

408159-2026 - Competition

France – Advertising and marketing services – Communication Saison Pologne 2027

OJ S 113/2026 15/06/2026

Contract or concession notice – standard regime

Services

1. Buyer

1.1. Buyer

Official name: Institut Français

Email: marie.grundler@institutfrancais.com

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: Communication Saison Pologne 2027

Description: Le présent marché a pour objet le recrutement d'une agence de communication en charge de la conception et de la mise en oeuvre de la stratégie de communication globale, des relations avec les porteurs de projets, des campagnes de publicité et de la communication digitale (LOT 1) et d'une agence de communication presse en charge de la conception et de la mise en oeuvre de la stratégie des relations presses, relations publiques, des partenariats médias et de l'influence (LOT 2) .

Procedure identifier: c40d9921-e9e2-426c-9436-b8059c3665f4

Internal identifier: 2026/DCM/08

Type of procedure: Open

The procedure is accelerated: no

2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79340000 Advertising and marketing services

Additional classification (cpv): 92400000 News-agency services

2.1.2. Place of performance

Country subdivision (NUTS): Paris (FR101)

Country: France

2.1.4. General information

Legal basis:

Directive 2014/24/EU

2.1.5. Terms of procurement

Terms of submission:

Maximum number of lots for which one tenderer can submit tenders: 2

Terms of contract:

Maximum number of lots for which contracts can be awarded to one tenderer: 2

2.1.6. Grounds for exclusion

Sources of grounds for exclusion: Procurement Document

5. Lot

5.1. Lot: LOT-0001

Title: Communication globale de la Saison Pologne 2027

Description: Le présent marché a pour objet le recrutement d'une agence de communication en charge de la conception et de la mise en oeuvre de la stratégie globale, des relations avec les porteurs de projets des campagnes de publicité et la communication digitale (LOT 1).

Internal identifier: 1 - 2026/DCM/08

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79340000 Advertising and marketing services

5.1.2. Place of performance

Country subdivision (NUTS): Paris (FR101)

Country: France

5.1.3. Estimated duration

Start date: 20/07/2026

Duration end date: 20/12/2027

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

5.1.9. Selection criteria

Sources of selection criteria: European Single Procurement Document (ESPD)

5.1.11. Procurement documents

Address of the procurement documents: https://institutfrancais.e-marchespublics.com/pack/annonce_marche_public_26312_1165827.html

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Allowed

Address for submission: <https://institutfrancais.e-marchespublics.com>

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

Electronic catalogue: Allowed

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

Duration during which the tender must remain valid: 120 Days

Information about public opening:

Opening date: 07/07/2026 12:30:00 (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: Allowed

Electronic ordering will be used: yes

Electronic payment will be used: yes

5.1.15. Techniques

Framework agreement:

No framework agreement

Information about the dynamic purchasing system:

No dynamic purchase system

5.1.16. Further information, mediation and review

Review organisation: Tribunal administratif de Paris

Organisation providing more information on the review procedures: Tribunal administratif de Paris

5.1. Lot: LOT-0002

Title: Relations presse, partenariats médias et influence

Description: Le présent marché a pour objet le recrutement d'une agence de communication en charge de la conception et de la mise en oeuvre de la stratégie des relations presse, des relations publiques, des partenariats médias et d'influence.

Internal identifier: 2 - 2026/DCM/08

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 92400000 News-agency services

5.1.2. Place of performance

Country subdivision (NUTS): Paris (FR101)

Country: France

5.1.3. Estimated duration

Start date: 20/07/2026

Duration end date: 20/12/2027

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

5.1.9. Selection criteria

Sources of selection criteria: European Single Procurement Document (ESPD)

5.1.11. Procurement documents

Address of the procurement documents: https://institutfrancais.e-marchespublics.com/pack/annonce_marche_public_26312_1165827.html

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Allowed

Address for submission: <https://institutfrancais.e-marchespublics.com>

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

Electronic catalogue: Allowed

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

Duration during which the tender must remain valid: 120 Days

Information about public opening:

Opening date: 07/07/2026 12:30:00 (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: Allowed

Electronic ordering will be used: yes

Electronic payment will be used: yes

5.1.15. Techniques

Framework agreement:

No framework agreement

Information about the dynamic purchasing system:

No dynamic purchase system

5.1.16. Further information, mediation and review

Review organisation: Tribunal administratif de Paris

Organisation providing more information on the review procedures: Tribunal administratif de Paris

8. Organisations

8.1. ORG-0001

Official name: Institut Français

Registration number: 52971592200041

Postal address: 40 rue de la Folie Regnault

Town: Paris

Postcode: 75011

Country subdivision (NUTS): Paris (FR101)

Country: France

Email: marie.grundler@institutfrancais.com

Telephone: 0613593058

Internet address: <https://www.institutfrancais.com/fr>

Buyer profile: <https://institutfrancais.e-marchespublics.com>

Roles of this organisation:

Buyer

8.1. ORG-0002

Official name: Tribunal administratif de Paris

Registration number: 17750005500013

Town: Paris

Postcode: 75181

Country subdivision (NUTS): Paris (FR101)

Country: France

Roles of this organisation:

Review organisation

Organisation providing more information on the review procedures

8.1. ORG-0000

Official name: DEMATIS

Registration number: 45072478600030

Town: Paris
Postcode: 75015
Country subdivision (NUTS): Paris (FR101)
Country: France
Email: contact@dematis.com
Telephone: +33 172365548
Internet address: www.dematis.com
Roles of this organisation:
TED eSender

Notice information

Notice identifier/version: 31b5565e-2a8a-48a8-9ffb-7587373b370e - 01
Form type: Competition
Notice type: Contract or concession notice – standard regime
Notice subtype: 16
Notice dispatch date: 12/06/2026 09:40:02 (UTC+02:00) Eastern European Time, Central European Summer Time
Languages in which this notice is officially available: French
Notice publication number: 408159-2026
OJ S issue number: 113/2026
Publication date: 15/06/2026