

France-Marseille: Advertising consultancy services

OJ S 129/2023 07/07/2023

Contract notice

Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: mucem

Postal address: 7 promenade Robert Laffont - esplanade du J4 - cS 10351

Town: Marseille Cedex 02

NUTS code: FRL04 Bouches-du-Rhône

Postal code: 13213

Country: France

E-mail: Antoine.chabal@mucem.org

Telephone: +33 484351305

Internet address(es):Main address: <http://www.mucem.org>Address of the buyer profile: <https://marches-publics.gouv.fr>**I.3. Communication**The procurement documents are available for unrestricted and full direct access, free of charge, at: <https://www.marches-publics.gouv.fr/?page=Entreprise>.[EntrepriseAdvancedSearch&AllCons&id=2339419&orgAcronyme=f5j](https://www.marches-publics.gouv.fr/?page=Entreprise)

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted electronically via: <https://www.marches-publics.gouv.fr/?page=Entreprise>.[EntrepriseAdvancedSearch&AllCons&id=2339419&orgAcronyme=f5j](https://www.marches-publics.gouv.fr/?page=Entreprise)**I.4. Type of the contracting authority**

Other type: Etablissement public national

I.5. Main activity

Recreation, culture and religion

Section II: Object

II.1. Scope of the procurement**II.1.1. Title**

prestations de recommandations et d'achats d'espaces publicitaires

Reference number: C2023_COM02

II.1.2. Main CPV code

79341100 Advertising consultancy services

II.1.3. Type of contract

Services

II.1.4. Short description

les Prestations de services comprennent notamment : - la conception de plans cross-média, avec une vision à 360° incluant un argumentaire étayé par des études de consommation média - la négociation et l'achat d'espaces publicitaires, pour lequel le Titulaire est désigné par le Mucem comme Mandataire-Payeur - les prestations de gestion de dispositifs digitaux - la réalisation d'un bilan annuel des plans médias effectués

II.1.5. Estimated total value

II.1.6. Information about lots

This contract is divided into lots: no

II.2. Description

II.2.2. Additional CPV code(s)

79341000 Advertising services

II.2.3. Place of performance

NUTS code: FRL04 Bouches-du-Rhône

II.2.4. Description of the procurement

prestations de recommandations et d'achats d'espaces publicitaires comprenant notamment :
- la conception de plans cross-média, avec une vision à 360° incluant un argumentaire étayé par des études de consommation média - la négociation et l'achat d'espaces publicitaires, pour lequel le Titulaire est désigné par le Mucem comme Mandataire-Payeur- les prestations de gestion de dispositifs digitaux- la réalisation d'un bilan annuel des plans médias effectués

II.2.5. Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.6. Estimated value

II.2.7. Duration of the contract, framework agreement or dynamic purchasing system

Duration in months: 12

This contract is subject to renewal: yes

Description of renewals:

le contrat est reconductible tacitement 3 fois pour une durée de 12 mois

II.2.10. Information about variants

Variants will be accepted: no

II.2.11. Information about options

Options: no

II.2.13. Information about European Union funds

The procurement is related to a project and/or programme financed by European Union funds:
no

II.2.14. Additional information

Section III: Legal, economic, financial and technical information

III.1. Conditions for participation

III.1.2. Economic and financial standing

Selection criteria as stated in the procurement documents

III.1.3. Technical and professional ability

Selection criteria as stated in the procurement documents

Section IV: Procedure

IV.1. Description

IV.1.1. Type of procedure

Open procedure

IV.1.3. Information about a framework agreement or a dynamic purchasing system

The procurement involves the establishment of a framework agreement

Framework agreement with a single operator

IV.1.8. Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: yes

IV.2. Administrative information

IV.2.2. Time limit for receipt of tenders or requests to participate

Date: 04/08/2023 Local time: 17:00

IV.2.3. Estimated date of dispatch of invitations to tender or to participate to selected candidates

IV.2.4. Languages in which tenders or requests to participate may be submitted

French

IV.2.6. Minimum time frame during which the tenderer must maintain the tender

Duration in months: 6 (from the date stated for receipt of tender)

IV.2.7. Conditions for opening of tenders

Date: 04/08/2023 Local time: 17:10

Section VI: Complementary information

VI.1. Information about recurrence

This is a recurrent procurement: yes

Estimated timing for further notices to be published:

publication du prochain avis prévue pour juillet 2027

VI.3. Additional information

VI.4. Procedures for review

VI.4.1. Review body

Official name: tribunal administratif de Marseille

Postal address: 31 Rue Jean François Leca

Town: Marseille

Postal code: 13002

Country: France

E-mail: Grefte.ta-marseille@juradm.fr

Telephone: +33 491134813

Internet address: <https://marseille.tribunal-administratif.fr/>

VI.5. Date of dispatch of this notice

04/07/2023