.achatpublic.com/sdm/ent2/gen/ficheCsl.action?PCSLID=CSL_2026_yZhjUv_aa

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Required

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

Electronic catalogue: Not allowed

Variants: Not allowed

Deadline for receipt of tenders: 10/06/2026 16:00:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Duration during which the tender must remain valid: 210 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: no

5.1.15. Techniques

Framework agreement:

Framework agreement, with reopening of competition

Information about the dynamic purchasing system:

No dynamic purchase system

5.1.16. Further information, mediation and review

Mediation organisation: Comité Consultatif National de Règlement Amiable des Différends ou Litiges relatifs aux marchés publics - Ministère de l'économie et des finances - DAJ/sous-direction de la commande publique

Review organisation: Tribunal judiciaire de Paris

Organisation providing additional information about the procurement procedure: OCAPIAT

Organisation providing offline access to the procurement documents: OCAPIAT

Organisation providing more information on the review procedures: OCAPIAT

Organisation receiving requests to participate: OCAPIAT

Organisation processing tenders: OCAPIAT

8. Organisations

8.1. ORG-0001

Official name: OCAPIAT

Registration number: 84475200600024

Postal address: 153 , rue de la Pompe

Town: Paris

Postcode: 75016

Country subdivision (NUTS): Paris (FR101)

Country: France

Email: achats@ocapiat.fr

Telephone: +33 0170383838

Internet address: <https://www.ocapiat.fr/>

Information exchange endpoint (URL): https://www.achatpublic.com/sdm/ent/gen/ent_detail.do?PCSLID=CSL_2026_yZhjhUv_aa

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

Roles of this organisation:

Buyer
Organisation providing additional information about the procurement procedure
Organisation providing offline access to the procurement documents
Organisation receiving requests to participate
Organisation processing tenders
Organisation providing more information on the review procedures

8.1. **ORG-0002**

Official name: Comité Consultatif National de Règlement Amiable des Différends ou Litiges relatifs aux marchés publics - Ministère de l'économie et des finances - DAJ/sous-direction de la commande publique

Registration number: 12000009600020

Postal address: 6 rue Louise Weiss - télédéc 853, F

Town: Paris

Postcode: 75703

Country subdivision (NUTS): Paris (FR101)

Country: France

Email: ccra.daj@finances.gouv.fr

Telephone: +33 0144972506

Roles of this organisation:

Mediation organisation

8.1. **ORG-0003**

Official name: Tribunal judiciaire de Paris

Registration number: 49157766400023

Postal address: 1 Parvis du Tribunal

Town: Paris

Postcode: 75017

Country subdivision (NUTS): Paris (FR101)

Country: France

Email: accueil-paris@justice.fr

Telephone: +33 0144325151

Internet address: <https://www.tribunal-de-paris.justice.fr/75/nous-contacter-0>

Roles of this organisation:

Review organisation

Notice information

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