

386682-2026 - Competition

France – Advertising services – Prestations de conseil stratégique en communication, de création, de conception et de réalisation d'actions de communication médias et hors médias

OJ S 107/2026 05/06/2026

Contract notice – light regime

Services

1. Buyer

1.1. Buyer

Official name: INSERM

Email: marches.ads@inserm.fr

Legal type of the buyer: Body governed by public law

Activity of the contracting authority: Health

2. Procedure

2.1. Procedure

Title: Prestations de conseil stratégique en communication, de création, de conception et de réalisation d'actions de communication médias et hors médias

Description: Prestations de conseil stratégique en communication, de création, de conception et de réalisation d'actions de communication médias et hors médias

Procedure identifier: 33484f6e-d29f-47b7-93e4-2fb04b60a3ab

Main features of the procedure: documents de la consultation

2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79341000 Advertising services

2.1.2. Place of performance

Country subdivision (NUTS): Paris (FR101)

Country: France

2.1.3. Value

Estimated value excluding VAT: 1 000 000,00 EUR

2.1.4. General information

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: Prestations de conseil stratégique en communication

Description: Prestations de conseil stratégique en communication

5.1.1. Purpose

Main nature of the contract: Services
Main classification (cpv): 79341000 Advertising services

5.1.2. Place of performance

Country subdivision (NUTS): Paris (FR101)
Country: France

5.1.6. General information

Reserved participation:

Participation is not reserved.

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

5.1.9. Selection criteria

Sources of selection criteria: Notice

Criterion: Professional risk indemnity insurance

Description of selection criterion: dans les documents de la consultation

5.1.12. Terms of procurement

Terms of the procedure:

Estimated date of dispatch of the invitations to submit tenders: 03/06/2026

Terms of submission:

Electronic submission: Required

Languages in which tenders or requests to participate may be submitted: French

Tenderers may submit more than one tender: Not allowed

Information that can be supplemented after the submission deadline:

No documents can be submitted later.

Terms of contract:

The execution of the contract must be performed within the framework of sheltered employment programmes: No

Conditions relating to the performance of the contract: documents de la consultation

5.1.16. Further information, mediation and review

Information about review deadlines: délai de stand still

8. Organisations

8.1. ORG-0001

Official name: INSERM

Registration number: INSERM

Department: Administration du Siège

Postal address: 101 rue de tolbiac

Town: PARIS

Postcode: 75013

Country subdivision (NUTS): Paris (FR101)

Country: France

Email: marches.ads@inserm.fr

Telephone: 0158544329

Internet address: <https://www.inserm.fr/>

Buyer profile: <https://www.marches-publics.gouv.fr/>

Roles of this organisation:

Buyer

Procurement service provider

8.1. ORG-0000

Official name: Publications Office of the European Union

Registration number: PUBL

Town: Luxembourg

Postcode: 2417

Country subdivision (NUTS): Luxembourg (LU000)

Country: Luxembourg

Email: ted@publications.europa.eu

Telephone: +352 29291

Internet address: <https://op.europa.eu>

Roles of this organisation:

TED eSender

Notice information

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