

France-Paris: Writing agency services
OJ S 142/2020 24/07/2020
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Ministère de la défense

Postal address: 60 boulevard du Général Martial Valin

Town: Paris Cedex 15

NUTS code: FR101 Paris

Postal code: 75509

Country: France

Contact person: Touitou Aurélia

E-mail: aurelia.touitou@intradef.gouv.fr

Telephone: +33 988672956

Internet address(es):

Main address: <https://www.marches-publics.gouv.fr>

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

I.4. Type of the contracting authority

Ministry or any other national or federal authority, including their regional or local subdivisions

I.5. Main activity

General public services

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Fourniture d'une veille médiatique au profit du ministère des armées

Reference number: 2019 31 05 00 370 75 01

II.1.2. Main CPV code

92312211 Writing agency services

II.1.3. Type of contract

Services

II.1.4. Short description

La consultation porte sur la fourniture d'une veille médiatique au profit du ministère des armées.

Elle regroupe sept lots:

Lot 1: veille et traitement de la presse pluri-médias, fourniture de retombées au format numérique.

Lot 2: fourniture d'une sélection de presse pluri-médias quotidienne.

Lot 3: fourniture d'une sélection de presse du ministre des armées et des ministres délégués ou secrétaires d'état éventuellement rattachés.

Lot 4: réalisation d'une veille internet médias et hors médias.

Lot 5: fourniture d'une sélection de presse étrangère.

Lot 6: fourniture d'une veille des médias de certains pays visités par la ministre et/ou la secrétaire d'état pendant la durée de leurs déplacements.

Lot 7: fourniture d'une sélection de presse pluri-médias quotidienne au profit d'une direction du ministère.

II.1.6. Information about lots

This contract is divided into lots: yes

II.1.7. Total value of the procurement

Value excluding VAT: 2 356 314,00 EUR

II.2. Description

II.2.1. Title

Lot No: 1

II.2.2. Additional CPV code(s)

92312211 Writing agency services

II.2.3. Place of performance

NUTS code: FR101 Paris

II.2.4. Description of the procurement

Veille et traitement de la presse pluri-médias, fourniture de retombées au format numérique.

II.2.5. Award criteria

Quality criterion - Name: Périmètre des sources / Weighting: 15

Quality criterion - Name: Horaires et délais / Weighting: 15

Quality criterion - Name: Évaluation technique / Weighting: 40

Price - Weighting: 30

II.2.11. Information about options

Options: yes

Description of options:

Les informations relatives aux options sont transmises dans la fiche complémentaire à l'avis d'appel public à la concurrence disponible sur le profil acheteur à l'adresse www.marches-publics.gouv.fr

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

II.2. Description

II.2.1. Title

Lot No: 2

II.2.2. Additional CPV code(s)

92312211 Writing agency services

II.2.3. Place of performance

NUTS code: FR101 Paris

II.2.4. Description of the procurement

Fourniture d'une sélection de presse pluri-médias quotidienne.

II.2.5. Award criteria

Quality criterion - Name: Périmètre des sources / Weighting: 15

Quality criterion - Name: Horaires et délais / Weighting: 15

Quality criterion - Name: Adéquation technique du produit au besoin / Weighting: 30

Price - Weighting: 40

II.2.11. Information about options

Options: yes

Description of options:

Les informations relatives aux options sont transmises dans la fiche complémentaire jointe à l'avis d'appel public à la concurrence disponible sur le profil acheteur à l'adresse www.marches-publics.gouv.fr

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

II.2. Description

II.2.1. Title

Lot No: 3

II.2.2. Additional CPV code(s)

92312211 Writing agency services

II.2.3. Place of performance

NUTS code: FR101 Paris

II.2.4. Description of the procurement

Fourniture d'une sélection de presse du ministre des armées et des ministres délégués ou secrétaires d'état éventuellement rattachés.

