

France-Sarcelles: Advertising and marketing services

OJ S 152/2019 08/08/2019

Contract notice**Services****Legal Basis:**

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Agence nationale pour Chèques-Vacances

Postal address: 36 bd Henri Bergson

Town: Sarcelles

NUTS code: FR108 Val-d'Oise

Postal code: 95201

Country: France

Contact person: Service finances et achats

E-mail: pam@ancv.fr

Telephone: +33 134295224

Internet address(es):Main address: <http://ancv.e-marchespublics.com>Address of the buyer profile: <http://ancv.e-marchespublics.com>**I.3. Communication**

The procurement documents are available for unrestricted and full direct access, free of charge, at: <http://ancv.e-marchespublics.com>

Additional information can be obtained from the abovementioned address

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

Electronic communication requires the use of tools and devices that are not generally available. Unrestricted and full direct access to these tools and devices is possible, free of charge, at: <http://ancv.e-marchespublics.com>

I.4. Type of the contracting authority

Other type: Agence nationale pour les Chèques-Vacances

I.5. Main activity

Other activity: Agence nationale pour les Chèques-Vacances

Section II: Object

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

Prestations éditoriales

Reference number: 2019-13

II.1.2. Main CPV code

79340000 Advertising and marketing services

II.1.3.

Type of contract

Services

II.1.4. Short description

Prestations éditoriales.

II.1.5. Estimated total value

Value excluding VAT: 2 600 000,00 EUR

II.1.6. Information about lots

This contract is divided into lots: yes

Tenders may be submitted for all lots

II.2. Description

II.2.1. Title

Réalisation de productions multimédia

Lot No: 1

II.2.2. Additional CPV code(s)

72212500 Communication and multimedia software development services

II.2.3. Place of performance

NUTS code: FR108 Val-d'Oise

Main site or place of performance: Siège de l'ANCV à Sarcelles.

II.2.4. Description of the procurement

Utilisation d'un réseau de photographes et vidéastes.

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

Value excluding VAT: 100 000,00 EUR

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 présent marché comprend 3 reconductions tacites.

La durée de chaque reconduction est identique à celle du marché initial.

II.2.10. Information about variants

Variants will be accepted: no

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

Utilisation d'un réseau de photographes et vidéastes

Lot No: 2

II.2.2. Additional CPV code(s)

92110000 Motion picture and video tape production and related services

II.2.3. Place of performance

NUTS code: FR108 Val-d'Oise

Main site or place of performance: Siège de l'ANCV à Sarcelles.

II.2.4. Description of the procurement

Réalisation de productions multimédia.

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

Value excluding VAT: 150 000,00 EUR

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 présent marché comprend 3 reconductions tacites.

La durée de chaque reconduction est identique à celle du marché initial.

II.2.10. Information about variants

Variants will be accepted: no

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**

Réalisation de reportages photographiques institutionnel

Lot No: 3

II.2.2. Additional CPV code(s)

79960000 Photographic and ancillary services

II.2.3. Place of performance

NUTS code: FR108 Val-d'Oise

Main site or place of performance: Siège de l'ANCV.

II.2.4. Description of the procurement

Réalisation de reportages photographiques institutionnel.

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

Value excluding VAT: 50 000,00 EUR

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 présent marché comprend 3 reconductions tacites.

La durée de chaque reconduction est identique à celle du marché initial.

II.2.10. Information about variants

Variants will be accepted: no

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 productions audiovisuelles

Lot No: 4

II.2.2. Additional CPV code(s)

92312211 Writing agency services, 79960000 Photographic and ancillary services

II.2.3. Place of performance

NUTS code: FR108 Val-d'Oise

Main site or place of performance: Siège de l'ANCV.

II.2.4. Description of the procurement

Conception et réalisation de productions audiovisuelles.

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

Value excluding VAT: 200 000,00 EUR

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 présent marché comprend 3 reconductions tacites.

La durée de chaque reconduction est identique à celle du marché initial.

II.2.10. Information about variants

Variants will be accepted: no

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**

Animation de leviers digital marketing
Lot No: 5

II.2.2. Additional CPV code(s)

79342000 Marketing services, 79960000 Photographic and ancillary services

II.2.3. Place of performance

NUTS code: FR108 Val-d'Oise
Main site or place of performance: Siège de l'ANCV.

II.2.4. Description of the procurement

Animation de leviers digital marketing.

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

Value excluding VAT: 200 000,00 EUR

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 présent marché comprend 3 reconductions tacites.
La durée de chaque reconduction est identique à celle du marché initial.

II.2.10. Information about variants

Variants will be accepted: no

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**

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

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.2.2. Time limit for receipt of tenders or requests to participate

Date: 17/09/2019 Local time: 16:00

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

IV.2.6. Minimum time frame during which the tenderer must maintain the tender

Duration in months: 4 (from the date stated for receipt of tender)

IV.2.7. Conditions for opening of tenders

Date: 17/09/2019 Local time: 16:30

Place:

Siège de l'ANCV.

Section VI: Complementary information

VI.1. Information about recurrence

This is a recurrent procurement: no

VI.2. Information about electronic workflows

Electronic invoicing will be accepted

VI.3. Additional information

VI.4. Procedures for review

VI.4.1. Review body

Official name: Tribunal administratif de Cergy

Postal address: 2 boulevard de l'Hautil

Town: Cergy

Postal code: 95000

Country: France

E-mail: greffe.ta-cergy-pontoise@juradm.fr

Telephone: +33 130173400

VI.5. Date of dispatch of this notice

05/08/2019