

France-Paris: Marketing services
OJ S 141/2021 23/07/2021
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: SAE POPB
National registration number: 32643311700024
Postal address: www.accorarena.com
Town: Paris
NUTS code: FR101 Paris
Postal code: 75012
Country: France
E-mail: Marches@accorarena.com
Internet address(es):
Main address: <https://accorarena.com>

I.4. Type of the contracting authority

Other type: Autre

I.5. Main activity

Recreation, culture and religion

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Marché de prestations de services marketing et d'enquête auprès des consommateurs de l'Accor Arena
Reference number: 2021-M140

II.1.2. Main CPV code

79342000 Marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

En octobre 2015, un partenariat stratégique et inédit voit le jour en France entre le groupe Accor et l'iconique salle parisienne.
Le partenariat comprend un suivi régulier de la perception des consommateurs et de la notoriété du partenariat pour suivre son succès et orienter les futures initiatives de communication.

II.1.6.

Information about lots

This contract is divided into lots: yes

II.1.7. Total value of the procurement

Value excluding VAT: 77 000,00 EUR

II.2. Description

II.2.1. Title

Pige Edito, tableau ROI, monitoring campagne pub

Lot No: 1

II.2.2. Additional CPV code(s)

79342000 Marketing services

II.2.3. Place of performance

NUTS code: FR1 Ile-de-France

II.2.4. Description of the procurement

Études concernant la pige Edito, le tableau ROI, le monitoring campagne pub.

II.2.5. Award criteria

Cost criterion - Name: Le prix n'est pas le seul critère d'attribution et tous les critères sont énoncés uniquement dans les documents du marché. / Weighting: 1

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

Baromètre Grand public

Lot No: 2

II.2.2. Additional CPV code(s)

79342000 Marketing services

II.2.3. Place of performance

NUTS code: FR1 Ile-de-France

II.2.4. Description of the procurement

Études portant sur le Baromètre Grand Public.

II.2.5. Award criteria

Cost criterion - Name: Le prix n'est pas le seul critère d'attribution et tous les critères sont énoncés uniquement dans les documents du marché. / Weighting: 1

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: [2021/S 074-187873](#)

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:

Pige Edito, tableau ROI, monitoring campagne pub

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

06/07/2021

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: HAVAS Sports & Entertainment

Postal address: 29-30 quai de Dion Bouton

Town: Puteaux

NUTS code: FR105 Hauts-de-Seine

Postal code: 92800

Country: France

The contractor is an SME: no

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

Total value of the contract/lot: 77 000,00 EUR

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

Lot No: 2

Title:

Baromètre Grand public

A contract/lot is awarded: yes

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

06/07/2021

V.2.2. Information about tenders

Number of tenders received: 7

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

V.2.3. Name and address of the contractor

Official name: Kantar TNS MB

Postal address: 3 avenue Pierre Masse

Town: Paris

NUTS code: FR101 Paris

Postal code: 75014

Country: France

The contractor is an SME: no

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

Total value of the contract/lot: 29 500,00 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 judiciaire

Postal address: 29-45 avenue de la Porte de Clichy

Town: Paris

Postal code: 75017

Country: France

Telephone: +33 144325151

VI.5. Date of dispatch of this notice

19/07/2021