

**France-Strasbourg: Advertising consultancy services**  
**OJ S 137/2019 18/07/2019**  
**Contract award notice**  
**Services**

**Legal Basis:**

Directive 2014/24/EU

**Section I: Contracting authority**

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**I.1. Name and addresses**

Official name: CPAM du Bas-Rhin

Postal address: 16 rue de Lausanne

Town: Strasbourg Cedex

NUTS code: FRF11 Bas-Rhin

Postal code: 67090

Country: France

Contact person: Florent Boubazine — service marchés et achats

E-mail: [marches.cpam-basrhin@assurance-maladie.fr](mailto:marches.cpam-basrhin@assurance-maladie.fr)

Telephone: +33 388768974

**Internet address(es):**

Main address: <https://www.achatpublic.com/sdm/ent/gen/index.jsp>

Address of the buyer profile: <https://www.achatpublic.com/sdm/ent/gen/index.jsp>

**I.1. Name and addresses**

Official name: La caisse primaire d"assurance maladie des Ardennes

Postal address: 14 avenue Georges Corneau

Town: Charleville-Mézières

NUTS code: FRF21 Ardennes

Postal code: 08101

Country: France

E-mail: [marches.cpam-basrhin@assurance-maladie.fr](mailto:marches.cpam-basrhin@assurance-maladie.fr)

**Internet address(es):**

Main address: <https://www.achatpublic.com/sdm/ent/gen/index.jsp>

**I.1. Name and addresses**

Official name: La caisse primaire d"assurance maladie de l'Aube

Postal address: 113 rue Etienne-Pédrion

Town: Troyes 8

NUTS code: FRF22 Aube

Postal code: 10030

Country: France

E-mail: [marches.cpam-basrhin@assurance-maladie.fr](mailto:marches.cpam-basrhin@assurance-maladie.fr)

**Internet address(es):**

Main address: <https://www.achatpublic.com/sdm/ent/gen/index.jsp>

**I.1. Name and addresses**

Official name: La caisse primaire d'assurance maladie de la Marne

Postal address: 14 rue du Ruisselet

Town: Reims

NUTS code: FRF23 Marne  
Postal code: 51086  
Country: France  
E-mail: [marches.cpam-basrhin@assurance-maladie.fr](mailto:marches.cpam-basrhin@assurance-maladie.fr)  
**Internet address(es):**  
Main address: <https://www.achatpublic.com/sdm/ent/gen/index.jsp>

**I.1. Name and addresses**

Official name: La caisse primaire d'assurance maladie de Haute-Marne  
Postal address: 18 boulevard du Maréchal de Lattre de Tassigny  
Town: Chaumont  
NUTS code: FRF24 Haute-Marne  
Postal code: 52915  
Country: France  
E-mail: [marches.cpam-basrhin@assurance-maladie.fr](mailto:marches.cpam-basrhin@assurance-maladie.fr)  
**Internet address(es):**  
Main address: <https://www.achatpublic.com/sdm/ent/gen/index.jsp>

**I.1. Name and addresses**

Official name: La caisse primaire d'assurance maladie de Meurthe-et-Moselle  
Postal address: 9 boulevard Joffre  
Town: Nancy  
NUTS code: FRF31 Meurthe-et-Moselle  
Postal code: 54047  
Country: France  
E-mail: [marches.cpam-basrhin@assurance-maladie.fr](mailto:marches.cpam-basrhin@assurance-maladie.fr)  
**Internet address(es):**  
Main address: <https://www.achatpublic.com/sdm/ent/gen/index.jsp>

**I.1. Name and addresses**

Official name: La caisse primaire d'assurance maladie de la Meuse  
Postal address: 1 rue de Polval  
Town: Bar-le-Duc  
NUTS code: FRF32 Meuse  
Postal code: 55015  
Country: France  
E-mail: [marches.cpam-basrhin@assurance-maladie.fr](mailto:marches.cpam-basrhin@assurance-maladie.fr)  
**Internet address(es):**  
Main address: <https://www.achatpublic.com/sdm/ent/gen/index.jsp>

**I.1. Name and addresses**

Official name: La caisse primaire d'assurance maladie de la Moselle  
Postal address: 18-22 rue Haute-Seille  
Town: Metz  
NUTS code: FRF33 Moselle  
Postal code: 57751  
Country: France  
E-mail: [marches.cpam-basrhin@assurance-maladie.fr](mailto:marches.cpam-basrhin@assurance-maladie.fr)  
**Internet address(es):**  
Main address: <https://www.achatpublic.com/sdm/ent/gen/index.jsp>

**I.1.**

**Name and addresses**

Official name: La caisse primaire d'assurance maladie des Vosges

Postal address: 14 rue de la Clé-d'Or

Town: Épinal

NUTS code: FRF34 Vosges

Postal code: 88015

Country: France

E-mail: [marches.cpam-basrhin@assurance-maladie.fr](mailto:marches.cpam-basrhin@assurance-maladie.fr)

**Internet address(es):**

Main address: <https://www.achatpublic.com/sdm/ent/gen/index.jsp>

**I.1. Name and addresses**

Official name: La caisse primaire d'assurance maladie du Haut-Rhin

Postal address: 19 boulevard du Champ de Mars

Town: Colmar

NUTS code: FRF12 Haut-Rhin

Postal code: 68000

Country: France

E-mail: [marches.cpam-basrhin@assurance-maladie.fr](mailto:marches.cpam-basrhin@assurance-maladie.fr)

**Internet address(es):**

Main address: <https://www.achatpublic.com/sdm/ent/gen/index.jsp>

**I.1. Name and addresses**

Official name: La direction régionale du service médical d'Alsace-Moselle

Postal address: 22 rue de l'Université

Town: Strasbourg

NUTS code: FRF11 Bas-Rhin

Postal code: 67000

Country: France

E-mail: [marches.cpam-basrhin@assurance-maladie.fr](mailto:marches.cpam-basrhin@assurance-maladie.fr)