II.2.5. Award criteria

Quality criterion - Name: Périmètre des sources / Weighting: 15

Quality criterion - Name: Horaires et délais / Weighting: 15

Quality criterion - Name: Adéquation technique du produit au besoin / Weighting: 30

Price - Weighting: 40

II.2.11. Information about options

Options: yes

Description of options:

Les informations relatives aux options sont transmises dans la fiche complémentaire jointe à l'avis d'appel public à la concurrence disponible sur le profil acheteur à l'adresse www.marches-publics.gouv.fr

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

II.2. Description

II.2.1. Title

Lot No: 4

II.2.2. Additional CPV code(s)

92312211 Writing agency services

II.2.3. Place of performance

NUTS code: FR101 Paris

II.2.4. Description of the procurement

Réalisation d'une veille internet médias et hors médias.

II.2.5. Award criteria

Quality criterion - Name: Périmètre des sources / Weighting: 15

Quality criterion - Name: Horaires et délais / Weighting: 15

Quality criterion - Name: Évaluation technique / Weighting: 40

Price - Weighting: 30

II.2.11. Information about options

Options: yes

Description of options:

Les informations relatives aux options sont transmises dans la fiche complémentaire jointe à l'avis d'appel public à la concurrence disponible sur le profil acheteur à l'adresse www.marches-publics.gouv.fr

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

II.2. Description

II.2.1. Title

Lot No: 5

II.2.2. Additional CPV code(s)

92312211 Writing agency services

II.2.3. Place of performance

NUTS code: FR101 Paris

II.2.4. Description of the procurement

Fourniture d'une sélection de presse étrangère.

II.2.5. Award criteria

Quality criterion - Name: Périmètre des sources / Weighting: 15

Quality criterion - Name: Horaires et délais / Weighting: 15

Quality criterion - Name: Adéquation technique du produit au besoin / Weighting: 30
Price - Weighting: 40

II.2.11. Information about options

Options: yes

Description of options:

Les informations relatives aux options sont transmises dans la fiche complémentaire jointe à l'avis d'appel public à la concurrence disponible sur le profil acheteur à l'adresse www.marches-publics.gouv.fr

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

II.2. Description

II.2.1. Title

Lot No: 6

II.2.2. Additional CPV code(s)

92312211 Writing agency services

II.2.3. Place of performance

NUTS code: FR101 Paris

II.2.4. Description of the procurement

Fourniture d'une veille des médias de certains pays visités par la ministre et/ou la secrétaire d'état pendant la durée de leurs déplacements.

II.2.5. Award criteria

Quality criterion - Name: Périmètre des sources / Weighting: 15

Quality criterion - Name: Horaires et délais, dont délai de traduction / Weighting: 25

Quality criterion - Name: Adéquation technique du produit au besoin / Weighting: 20

Price - Weighting: 40

II.2.11. Information about options

Options: yes

Description of options:

Les informations relatives aux options sont transmises dans la fiche complémentaire jointe à l'avis d'appel public à la concurrence disponible sur le profil acheteur à l'adresse www.marches-publics.gouv.fr

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

II.2. Description

II.2.1. Title

Lot No: 7

II.2.2. Additional CPV code(s)

92312211 Writing agency services

II.2.3. Place of performance

NUTS code: FR101 Paris

II.2.4. Description of the procurement

Fourniture d'une sélection de presse pluri-médias quotidienne au profit d'une direction du ministère.

II.2.5. Award criteria

Quality criterion - Name: Périmètre des sources / Weighting: 15

Quality criterion - Name: Horaires et délais / Weighting: 15

Quality criterion - Name: Adéquation technique du produit au besoin / Weighting: 30

Price - Weighting: 40

II.2.11. Information about options

Options: yes

Description of options:

Les informations relatives aux options sont transmises dans la fiche complémentaire jointe à l'avis d'appel public à la concurrence disponible sur le profil acheteur à l'adresse www.marches-publics.gouv.fr

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

Competitive procedure with negotiation

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: [2019/S 248-614260](https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=CELEX:2019/S_248-614260)

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: DICoD_20193105003707501

Lot No: 1

Title:

