

**France-Villers-les-Nancy: Marketing services**  
**OJ S 152/2019 08/08/2019**  
**Contract award notice**  
**Supplies**

**Legal Basis:**

Directive 2014/24/EU

---

**Section I: Contracting authority**

**I.1. Name and addresses**

Official name: GCS Télésanté Lorraine

Postal address: 6 allée de Longchamp

Town: Villers-les-Nancy

NUTS code: FRF Grand Est

Postal code: 54600

Country: France

E-mail: [secretariat.direction@pulsy.fr](mailto:secretariat.direction@pulsy.fr)

Telephone: +33 383971370

Fax: +33 383971372

**Internet address(es):**

Main address: <https://www.pulsy.fr>

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

Body governed by public law

**I.5. Main activity**

Other activity: Groupement d'appui au développement de la e-santé

---

**Section II: Object**

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

**II.1.1. Title**

Prestations de conception et réalisation de supports de communication imprimés et numériques, de vidéos institutionnelles et promotionnelles et de supports de communication par l'objet

Reference number: 2019\_AO\_COMMUNICATION\_01

**II.1.2. Main CPV code**

79342000 Marketing services

**II.1.3. Type of contract**

Supplies

**II.1.4. Short description**

Prestations de conception et réalisation de supports de communication imprimés et numériques, de vidéos institutionnelles et promotionnelles et de supports de communication par l'objet.

**II.1.6.**

## **Information about lots**

This contract is divided into lots: yes

### **II.1.7. Total value of the procurement**

Value excluding VAT: 260 000,00 EUR

## **II.2. Description**

### **II.2.1. Title**

Conception et réalisation de vidéos institutionnelles et promotionnelles

Lot No: 2

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

92111200 Advertising, propaganda and information film and video-tape production

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

NUTS code: FRF Grand Est

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

Conception et réalisation de vidéos institutionnelles et promotionnelles.

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

Quality criterion - Name: Adéquation de l'offre aux besoins exprimés / Weighting: 12

Quality criterion - Name: Moyens techniques mis en œuvre pour assurer les prestations / Weighting: 12

Quality criterion - Name: Adéquation de l'offre aux besoins exprimés / Weighting: 36

Price - Weighting: 40

### **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**

Conception et réalisation de supports de communication par l'objet

Lot No: 3

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

39294100 Information and promotion products

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

NUTS code: FRF Grand Est

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

Conception et réalisation de supports de communication par l'objet.

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

Quality criterion - Name: Moyens humains mis en œuvre pour assurer les prestations / Weighting: 6

Quality criterion - Name: Moyens techniques mis en œuvre pour assurer les prestations /

Weighting: 6

Quality criterion - Name: Adéquation de l'offre aux besoins exprimés / Weighting: 18

Price - Weighting: 70

#### **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**

Conception et réalisation de supports de communication imprimés et numériques  
Lot No: 1

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

79342000 Marketing services

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

NUTS code: FRF Grand Est

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

Conception et réalisation de supports de communication imprimés et numériques.

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

Quality criterion - Name: Moyens humains mis en œuvre pour assurer les prestations /  
Weighting: 12

Quality criterion - Name: Moyens techniques mis en œuvre pour assurer les prestations /  
Weighting: 12

Quality criterion - Name: Adéquation de l'offre aux besoins exprimés / Weighting: 36  
Price - Weighting: 40

#### **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**

The procurement involves the establishment of a framework agreement

#### **IV.1.8. Information about the Government Procurement Agreement (GPA)**

The procurement is covered by the Government Procurement Agreement: no

#### **IV.2. Administrative information**

##### **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: 2**

**Title:**

Conception et réalisation de vidéos institutionnelles et promotionnelles

A contract/lot is awarded: yes

#### **V.2. Award of contract**

##### **V.2.1. Date of conclusion of the contract**

22/07/2019

##### **V.2.2. Information about tenders**

Number of tenders received: 6

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

##### **V.2.3. Name and address of the contractor**

Official name: Stan TV

Postal address: 2 rue des Soeurs Macarons

Town: Nancy

NUTS code: FRF Grand Est

Postal code: 54000

Country: France

The contractor is an SME: no

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

Total value of the contract/lot: 130 000,00 EUR

##### **V.2.5. Information about subcontracting**

### **Section V: Award of contract**

---

**Lot No: 3**

**Title:**

Conception et réalisation de supports de communication par l'objet

A contract/lot is awarded: yes

#### **V.2. Award of contract**

##### **V.2.1. Date of conclusion of the contract**

22/07/2019

**V.2.2. Information about tenders**

Number of tenders received: 4

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

**V.2.3. Name and address of the contractor**

Official name: SARL Sud Promotion

Postal address: espace Vernedes 2 Sud — 333 route des Vernedes

Town: Puget-sur-Argens

NUTS code: FRL Provence-Alpes-Côte d'Azur

Postal code: 83480

Country: France

The contractor is an SME: no

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

Total value of the contract/lot: 30 000,00 EUR

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

---

**Lot No: 1**

**Title:**

Conception et réalisation de supports de communication imprimés et numériques

A contract/lot is awarded: yes

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

22/07/2019

**V.2.2. Information about tenders**

Number of tenders received: 3

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

**V.2.3. Name and address of the contractor**

Official name: O'Tempora

Postal address: 147 rue Naujac

Town: Bordeaux

NUTS code: FRI Nouvelle-Aquitaine

Postal code: 33000

Country: France

The contractor is an SME: no

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

Total value of the contract/lot: 100 000,00 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: Tribunal administratif  
Postal address: 5 place de la Carrière  
Town: Nancy  
Postal code: 54000  
Country: France

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

Official name: GIP Pulsy  
Postal address: 6 allée de Longchamp  
Town: Villers-les-Nancy  
Postal code: 54600  
Country: France

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

05/08/2019