

France-Brest: Advertising and marketing services

OJ S 144/2021 28/07/2021

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

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Brest Métropole Aménagement

Postal address: 9 rue Duquesne — CS 23821

Town: Brest Cedex 2

NUTS code: FRH02 Finistère

Postal code: 29238

Country: France

E-mail: vanessa.meneur@brest-bma.fr**Internet address(es):**Main address: <https://www.brest-bma.fr>Address of the buyer profile: <https://www.avispublicsdebretagne.com>**I.1. Name and addresses**

Official name: Brest Métropole Aménagement SPL

Postal address: 9 rue Duquesne — CS 23821

Town: Brest Cedex 2

NUTS code: FRH02 Finistère

Postal code: 29238

Country: France

E-mail: contact@brest-bma.fr**Internet address(es):**Main address: <https://www.brest-bma.fr>Address of the buyer profile: <https://www.avispublicsdebretagne.com>**I.2. Information about joint procurement**

The contract involves joint procurement

I.3. CommunicationThe procurement documents are available for unrestricted and full direct access, free of charge, at: <https://www.avispublicsdebretagne.com>

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted electronically via: <https://www.avispublicsdebretagne.com>[avispublicsdebretagne.com](https://www.avispublicsdebretagne.com)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: <https://www.avispublicsdebretagne.com>**I.4. Type of the contracting authority**

Other type: Société d'économie mixte

I.5. Main activity

Other activity: Aménagement

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Prestations de communication pour BMA SEM et BMA SPL pour la période 2021-2025

II.1.2. Main CPV code

79340000 Advertising and marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

La présente consultation porte sur la sélection d'agences et prestataires de communication, afin d'accompagner BMA dans la conception et le déploiement de sa stratégie et de ses plans de communications.

II.1.5. Estimated total value

Value excluding VAT: 1 300 000,00 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

Communication globale
Lot No: 1

II.2.2. Additional CPV code(s)

79340000 Advertising and marketing services

II.2.3. Place of performance

NUTS code: FRH02 Finistère

II.2.4. Description of the procurement

Le lot 1 porte sur le choix d'une agence de communication globale qui sera chargée du conseil stratégique, de la conception et la réalisation des supports, outils et actions de communication pour accompagner BMA SEM et SPL dans son développement et les projets qu'elle aménage.

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: 700 000,00 EUR

II.2.7. Duration of the contract, framework agreement or dynamic purchasing system

Duration in months: 48
This contract is subject to renewal: yes

Description of renewals:

La durée initiale de l'accord-cadre est d'un an à compter de la notification de l'accord-cadre. L'accord-cadre pourra être reconduit trois fois, ce qui pourra porter la durée maximale de l'accord-cadre à 48 mois.

II.2.10. Information about variants

Variants will be accepted: no

II.2.11. Information about options

Options: yes

Description of options:

L'accord-cadre pourra être reconduit trois fois. La reconduction est tacite. Le titulaire ou le groupement d'entreprise ne pourra pas refuser cette (ces) reconduction (s). En cas de non-reconduction, celle-ci sera notifiée par écrit par le maître d'ouvrage au plus tard trois mois avant l'expiration du marché.

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

Communication événementielle
Lot No: 2

II.2.2. Additional CPV code(s)

79952000 Event services

II.2.3. Place of performance

NUTS code: FRH02 Finistère

II.2.4. Description of the procurement

Le lot 2 porte sur le choix d'un prestataire qui sera chargé de la conception-réalisation d'événements (clés en main) déclinés selon plusieurs formats pour BMA et les projets qu'elle aménage.

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: 300 000,00 EUR

II.2.7. Duration of the contract, framework agreement or dynamic purchasing system

Duration in months: 48

This contract is subject to renewal: yes

Description of renewals:

La durée initiale de l'accord-cadre est d'un an à compter de la notification de l'accord-cadre. L'accord-cadre pourra être reconduit trois fois, ce qui pourra porter la durée maximale de l'accord-cadre à 48 mois.

II.2.10.

Information about variants

Variants will be accepted: no

II.2.11. Information about options

Options: yes

Description of options:

Idem au lot 1.

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

Signalétique et panneaux

Lot No: 3

II.2.2. Additional CPV code(s)

79810000 Printing services

II.2.3. Place of performance

NUTS code: FRH02 Finistère

II.2.4. Description of the procurement

Le lot 3 porte sur le choix d'un prestataire qui sera chargé de la fabrication (conseil, impression, fabrication, pose) de la signalétique urbaine pour accompagner BMA SEM et SPL et les projets qu'elle aménage.

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: 300 000,00 EUR

II.2.7. Duration of the contract, framework agreement or dynamic purchasing system

Duration in months: 48

This contract is subject to renewal: yes

Description of renewals:

La durée initiale de l'accord-cadre est d'un an à compter de la notification de l'accord-cadre. L'accord-cadre pourra être reconduit trois fois, ce qui pourra porter la durée maximum de l'accord-cadre à 48 mois.

II.2.10. Information about variants

Variants will be accepted: no

II.2.11. Information about options

Options: yes

Description of options:

Idem au lot 1.

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.1.1. Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers

List and brief description of conditions:

Cf. règlement de la consultation.

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

The procurement involves the establishment of a framework agreement

Framework agreement with a single operator

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: 09/09/2021 Local time: 12:00

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: 3 (from the date stated for receipt of tender)

IV.2.7. Conditions for opening of tenders

Date: 09/09/2021 Local time: 14:00

Section VI: Complementary information

VI.1. Information about recurrence

This is a recurrent procurement: no

VI.3. Additional information**VI.4. Procedures for review****VI.4.1. Review body**

Official name: Tribunal de grande instance

Postal address: Cité judiciaire — 7 rue Pierre Abélard — CS 73127

Town: Rennes Cedex

Postal code: 35031

Country: France

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

Official name: Tribunal de grande instance

Postal address: Cité judiciaire — 7 rue Pierre Abélard — CS 73127

Town: Rennes Cedex

Postal code: 73127

Country: France

VI.5. Date of dispatch of this notice

23/07/2021