

France-Paris: Advertising and marketing services
OJ S 225/2014 21/11/2014
Contract award notice
Services

Directive 2004/18/EC

Section I: Contracting authority

I.1. Name and addresses

Official name: GIE Atout France, agence française de développement touristique

Postal address: 79 / 81 rue de Clichy

Town: Paris

Postal code: 75009

Country: France

For the attention of: Franck Paillard

E-mail: franck.paillard@atout-france.fr

Telephone: +33 142967000

Internet address(es):

General address of the contracting authority: www.rendezvousenfrance.com

I.2. Type of the contracting authority

Other: Organisme chargé d'une mission d'intérêt général

I.3. Main activity

Other: Tourisme

I.4. Contract award on behalf of other contracting authorities

The contracting authority is purchasing on behalf of other contracting authorities: no

Section II: Object of the contract

II.1. Description

II.1.1. Title

Appel d'offre européen – centrale d'achat média monde.

II.1.2. Type of contract and place of performance or delivery

Services

Service category No 13: Advertising services

NUTS code

II.1.3. Information about a framework agreement or a dynamic purchasing system (DPS)

II.1.4. Short description of the contract or purchase(s)

Choix d'un prestataire pour assurer l'ensemble des achats publicitaires monde pour une durée de 12 mois à compter du 1.11.2014, renouvelable le cas échéant 2 fois par avenant écrit annuel. Ces achats concernent la presse, la télévision, la radio, l'affichage, le cinéma, Internet, etc. En fonction des caractéristiques propres à certains marchés, des conditions particulières pourront être mises en place dans certains cas, notamment la possibilité de solliciter une agence locale.

II.1.5. CPV code(s)

79340000 Advertising and marketing services

II.1.6. Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: no

II.2. Total value of the contract/lot**II.2.1. Total value of the contract/lot****Section IV: Procedure**

IV.1. Type of procedure**IV.1.1. Type of procedure**

Restricted

IV.2. Award criteria**IV.2.1. Award criteria**

The most economically advantageous tender in terms of

1. Critères énoncés dans le cahier des charges. Weighting 1

IV.2.2. Information about electronic auction

An electronic auction has been used: no

IV.3. Administrative information**IV.3.1. File reference number attributed by the contracting authority****IV.3.2. Previous publication concerning this procedure****Contract notice**

Notice number in the OJ S: [2014/S 77-133625](#) of 18.4.2014

Section V: Award of contract

V.1. Date of conclusion of the contract

2.10.2014

V.2. Information about tenders**V.3. Name and address of the contractor**

Official name: Havas Media France

Postal address: 2 bis rue Godefroy

Town: Puteaux

Postal code: 92817

Country: France

E-mail: virginie.jambry@havasmedia.com

Telephone: +33 146933333

Internet address: www.havasmedia.com

V.4. Information on value of the contract/lot**V.5. Information about subcontracting**

The contract is likely to be subcontracted: yes

Value or proportion likely to be subcontracted to third parties:
Not known

Section VI: Complementary information

VI.1. Information about European Union funds

VI.2. Additional information

VI.3. Procedures for review

VI.3.1. Review body

VI.3.2. Review procedure

VI.3.3. Service from which information about the review procedure may be obtained

VI.4. Date of dispatch of this notice

19.11.2014