**Internet address(es):**

Main address: <https://www.achatpublic.com/sdm/ent/gen/index.jsp>

**I.1. Name and addresses**

Official name: La direction régionale du service médical Nord-Est

Postal address: 85 rue de Metz

Town: Nancy

NUTS code: FRF31 Meurthe-et-Moselle

Postal code: 54004

Country: France

E-mail: [marches.cpam-basrhin@assurance-maladie.fr](mailto:marches.cpam-basrhin@assurance-maladie.fr)

**Internet address(es):**

Main address: <https://www.achatpublic.com/sdm/ent/gen/index.jsp>

**I.1. Name and addresses**

Official name: L'association régionale des caisses de mutualité sociale agricole du Grand Est

Postal address: 24 boulevard Louis Roederer

Town: Reims

NUTS code: FRF23 Marne

Postal code: 51077

Country: France

E-mail: [marches.cpam-basrhin@assurance-maladie.fr](mailto:marches.cpam-basrhin@assurance-maladie.fr)

Internet address(es):

Main address: <https://www.achatpublic.com/sdm/ent/gen/index.jsp>

**I.2. Information about joint procurement**

The contract involves joint procurement

**I.4. Type of the contracting authority**

Other type: Protection sociale

**I.5. Main activity**

Social protection

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**Section II: Object**

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

**II.1.1. Title**

Mise en œuvre d'une stratégie régionale de communication en matière de gestion du risque  
Reference number: 1906-FORM

**II.1.2. Main CPV code**

79341100 Advertising consultancy services

**II.1.3. Type of contract**

Services

**II.1.4. Short description**

Il s'agit de mettre en œuvre une stratégie régionale de communication en matière de gestion du risque visant à sensibiliser, responsabiliser et mobiliser le grand public autour de la bonne utilisation et la sauvegarde de notre système de santé, tout en tenant compte du fait qu'une campagne sur ce sujet a déjà été menée de septembre 2016 à février 2019 ([www.on-peut-faire-mieux.com](http://www.on-peut-faire-mieux.com)).

**II.1.6. Information about lots**

This contract is divided into lots: no

**II.1.7. Total value of the procurement**

Value excluding VAT: 207 000,00 EUR

**II.2. Description**

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

79341100 Advertising consultancy services, 79340000 Advertising and marketing services

**II.2.3. Place of performance**

NUTS code: FRF Grand Est

**II.2.4. Description of the procurement**

Il s'agit de mettre en œuvre une stratégie régionale de communication en matière de gestion du risque visant à sensibiliser, responsabiliser et mobiliser le grand public autour de la bonne utilisation et la sauvegarde de notre système de santé, tout en tenant compte du fait qu'une campagne sur ce sujet a déjà été menée de septembre 2016 à février 2019 ([www.on-peut-faire-mieux.com](http://www.on-peut-faire-mieux.com)).

### **II.2.5. Award criteria**

Quality criterion - Name: Pertinence des partis-pris (sous-critère no 1) / Weighting: 30

Quality criterion - Name: Pertinence de la méthodologie proposée (sous-critère no 2) /  
Weighting: 30

Quality criterion - Name: Pertinence des expertises allouées au projet (sous-critère no 3) /  
Weighting: 20

Price - Weighting: 20

### **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**

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### **IV.1. Description**

#### **IV.1.1. Type of procedure**

Competitive procedure with negotiation

#### **IV.1.3. Information about a framework agreement or a dynamic purchasing system**

The procurement involves the establishment of a framework agreement

#### **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: [2019/S 061-141790](#)

#### **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**

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**Contract No:** 1906-FORM / 2019-034-01

**Title:**

Mise en œuvre d'une stratégie de communication régionale visant à responsabiliser le grand public vis-à-vis du système de santé

A contract/lot is awarded: yes

### **V.2. Award of contract**

#### **V.2.1. Date of conclusion of the contract**

15/07/2019

### **V.2.2. Information about tenders**

Number of tenders received: 5

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

### **V.2.3. Name and address of the contractor**

Official name: Agence Dagré

Postal address: 15 rue des Francs-Bourgeois

Town: Strasbourg

NUTS code: FRF11 Bas-Rhin

Postal code: 67000

Country: France

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

The contractor is an SME: no

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

Total value of the contract/lot: 207 000,00 EUR

### **V.2.5. Information about subcontracting**

The contract is likely to be subcontracted

## **Section VI: Complementary information**

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### **VI.3. Additional information**

### **VI.4. Procedures for review**

#### **VI.4.1. Review body**

Official name: Tribunal de grande instance de Nancy

Postal address: Cité judiciaire — rue du Général Fabvier

Town: Nancy

Postal code: 57035

Country: France

E-mail: [tgi-nancy@justice.fr](mailto:tgi-nancy@justice.fr)

Telephone: +33 383274984

Internet address: <http://www.justice.gouv.fr/>

#### **VI.4.2. Body responsible for mediation procedures**

Official name: Le médiateur des entreprises

Postal address: 100 rue de Richelieu

Town: Paris

Postal code: 75002

Country: France

Internet address: <http://www.mieist.bercy.gouv.fr>

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

Official name: Tribunal de grande instance de Nancy

Postal address: Cité judiciaire — rue du Général Fabvier

Town: Nancy

Postal code: 57035

Country: France

E-mail: [tgi-nancy@justice.fr](mailto:tgi-nancy@justice.fr)

Telephone: +33 383274984

Internet address: <http://www.justice.gouv.fr/>

**VI.5. Date of dispatch of this notice**

16/07/2019