

**France-Paris: Advertising and marketing services**

OJ S 150/2020 05/08/2020

Contract notice

Services

**Legal Basis:**

Directive 2014/24/EU

**Section I: Contracting authority**

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**I.1. Name and addresses**

Official name: CGOS

Postal address: direction générale, 101 rue de Tolbiac

Town: Paris Cedex 13

NUTS code: FR101 Paris

Postal code: 75654

Country: France

E-mail: [marchespublics@cgos.asso.fr](mailto:marchespublics@cgos.asso.fr)

Telephone: +33 144231300

**Internet address(es):**Main address: <http://www.cgos.info>**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_2020_H9aRKzkPKT)

[PCSLID=CSL\\_2020\\_H9aRKzkPKT](https://www.achatpublic.com/sdm/ent/gen/ent_detail.do?PCSLID=CSL_2020_H9aRKzkPKT)

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\\_2020\\_H9aRKzkPKT](https://www.achatpublic.com/sdm/ent/gen/ent_detail.do?PCSLID=CSL_2020_H9aRKzkPKT)

Tenders or requests to participate must be submitted to the abovementioned address

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

Other type: Association loi 1901 sous le haut patronage du ministère en charge de la santé.

**I.5. Main activity**

Other activity: Œuvres sociales des établissements hospitaliers publics

**Section II: Object**

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**II.1. Scope of the procurement****II.1.1. Title**

Marketing et communication CRH

Reference number: 20SERV07

**II.1.2. Main CPV code**

79340000 Advertising and marketing services

**II.1.3. Type of contract**

Services

#### **II.1.4. Short description**

L'objet du marché concerne les actions de marketing et de communication à réaliser dans le but de recruter de nouveaux adhérents à la CRH.

#### **II.1.5. Estimated total value**

#### **II.1.6. Information about lots**

This contract is divided into lots: no

### **II.2. Description**

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

79340000 Advertising and marketing services, 79822500 Graphic design services, 92312211 Writing agency services

#### **II.2.3. Place of performance**

NUTS code: FR10 Ile-de-France

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

L'objet du marché concerne les actions de marketing et de communication à réaliser dans le but de recruter de nouveaux adhérents à la CRH.

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

Price is not the only award criterion and all criteria are stated only in the procurement documents

#### **II.2.6. Estimated value**

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

Duration in months: 12

This contract is subject to renewal: yes

Description of renewals:

Le marché est d'une durée initiale de 1 (un) an à compter du début opérationnel du marché.  
Le marché sera ensuite tacitement reconductible pour 3 (trois) périodes de 1 (un) an.

#### **II.2.10. Information about variants**

Variants will be accepted: yes

#### **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 III: Legal, economic, financial and technical information**

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#### **III.1. Conditions for participation**

##### **III.1.2. Economic and financial standing**

Selection criteria as stated in the procurement documents

##### **III.1.3.**

## **Technical and professional ability**

Selection criteria as stated in the procurement documents

### **Section IV: Procedure**

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

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

Competitive dialogue

##### **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: 31/08/2020 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

### **Section VI: Complementary information**

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#### **VI.1. Information about recurrence**

This is a recurrent procurement: no

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

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

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

Official name: Tribunal compétent du ressort de Paris

Postal address: parvis du tribunal

Town: Paris

Postal code: 75859

Country: France

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

Official name: Greffe du Tribunal compétent du ressort de Paris

Postal address: parvis du tribunal

Town: Paris

Postal code: 75859

Country: France

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

31/07/2020