

368007-2026 - Competition

France – Advertising and marketing services – PRESTATIONS DE PUBLICITÉ ET OPÉRATIONS DE COMMUNICATION INSTITUTIONNELLE ET DE MARQUE EMPLOYEUR, ET ACHATS D'ESPACES MEDIAS ASSOCIES

OJ S 102/2026 29/05/2026

Contract or concession notice – standard regime - Change notice
Services

1. Buyer

1.1. Buyer

Official name: INSTITUT CURIE

Email: chloe.pinaud@curie.fr

Legal type of the buyer: Entity with special or exclusive rights

Activity of the contracting authority: Health

2. Procedure

2.1. Procedure

Title: PRESTATIONS DE PUBLICITÉ ET OPÉRATIONS DE COMMUNICATION INSTITUTIONNELLE ET DE MARQUE EMPLOYEUR, ET ACHATS D'ESPACES MEDIAS ASSOCIES

Description: PRESTATIONS DE PUBLICITÉ ET OPÉRATIONS DE COMMUNICATION INSTITUTIONNELLE ET DE MARQUE EMPLOYEUR, ET ACHATS D'ESPACES MEDIAS ASSOCIES

Procedure identifier: d982db1a-0290-48ea-b060-c9aae93feda2

Type of procedure: Open

The procedure is accelerated: no

2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79340000 Advertising and marketing services

2.1.2. Place of performance

Country subdivision (NUTS): Paris (FR101)

Country: France

2.1.4. General information

Legal basis:

Directive 2014/24/EU

2.1.5. Terms of procurement

Terms of submission:

Maximum number of lots for which one tenderer can submit tenders: 3

Terms of contract:

Maximum number of lots for which contracts can be awarded to one tenderer: 3

2.1.6. Grounds for exclusion

Sources of grounds for exclusion: Procurement Document

5. Lot

5.1. Lot: LOT-0001

Title: PUBLICITÉ ET OPÉRATIONS DE COMMUNICATION INSTITUTIONNELLE

Description: PUBLICITÉ ET OPÉRATIONS DE COMMUNICATION INSTITUTIONNELLE

Internal identifier: 1

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79340000 Advertising and marketing services

5.1.2. Place of performance

Country subdivision (NUTS): Paris (FR101)

Country: France

5.1.3. Estimated duration

Duration: 48 Months

5.1.6. General information

Reserved participation:

Participation is not reserved.

Procurement Project not financed with EU Funds.

The procurement is covered by the Government Procurement Agreement (GPA): no

5.1.9. Selection criteria

Sources of selection criteria: Procurement Document

5.1.11. Procurement documents

Address of the procurement documents: https://unicancer.e-marchespublics.com/pack/annonce_marche_public_10616_1162498.html

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Required

Address for submission: <http://www.e-marchespublics.com>

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

Duration during which the tender must remain valid: 120 Months

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: yes

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 judiciaire de Paris

5.1. Lot: LOT-0002

Title: PUBLICITÉ ET COMMUNICATION RH / MARQUE EMPLOYEUR

Description: PUBLICITÉ ET COMMUNICATION RH / MARQUE EMPLOYEUR

Internal identifier: 2

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79340000 Advertising and marketing services

5.1.2. Place of performance

Country subdivision (NUTS): Paris (FR101)

Country: France

5.1.3. Estimated duration

Duration: 48 Months

5.1.6. General information

Reserved participation:

Participation is not reserved.

Procurement Project not financed with EU Funds.

The procurement is covered by the Government Procurement Agreement (GPA): no

5.1.9. Selection criteria

Sources of selection criteria: Procurement Document

5.1.11. Procurement documents

Address of the procurement documents: https://unicancer.e-marchespublics.com/pack/annonce_marche_public_10616_1162498.html

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Required

Address for submission: <http://www.e-marchespublics.com>

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

Duration during which the tender must remain valid: 120 Months

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: yes

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 judiciaire de Paris

5.1. Lot: LOT-0003

Title: CONSEIL ET ACHAT MEDIA

Description: CONSEIL ET ACHAT MEDIA

Internal identifier: 3

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79340000 Advertising and marketing services

5.1.2. Place of performance

Country subdivision (NUTS): Paris (FR101)

Country: France

5.1.3. Estimated duration

Duration: 48 Months

5.1.6. General information

Reserved participation:

Participation is not reserved.

Procurement Project not financed with EU Funds.

The procurement is covered by the Government Procurement Agreement (GPA): no

5.1.9. Selection criteria

Sources of selection criteria: Procurement Document

5.1.11. Procurement documents

Address of the procurement documents: https://unicancer.e-marchespublics.com/pack/annonce_marche_public_10616_1162498.html

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Required

Address for submission: <http://www.e-marchespublics.com>

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

Duration during which the tender must remain valid: 120 Months

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: yes

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 judiciaire de Paris

8. Organisations

8.1. ORG-0001

Official name: INSTITUT CURIE

Registration number: 78425716400037

Postal address: 26 rue d'Ulm

Town: PARIS

Postcode: 75005

Country subdivision (NUTS): Paris (FR101)

Country: France

Email: chloe.pinaud@curie.fr

Telephone: +33 666254021

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

Buyer profile: <https://unicancer.e-marchespublics.com>

Roles of this organisation:

Buyer

8.1. ORG-0002

Official name: Tribunal judiciaire de Paris

Registration number: 17750111101763

Town: Paris

Postcode: 75017

Country subdivision (NUTS): Paris (FR101)

Country: France

Roles of this organisation:

Review organisation

Organisation providing more information on the review procedures

8.1. ORG-0000

Official name: DEMATIS

Registration number: 45072478600030

Town: Paris

Postcode: 75015

Country subdivision (NUTS): Paris (FR101)

Country: France

Email: contact@dematis.com

Telephone: +33 172365548

Internet address: www.dematis.com

Roles of this organisation:

TED eSender

10. Change

Version of the previous notice to be changed

:
224a7ec0-a275-48e7-9b85-939ac2d65f9f-01

10.1. Change

Section identifier: PROCEDURE

Notice information

Notice identifier/version: 98c8b7b1-784f-406a-b838-d0f98587d1e5 - 01

Form type: Competition

Notice type: Contract or concession notice – standard regime

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