

France-Meudon: Advertising and marketing services
OJ S 131/2022 11/07/2022
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: anfa

Postal address: 43 Bis Route de Vaugirard

Town: Meudon

NUTS code: FR105 Hauts-de-Seine

Postal code: 92190

Country: France

E-mail: marantb@anfa-auto.fr

Internet address(es):

Main address: <http://www.anfa-auto.fr>

Address of the buyer profile: <http://www.synapse-entreprises.com>

I.4. Type of the contracting authority

Other type: Association

I.5. Main activity

Other activity: Formation professionnelle

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

conception, création, mise en oeuvre du plan media et du site internet des éditions 2023 et 2024 de la Semaine des Services de l'automobile et de la Mobilité

II.1.2. Main CPV code

79340000 Advertising and marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

sous le contrôle de la Commission de sélection, par l'information, la consultation des entreprises et la sélection des candidats, à partir de critères objectifs, qualitatifs et d'offre économiquement la plus avantageuse, le marché a pour objectif la sélection de prestataires pouvant prendre en charge la conception, création, mise en oeuvre du plan média et du site internet des éditions 2023 et 2024 de la Semaine des Services de l'automobile et de la Mobilité (Ssam)

II.1.6.

Information about lots

This contract is divided into lots: yes

II.1.7. Total value of the procurement

Value excluding VAT: 1 172 000,00 EUR

II.2. Description

II.2.1. Title

Lot No: 1

II.2.2. Additional CPV code(s)

79340000 Advertising and marketing services

II.2.3. Place of performance

NUTS code: FR105 Hauts-de-Seine

II.2.4. Description of the procurement

conception, production et mise en oeuvre d'une campagne et d'un plan média

II.2.5. Award criteria

Quality criterion - Name: L'expérience et les références sur ce type de prestation / Weighting: 20%

Quality criterion - Name: La valeur créative des propositions / Weighting: 20%

Quality criterion - Name: La pertinence et l'efficacité du dispositif proposé compte tenu des objectifs / Weighting: 25%

Price - Weighting: 35%

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

II.2. Description

II.2.1. Title

Lot No: 2

II.2.2. Additional CPV code(s)

79340000 Advertising and marketing services

II.2.3. Place of performance

NUTS code: FR105 Hauts-de-Seine

II.2.4. Description of the procurement

conception, développements, maintenance et hébergement du site internet, administration du site et assistance utilisateurs

II.2.5. Award criteria

Quality criterion - Name: L'expérience et les références sur ce type de prestations / Weighting: 20%

Quality criterion - Name: La valeur créative des propositions / Weighting: 20%

Quality criterion - Name: La pertinence et l'efficacité du dispositif proposé compte tenu des objectifs / Weighting: 25%

Price - Weighting: 35%

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.2.1. Previous publication concerning this procedure

Notice number in the OJ S: [2022/S 077-210015](#)

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

Lot No: 1

Title:

conception, production et mise en oeuvre d'une campagne et d'un plan média

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

09/06/2022

V.2.2. Information about tenders

Number of tenders received: 2

The contract has been awarded to a group of economic operators: no

V.2.3. Name and address of the contractor

Official name: groupement les aiguilleurs

Postal address: 42 Bis, rue de l'est

Town: Boulogne Billancourt
NUTS code: FR105 Hauts-de-Seine
Postal code: 92100
Country: France
The contractor is an SME: yes

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

Total value of the contract/lot: 1 060 000,00 EUR

V.2.5. Information about subcontracting

Section V: Award of contract

Lot No: 2

Title:

conception, développements, maintenance et hébergement du site internet, administration du site et assistance utilisateurs

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

09/06/2022

V.2.2. Information about tenders

Number of tenders received: 1

The contract has been awarded to a group of economic operators: no

V.2.3. Name and address of the contractor

Official name: opteam interactive
Postal address: 107-109, Boulevard de Strasbourg
Town: Le Havre
NUTS code: FRD22 Seine-Maritime
Postal code: 76600
Country: France
The contractor is an SME: yes

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

Total value of the contract/lot: 112 000,00 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: juridiction Administrative, Nanterre, F
Town: Nanterre
Country: France

VI.5. Date of dispatch of this notice

06/07/2022