

386788-2026 - Competition

France – Advertising services – Elaboration et accompagnement à la mise en oeuvre du plan de communication global du parc historique Ornavik dans le cadre de l'ouverture de son centre d'interprétation

OJ S 107/2026 05/06/2026

Contract or concession notice – standard regime

Services

1. Buyer

1.1. Buyer

Official name: SCIC SA Viking Center

Email: charlotte.lapiche@ornavik.fr

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: Elaboration et accompagnement à la mise en oeuvre du plan de communication global du parc historique Ornavik dans le cadre de l'ouverture de son centre d'interprétation

Description: Marché privé de services - Accord cadre

Procedure identifier: 99a044dd-2031-471b-9fee-84c179c92a52

Internal identifier: AC PLAN DE COMMUNICATION

Type of procedure: Restricted

The procedure is accelerated: no

2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79341000 Advertising services

2.1.2. Place of performance

Postal address: Domaine de BEAUREGARD

Town: HEROUVILLE SAINT CLAIR

Postcode: 14200

Country subdivision (NUTS): Calvados (FRD11)

Country: France

2.1.4. General information

Additional information: visite facultative du site à 11 h le 23 juin.

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: Marché privé de services - Accord cadre

Description: Elaboration et accompagnement á la mise en oeuvre du plan de communication global du parc historique Ornavik dans le cadre de l'ouverture de son centre d'interprétation

Internal identifier: Marchamp;eacute; unique

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79341200 Advertising management services

Additional classification (cpv): 79341400 Advertising campaign services

5.1.2. Place of performance

Postal address: Domaine de BEAUREGARD

Town: HEROUVILLE SAINT CLAIR

Postcode: 14200

Country subdivision (NUTS): Calvados (FRD11)

Country: France

5.1.3. Estimated duration

Duration: 36 Months

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): yes

5.1.9. Selection criteria

Sources of selection criteria: Procurement Document

Information about the second stage of a two-stage procedure:

Minimum number of candidates to be invited for the second stage of the procedure: 5

Maximum number of candidates to be invited for the second stage of the procedure: 5

5.1.10. Award criteria

Criterion:

Type: Quality

Description: Composition de l'équipe

Category of award weight criterion: Weight (percentage, exact)

Award criterion number: 25

Criterion:

Type: Quality

Description: Expérience des intervenants

Category of award weight criterion: Weight (percentage, exact)

Award criterion number: 25

Criterion:

Type: Quality

Description: Références

Category of award weight criterion: Weight (percentage, exact)

Award criterion number: 25

Criterion:

Type: Quality

Description: Lettre d'intention

Category of award weight criterion: Weight (percentage, exact)

5.1.11. Procurement documents

Address of the procurement documents: https://demat.marches.medialex.fr/medialex/publisher_portail/public/displayRC.jsp?ildAffaire=85101, https://centraledesmarches.com/publisher_plateforme/public/annonce/consulterDCEHorsIdentification.jsp?ildAffaire=85101, <https://demat.centraledesmarches.com/7085101>

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Required

Address for submission: <https://demat.centraledesmarches.com/7085101>

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

Electronic catalogue: Not allowed

Variants: Not allowed

Deadline for receipt of requests to participate: 10/07/2026 12:00:00 (UTC+02:00) Eastern European Time, Central European Summer Time

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

Information about the dynamic purchasing system:

No dynamic purchase system

5.1.16. Further information, mediation and review

Review organisation: Tribunal Judiciaire de Rennes

Information about review deadlines: Si la médiation échoue, les voies de recours ouvertes aux candidats sont les suivantes, en application des articles 1441-1 à 3 du code de procédure civile : - Référé précontractuel prévu aux articles 2 à 10 de l'ordonnance 2009-515 du 7 mai 2009 et pouvant être exercé avant la signature du contrat. - Référé contractuel prévu aux articles aux articles 11 à 21 de l'ordonnance 2009-515 du 7 mai 2009, et pouvant être exercé dans les délais prévus aux articles susmentionnés,

Organisation receiving requests to participate: SCIC SA Viking Center

8. Organisations

8.1. ORG-0001

Official name: SCIC SA Viking Center

Registration number: 84993290000012

Postal address: Parc Ornavik - Domaine de Beauregard

Town: Hérouville Saint Clair

Postcode: 14200

Country subdivision (NUTS): Calvados (FRD11)

Country: France

Contact point: Charlotte Lapiche

Email: charlotte.lapiche@ornavik.fr

Telephone: 0231524090

Internet address: <http://www.ornavik.fr>

Information exchange endpoint (URL): <https://demat.centraledesmarches.com/7085101>

Buyer profile: <https://demat.centraledesmarches.com/7085101>

Roles of this organisation:

Buyer

Organisation receiving requests to participate

8.1. ORG-0002

Official name: Tribunal Judiciaire de Rennes

Registration number: 17350111500013

Postal address: 7 rue Pierre Abélard CS 73127

Town: RENNES CEDEX

Postcode: 35031

Country subdivision (NUTS): Ile-et-Vilaine (FRH03)

Country: France

Contact point: Tribunal Judiciaire de Rennes

Email: chg.accueil-rennes@justice.fr

Telephone: 0299653737

Fax: 0299310615

Internet address: <https://www.justice.fr/annuaire/tribunal-judiciaire-rennes>

Roles of this organisation:

Review organisation

Notice information

Notice identifier/version: c09a3015-cb7b-4ef4-95a3-0d7afa27901a - 01

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