

France-La Roche-sur-Yon: Advertising campaign services

OJ S 121/2022 27/06/2022

Contract notice

Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: vendée Expansion

Postal address: 33 rue de l'atlantique - cS 80206

Town: La Roche-sur-Yon

NUTS code: FRG05 Vendée

Postal code: 85005

Country: France

E-mail: S.leger@gie-epl-vendee.fr

Internet address(es):

Main address: <http://www.vendee-expansion.fr>

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

I.3. Communication

The procurement documents are available for unrestricted and full direct access, free of charge, at: [https://www.achatpublic.com/sdm/ent/gen/ent_detail.do?](https://www.achatpublic.com/sdm/ent/gen/ent_detail.do?PCSLID=CSL_2022_p4FABrWbdH)

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Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted electronically via: https://www.achatpublic.com/sdm/ent/gen/ent_detail.do?PCSLID=CSL_2022_p4FABrWbdH

I.4. Type of the contracting authority

Other type: Société anonyme d'économie mixte locale

I.5. Main activity

Other activity: Ingénierie et tourisme

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

réalisation d'un spot publicitaire pour la campagne touristique de la Vendée

Reference number: VE-2022-F24-09

II.1.2. Main CPV code

79341400 Advertising campaign services

II.1.3. Type of contract

Services

II.1.4. Short description

réalisation de la campagne publicitaire 2023 pour la promotion touristique de la Vendée (relance suite à la déclaration sans suite de la consultation précédente)

II.1.5. Estimated total value

Value excluding VAT: 200 000,00 EUR

II.1.6. Information about lots

This contract is divided into lots: no

II.2. Description

II.2.2. Additional CPV code(s)

79341400 Advertising campaign services

II.2.3. Place of performance

NUTS code: FRG05 Vendée

Main site or place of performance: la roche sur Yon

II.2.4. Description of the procurement

création et conception d'un spot publicitaire et d'une signature pour la campagne de promotion touristique de la Vendée

II.2.5. Award criteria

Criteria below

Quality criterion - Name: Méthodologie proposée pour la réalisation des prestations / Weighting : 20

Quality criterion - Name: Qualités artistiques et scénaristiques de la pré-maquette proposée / Weighting: 40

Quality criterion - Name: Délai d'exécution / Weighting: 10

Price - Weighting: 30

II.2.6. Estimated value

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

Duration in months: 10

This contract is subject to renewal: no

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

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.2.2. Time limit for receipt of tenders or requests to participate

Date: 26/07/2022 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.2.7. Conditions for opening of tenders

Date: 26/07/2022 Local time: 14:00

Section VI: Complementary information

VI.1. Information about recurrence

This is a recurrent procurement: no

VI.3. Additional information

le délai de validité des offres est de 120 jours à compter de la date limite de remise de l'offre. En raison de l'investissement qu'a représenté la remise de la pré-maquette, les candidats, dont l'offre aura été jugée conforme, percevront une prime d'un montant de 1700 euros HT (les modalités d'attribution de la prime sont indiquées au règlement de consultation)

VI.4. Procedures for review

VI.4.1. Review body

Official name: tribunal Judiciaire de Rennes

Postal address: cité judiciaire - 7 rue Pierre Abélard - cS 73127

Town: Rennes

Postal code: 35031

Country: France

VI.5. Date of dispatch of this notice

22/06/2022