Veille et traitement de la presse pluri-médias, fourniture de retombées au format numérique

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

30/06/2020

V.2.2. Information about tenders

Number of tenders received: 1

Number of tenders received by electronic means: 1

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

V.2.3. Name and address of the contractor

Official name: Groupement Kantar, division média

Postal address: 60 avenue du Général de Gaulle

Town: Paris La Défense

NUTS code: FR10 Ile-de-France

Postal code: 92046

Country: France

Internet address: <https://www.kantarmedia.com/fr>

The contractor is an SME: no

V.2.3. Name and address of the contractor

Official name: Qwam content intelligence

Postal address: 29 rue Taitbout

Town: Paris

NUTS code: FR10 Ile-de-France

Postal code: 75009

Country: France

Internet address: <https://www.qwamci.com/>

The contractor is an SME: no

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

Initial estimated total value of the contract/lot: 1 617 324,00 EUR

Total value of the contract/lot: 1 617 324,00 EUR

V.2.5. Information about subcontracting

Section V: Award of contract

Contract No: DICoD_20193105003707501

Lot No: 2

Title:

Fourniture d'une sélection de presse pluri-médias quotidienne

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

30/06/2020

V.2.2. Information about tenders

Number of tenders received: 1

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

V.2.3. Name and address of the contractor

Official name: Kantar, division média

Postal address: 60 avenue du Général de Gaulle

Town: Paris La Défense

NUTS code: FR10 Ile-de-France

Postal code: 92046

Country: France

Internet address: <https://www.kantarmedia.com/fr>

The contractor is an SME: no

V.2.3. Name and address of the contractor

Official name: Qwam content intelligence

Postal address: 19 rue Taitbout

Town: Paris

NUTS code: FR10 Ile-de-France

Postal code: 75009

Country: France

Internet address: <https://www.qwamci.com/>

The contractor is an SME: no

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

Initial estimated total value of the contract/lot: 187 920,00 EUR

Total value of the contract/lot: 187 920,00 EUR

V.2.5. Information about subcontracting**Section V: Award of contract**

Contract No: DICO_D_20193105003707501

Lot No: 3

Title:

Fourniture d'une sélection de presse du ministre des armées et des ministres délégués ou secrétaires d'état éventuellement rattachés

A contract/lot is awarded: yes

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

30/06/2020

V.2.2. Information about tenders

Number of tenders received: 1

Number of tenders received by electronic means: 1

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

V.2.3. Name and address of the contractor

Official name: Kantar, division média
Postal address: 60 avenue du Général de Gaulle
Town: Paris La Défense
NUTS code: FR10 Ile-de-France
Postal code: 92046
Country: France
Internet address: <https://www.kantarmedia.com/fr>
The contractor is an SME: no

V.2.3. Name and address of the contractor

Official name: Qwam content intelligence
Postal address: 19 rue Taitbout
Town: Paris
NUTS code: FR10 Ile-de-France
Postal code: 75009
Country: France
Internet address: <https://www.qwamci.com/>
The contractor is an SME: no

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

Initial estimated total value of the contract/lot: 91 980,00 EUR
Total value of the contract/lot: 91 980,00 EUR

V.2.5. Information about subcontracting**Section V: Award of contract**

Contract No: DICoD_20193105003707501

Lot No: 4

Title:

Réalisation d'une veille internet médias et hors médias

A contract/lot is awarded: yes

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

30/06/2020

V.2.2. Information about tenders

Number of tenders received: 1

Number of tenders received by electronic means: 1

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

V.2.3. Name and address of the contractor

Official name: Kantar, division média
Postal address: 60 avenue du Général de Gaulle
Town: Paris La Défense
NUTS code: FR10 Ile-de-France
Postal code: 92046

Country: France
Internet address: <https://www.kantarmedia.com/fr>
The contractor is an SME: no

V.2.3. Name and address of the contractor

Official name: Qwam content intelligence
Postal address: 19 rue Taitbout
Town: Paris
NUTS code: FR10 Ile-de-France
Postal code: 75009
Country: France
Internet address: <https://www.qwamci.com/>
The contractor is an SME: no

