

383449-2026 - Competition

France – Advertising services – Marché d'identité visuelle, création graphique et communication globale

OJ S 106/2026 04/06/2026

Contract or concession notice – standard regime

Services

1. Buyer

1.1. Buyer

Official name: Orchestre philharmonique de Strasbourg

Email: marion.le-clerc-de-la-herverie@strasbourg.eu

Legal type of the buyer: Body governed by public law

Activity of the contracting authority: Recreation, culture and religion

2. Procedure

2.1. Procedure

Title: Marché d'identité visuelle, création graphique et communication globale

Description: Le présent marché public a pour objet l'identité visuelle, la création graphique et la communication globale de l'Orchestre philharmonique de Strasbourg

Procedure identifier: 100c5781-bbaf-4332-88e3-786cfc5764ac

Internal identifier: OPS_2026_01

Type of procedure: Open

The procedure is accelerated: no

Main features of the procedure: La procédure de passation utilisée est : l'appel d'offres ouvert. Elle est soumise aux dispositions des articles L. 2124-2, R. 2124-2 1° et R. 2161-2 à R. 2161-5 du Code de la commande publique.

2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79341000 Advertising services

Additional classification (cpv): 32584000 Data-bearing media

2.1.2. Place of performance

Postal address: Palais de la Musique et des Congrès Place de Bordeaux BP 40246

Town: Strasbourg

Postcode: 67006

Country subdivision (NUTS): Bas-Rhin (FRF11)

Country: France

2.1.3. Value

Estimated value excluding VAT: 120 000,00 EUR

Maximum value of the framework agreement: 400 000,00 EUR

2.1.4. General information

This procedure will be relaunched

Legal basis:

Directive 2014/24/EU

2.1.6. Grounds for exclusion

Sources of grounds for exclusion: Procurement Document

5. Lot

5.1. Lot: LOT-0001

Title: Identité visuelle, création graphique et communication globale de l'Orchestre philharmonique de Strasbourg

Description: Identité visuelle, création graphique et communication globale de l'Orchestre philharmonique de Strasbourg

Internal identifier: OPS_2026_01

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79341000 Advertising services

Additional classification (cpv): 79822500 Graphic design services

Options:

Description of the options: L'accord cadre est reconduit tacitement jusqu'à son terme. Le nombre de périodes de reconduction est fixé à 3.

5.1.2. Place of performance

Town: Strasbourg

Country subdivision (NUTS): Bas-Rhin (FRF11)

Country: France

5.1.3. Estimated duration

Duration: 4 Years

5.1.4. Renewal

Maximum renewals: 3

5.1.5. Value

Estimated value excluding VAT: 120 000,00 EUR

Maximum value of the framework agreement: 400 000,00 EUR

5.1.6. General information

Reserved participation:

Participation is not reserved.

Procurement Project not financed with EU Funds.

The procurement is covered by the Government Procurement Agreement (GPA): no

This procurement is also suitable for small and medium-sized enterprises (SMEs): yes

5.1.9. Selection criteria

Sources of selection criteria: Procurement Document

5.1.11. Procurement documents

Address of the procurement documents: <https://www.alsacemarchespublics.eu/>

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Required

Address for submission: <https://www.alsacemarchespublics.eu/>

Languages in which tenders or requests to participate may be submitted: French
Electronic catalogue: Allowed
Deadline for receipt of tenders: 26/08/2026 12:00:00 (UTC+01:00) Central European Time,
Western European Summer Time
Duration during which the tender must remain valid: 5 Months

Terms of contract:

The execution of the contract must be performed within the framework of sheltered
employment programmes: No
Electronic invoicing: Required
Electronic ordering will be used: no
Electronic payment will be used: no

5.1.15. Techniques

Framework agreement:

Framework agreement, without reopening of competition
Maximum number of participants: 1 000

Information about the dynamic purchasing system:

No dynamic purchase system

5.1.16. Further information, mediation and review

Review organisation: Tribunal administratif de Strasbourg
Information about review deadlines: Dans le cadre d'une procédure formalisée (appel d'offres,
procédure avec négociation, dialogue compétitif), l'acheteur doit respecter obligatoirement un
délai de stand still de 11 jours entre la notification du rejet de l'offre et la signature du contrat.
Le référé précontractuel doit être engagé dans ce délai.

8. Organisations

8.1. ORG-0001

Official name: Orchestre philharmonique de Strasbourg
Registration number: 20008966200015
Postal address: Palais de la Musique et des Congrès? Place de Bordeaux? BP 40246
Town: STRASBOURG cedex
Postcode: 67006
Country subdivision (NUTS): Bas-Rhin (FRF11)
Country: France
Email: marion.le-clerc-de-la-herverie@strasbourg.eu
Telephone: 0368988808
Buyer profile: <https://www.alsacemarchespublics.eu/>
Roles of this organisation:
Buyer

8.1. ORG-0002

Official name: Tribunal administratif de Strasbourg
Registration number: 17670005200010
Postal address: 31 avenue de la Paix
Town: Strasbourg
Postcode: 67000
Country subdivision (NUTS): Bas-Rhin (FRF11)
Country: France
Email: greffe.ta-strasbourg@juradam.fr

Telephone: 0388212323
Roles of this organisation:
Review organisation

Notice information

Notice identifier/version: cdc574f9-aa09-460a-87a9-3c177d1fce4d - 01
Form type: Competition
Notice type: Contract or concession notice – standard regime
Notice subtype: 16
Notice dispatch date: 03/06/2026 15:12:24 (UTC+02:00) Eastern European Time, Central European Summer Time
Languages in which this notice is officially available: French
Notice publication number: 383449-2026
OJ S issue number: 106/2026
Publication date: 04/06/2026