

356494-2026 - Competition

France – Advertising and marketing services – PRESTATIONS D'ACCOMPAGNEMENT MARKETING DIGITAL FULL FUNNEL BRAND & BUSINESS

OJ S 99/2026 26/05/2026

Contract or concession notice – standard regime

Services

1. Buyer

1.1. Buyer

Official name: HEC Paris

Email: correspondre@aws-france.com

Legal type of the buyer: Body governed by public law

Activity of the contracting authority: Education

2. Procedure

2.1. Procedure

Title: PRESTATIONS D'ACCOMPAGNEMENT MARKETING DIGITAL FULL FUNNEL BRAND & BUSINESS

Description: L'ensemble des prestations devront être réalisées conformément aux exigences minimales et spécifications techniques exprimées dans le Cahier des Clauses Techniques Particulières

Procedure identifier: 499a5d71-ee0b-46c5-831e-fba627b092bc

Internal identifier: 26HEC041

Type of procedure: Negotiated with prior publication of a call for competition / competitive with negotiation

The procedure is accelerated: no

2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79340000 Advertising and marketing services

Additional classification (cpv): 72400000 Internet services, 72316000 Data analysis services

2.1.3. Value

Estimated value excluding VAT: 11 000 000,00 EUR

2.1.4. General information

Legal basis:

Directive 2014/24/EU

2.1.6. Grounds for exclusion

Sources of grounds for exclusion: Procurement Document

5. Lot

5.1. Lot: LOT-0000

Title: PRESTATIONS D'ACCOMPAGNEMENT MARKETING DIGITAL FULL FUNNEL BRAND & BUSINESS

Description: L'ensemble des prestations devront être réalisées conformément aux exigences minimales et spécifications techniques exprimées dans le Cahier des Clauses Techniques Particulières

Internal identifier: S-PF-1824456

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79340000 Advertising and marketing services

Additional classification (cpv): 72400000 Internet services, 72316000 Data analysis services

Options:

Description of the options: Le contrat prévoit la possibilité de confier ultérieurement au titulaire du marché un ou plusieurs marchés ayant pour objet la réalisation de prestations similaires

5.1.3. Estimated duration

Start date: 16/11/2026

Duration: 12 Months

5.1.4. Renewal

Maximum renewals: 3

5.1.5. Value

Estimated value excluding VAT: 11 000 000,00 EUR

5.1.6. General information

This is a recurrent procurement

Reserved participation:

Participation is not reserved.

Procurement Project not financed with EU Funds.

The procurement is covered by the Government Procurement Agreement (GPA): yes

5.1.7. Strategic procurement

Approach to reducing environmental impacts: Other

Social objective promoted: Other

5.1.9. Selection criteria

Sources of selection criteria: Procurement Document

Information about the second stage of a two-stage procedure:

The procedure will take place in successive stages. At each stage, some participants may be eliminated

5.1.11. Procurement documents

Address of the procurement documents: <https://www.marches-publics.info/mpiaaws/index.cfm?fuseaction=dematEnt.login&type=DCE&IDM=1824456>

Ad hoc communication channel:

Name: AW Solutions

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Required

Address for submission: <https://www.marches-publics.info/mpiaaws/index.cfm?fuseaction=demat.termes&IDM=1824456>

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

Electronic catalogue: Not allowed

Deadline for receipt of tenders: 22/06/2026 12:00:00 (UTC+02:00) Eastern European Time, Central European Summer Time

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:

No framework agreement

Information about the dynamic purchasing system:

No dynamic purchase system

5.1.16. Further information, mediation and review

Review organisation: Tribunal judiciaire de Paris

Organisation providing more information on the review procedures: Tribunal de grande instance de Paris

8. Organisations

8.1. ORG-0001

Official name: Avenue-Web Systèmes

Registration number: F104836F-D420-0810-3A387F91718B506D

Town: Seyssinet-Pariset

Postcode: 38170

Country subdivision (NUTS): Isère (FRK24)

Country: France

Email: publications-joue@aws-france.com

Telephone: +33480041260

Roles of this organisation:

TED eSender

8.1. ORG-0002

Official name: HEC Paris

Registration number: 58344

Postal address: 1 rue de la libération

Town: Jouy en Josas

Postcode: 78351

Country subdivision (NUTS): Yvelines (FR103)

Country: France

Contact point: PONSONNET Eric

Email: correspondre@aws-france.com

Telephone: 0139677000

Internet address: <http://www.hec.edu>

Buyer profile: <https://www.hec.edu/fr/appels-d-offres>

Roles of this organisation:

Buyer

8.1. ORG-0003

Official name: Tribunal judiciaire de Paris
Registration number: F104838F-B4B4-4310-BE291D809A97668D
Postal address: Parvis du Tribunal de Paris -
Town: Paris
Postcode: 75017
Country subdivision (NUTS): Paris (FR101)
Country: France
Email: tj-paris@justice.fr
Telephone: 0144325151
Roles of this organisation:
Review organisation

8.1. ORG-0004

Official name: Tribunal de grande instance de Paris
Registration number: F10483A4-B271-739D-932BACFC14F7C2D3
Postal address: 29-45 Avenue de la Porte de Clichy
Town: Paris
Postcode: 75017
Country subdivision (NUTS): Paris (FR101)
Country: France
Email: tj-paris@justice.fr
Telephone: 0144325151
Roles of this organisation:
Organisation providing more information on the review procedures

Notice information

Notice identifier/version: e6149232-2586-4178-828e-bdc8be200ccf - 01
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