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

Initial estimated total value of the contract/lot: 163 260,00 EUR
Total value of the contract/lot: 163 260,00 EUR

V.2.5. Information about subcontracting

Section V: Award of contract

Contract No: DICoD_20193105003707501

Lot No: 5

Title:

Fourniture d'une sélection de presse étrangère

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

30/06/2020

V.2.2. Information about tenders

Number of tenders received: 1
Number of tenders received by electronic means: 1
The contract has been awarded to a group of economic operators: yes

V.2.3. Name and address of the contractor

Official name: Kantar, division média
Postal address: 60 avenue du Général de Gaulle
Town: Paris La Défense
NUTS code: FR10 Ile-de-France
Postal code: 92046
Country: France
Internet address: <https://www.kantarmedia.com/fr>
The contractor is an SME: no

V.2.3. Name and address of the contractor

Official name: Qwam content intelligence
Postal address: 19 rue Taitbout

Town: Paris
NUTS code: FR10 Ile-de-France
Postal code: 75009
Country: France
Internet address: <https://www.qwamci.com/>
The contractor is an SME: no

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

Initial estimated total value of the contract/lot: 86 760,00 EUR
Total value of the contract/lot: 86 760,00 EUR

V.2.5. Information about subcontracting

Section V: Award of contract

Contract No: DICoD_20193105003707501

Lot No: 6

Title:

Fourniture d'une veille des médias de certains pays visités par la ministre et/ou la secrétaire d'état dans le cadre de leurs déplacements

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

30/06/2020

V.2.2. Information about tenders

Number of tenders received: 1

Number of tenders received by electronic means: 1

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

V.2.3. Name and address of the contractor

Official name: Kantar, division média
Postal address: 60 avenue du Général de Gaulle
Town: Paris La Défense
NUTS code: FR10 Ile-de-France
Postal code: 92046
Country: France
Internet address: <https://www.kantarmedia.com/fr>
The contractor is an SME: no

V.2.3. Name and address of the contractor

Official name: Qwam content intelligence
Postal address: 19 rue Taitbout
Town: Paris
NUTS code: FR10 Ile-de-France
Postal code: 75009
Country: France
The contractor is an SME: no

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

Initial estimated total value of the contract/lot: 97 290,00 EUR

Total value of the contract/lot: 97 290,00 EUR

V.2.5. Information about subcontracting**Section V: Award of contract**

Contract No: DICO_D_20193105003707501

Lot No: 7

Title:

Fourniture d'une sélection de presse pluri-médias quotidienne au profit d'une direction du ministère

A contract/lot is awarded: yes

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

30/06/2020

V.2.2. Information about tenders

Number of tenders received: 1

Number of tenders received by electronic means: 1

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

V.2.3. Name and address of the contractor

Official name: Kantar, division média

Postal address: 60 avenue du Général de Gaulle

Town: Paris La Défense

NUTS code: FR10 Ile-de-France

Postal code: 92046

Country: France

Internet address: <https://www.kantarmedia.com/fr>

The contractor is an SME: no

V.2.3. Name and address of the contractor

Official name: Qwam content intelligence

Postal address: 19 rue Taitbout

Town: Paris

NUTS code: FR10 Ile-de-France

Postal code: 75009

Country: France

Internet address: <https://www.qwamci.com/>

The contractor is an SME: no

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

Initial estimated total value of the contract/lot: 111 780,00 EUR

Total value of the contract/lot: 111 780,00 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 Paris

Postal address: 7 rue de Jouy

Town: Paris

Postal code: 75004

Country: France

Telephone: +33 144594400

Fax: +33 144594646

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

Official name: Dicod bureau finances/achat

Postal address: 60 boulevard du Général Martial Valin

Town: Paris Cedex 15

Postal code: 75509

Country: France

Telephone: +33 988672956

VI.5. Date of dispatch of this notice

21/07/2020