

France-Schiltigheim: Advertising and marketing services
OJ S 108/2023 07/06/2023
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: cci grand est

Postal address: 14 rue de la Haye

Town: Schiltigheim

NUTS code: FRF Grand Est

Postal code: 67300

Country: France

E-mail: marchespublics@grandest.cci.fr

Internet address(es):

Main address: <http://www.grandest.cci.fr>

Address of the buyer profile: <http://www.marches-publics.gouv.fr>

I.1. Name and addresses

Official name: la Chambre Régionale de Métiers et de l'artisanat du Grand Est

Postal address: 5 Boulevard de la Défense

Town: Metz

NUTS code: FRF33 Moselle

Postal code: 57070

Country: France

E-mail: Marchespublics@grandest.cci.fr

Internet address(es):

Main address: <https://crma-grandest.fr>

I.2. Information about joint procurement

The contract involves joint procurement

I.4. Type of the contracting authority

Body governed by public law

I.5. Main activity

Other activity: Développement des entreprises

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

marche composite : Prestations de communication pour le pacte transmission reprise

Reference number: 2023CONSU07

II.1.2.

Main CPV code

79340000 Advertising and marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

création de contenus et administration éditoriale du site Internet et des réseaux sociaux, réalisation d'un plan média et achats d'espaces, conception et impression de supports de communication et signalétique pour le " Pacte Transmission-Reprise "

II.1.6. Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Value excluding VAT: 116 975,00 EUR

II.2. Description**II.2.2. Additional CPV code(s)**

79341400 Advertising campaign services, 79340000 Advertising and marketing services, 79822500 Graphic design services, 79823000 Printing and delivery services

II.2.3. Place of performance

NUTS code: FRF Grand Est

II.2.4. Description of the procurement

dans le cadre de cette mission, le prestataire devra, entre autres : - créer des contenus textes, visuels et audiovisuels- assurer la continuité des axes éditoriaux mis en place en lien avec la stratégie de communication déployée- organiser et animer un comité de rédaction mensuel avec les acteurs du projet- animer les réseaux sociaux et le site Internet dédiés au " Pacte Transmission-Reprise " (social media et community management)- réaliser un plan média on line- acheter les espaces publicitaires- concevoir et imprimer les supports de communication

II.2.5. Award criteria

Quality criterion - Name: Valeur technique / Weighting: 60

Cost criterion - Name: Prix / 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: yes

Identification of the project: financement : subventions versées par la Région Grand Est (convention 22p-10811-22p10812) et le Feder au titre des actions de communication du Pacte Transmission - reprise 2023/2025

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: [2023/S 060-177105](#)

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**

Contract No: 2023/AOO/07.00

Lot No: 0

Title:

création de contenus et administration éditoriale du site Internet et des réseaux sociaux, réalisation d'un plan média et achats d'espaces, conception et impression et signalétique

A contract/lot is awarded: yes

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

31/05/2023

V.2.2. Information about tenders

Number of tenders received: 2

The contract has been awarded to a group of economic operators: yes

V.2.3. Name and address of the contractor

Official name: mechant loup communication

Postal address: 1 place paul verlaine

Town: Boulogne Billancourt

NUTS code: FR105 Hauts-de-Seine

Postal code: 92100

Country: France

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

The contractor is an SME: yes

V.2.3. Name and address of the contractor

Official name: adring

Postal address: 5 rue de l'armée Paton

Town: Nancy

NUTS code: FRF31 Meurthe-et-Moselle

Postal code: 54000

Country: France
Internet address: <https://adring.fr/>
The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 116 975,00 EUR
Total value of the contract/lot: 116 975,00 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 Strasbourg
Postal address: 31 avenue de la Paix
Town: Strasbourg
Postal code: 67070
Country: France
Internet address: <http://strasbourg.tribunal-administratif.fr>

VI.4.2. Body responsible for mediation procedures

Official name: comité consultatif interrégional de règlement amiable des différends ou litiges relatifs aux marchés publics
Postal address: 1, rue du Préfet Claude Érignac
Town: Nancy
Postal code: 54038
Country: France

VI.4.4. Service from which information about the review procedure may be obtained

Official name: tribunal Administratif de Strasbourg
Postal address: 31 avenue de la Paix
Town: Strasbourg
Postal code: 67070
Country: France

VI.5. Date of dispatch of this notice

02/06/2023