

France-Paris: Advertising consultancy services
OJ S 148/2022 03/08/2022
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: agence du Numérique en Santé
National registration number: 18751275100020
Postal address: 9 rue Georges Pitard
Town: Paris
NUTS code: FR1 Ile-de-France
Postal code: 75015
Country: France
E-mail: ans-marches@esante.gouv.fr
Telephone: +33 58453331

Internet address(es):

Main address: <https://esante.gouv.fr/>
Address of the buyer profile: <https://agence-numerique-sante.e-marchespublics.com>

I.4. Type of the contracting authority

Body governed by public law

I.5. Main activity

Health

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

prestations d'accompagnement et de conseil stratégique en communication opérationnelle, digitale, événementielle et presse pour les besoins de l'ans
Reference number: 2021-07

II.1.2. Main CPV code

79341100 Advertising consultancy services

II.1.3. Type of contract

Services

II.1.4. Short description

le présent marché porte sur la réalisation de prestations d'accompagnement et de conseil stratégique en communication opérationnelle, digitale, événementielle et presse pour les besoins de l'ans.

Les prestations attendues du Titulaire portent sur les domaines suivants :

- conseil général en communication ;

- création ;
- édition ;
- contenus ;
- communication événementielle ;
- production ;
- relations presse et relations publiques ;
- communication digitale et social média

II.1.6. Information about lots

This contract is divided into lots: yes

II.1.7. Total value of the procurement

Value excluding VAT: 9 500 000,00 EUR

II.2. Description

II.2.1. Title

prestations de conseil stratégique en communication et de communication opérationnelle
Lot No: 1

II.2.2. Additional CPV code(s)

79341100 Advertising consultancy services, 79952000 Event services, 92110000 Motion picture and video tape production and related services, 79970000 Publishing services

II.2.3. Place of performance

NUTS code: FR France

Main site or place of performance: dans les locaux du Titulaire, sauf demande expresse et spécifiée de l'ans

II.2.4. Description of the procurement

prestations de conseil stratégique en communication et de communication opérationnelle

II.2.5. Award criteria

Quality criterion - Name: Valeur technique / Weighting: 60

Price - Weighting: 40

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

le présent marché a la forme d'un accord-cadre à bons de commande mono-attributaire au sens des articles L. 2125-1 1° et R. 2162-1 à R. 2162-6 ainsi que R. 2162-13 à R. 2162-14 du Code de la commande publique. Il est conclu sans montant minimum et avec un montant maximum de 7 300 000 euros HT - 8 760 000 euros (T.T.C.) sur la durée totale du marché public

II.2. Description

II.2.1. Title

prestations de relations presse et relations publiques
Lot No: 2

II.2.2. Additional CPV code(s)

79416200 Public relations consultancy services, 92400000 News-agency services

II.2.3. Place of performance

NUTS code: FR France

Main site or place of performance: dans les locaux du Titulaire, sauf demande expresse et spécifiée de l'ans

II.2.4. Description of the procurement

prestations de relations presse et relations publiques

II.2.5. Award criteria

Quality criterion - Name: Valeur technique / Weighting: 50

Price - Weighting: 50

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

le présent marché a la forme d'un accord-cadre à bons de commande mono-attributaire au sens des articles L. 2125-1 1° et R. 2162-1 à R. 2162-6 ainsi que R. 2162-13 à R. 2162-14 du Code de la commande publique. Il est conclu sans montant minimum et avec un montant maximum de 800 000 euros HT - 960 000 euros (T.T.C.) sur la durée totale du marché public

II.2. Description

II.2.1. Title

prestations de communication digitale et social média

Lot No: 3

II.2.2. Additional CPV code(s)

79341100 Advertising consultancy services

II.2.3. Place of performance

NUTS code: FR France

Main site or place of performance: dans les locaux du Titulaire, sauf demande expresse et spécifiée de l'ans

II.2.4. Description of the procurement

prestations de communication digitale et social média

II.2.5. Award criteria

Quality criterion - Name: Valeur technique / Weighting: 50

Price - Weighting: 50

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

le présent marché a la forme d'un accord-cadre à bons de commande mono-attributaire au sens des articles L. 2125-1 1° et R. 2162-1 à R. 2162-6 ainsi que R. 2162-13 à R. 2162-14 du Code de la commande publique. Il est conclu sans montant minimum et avec un montant maximum de 1 400 000 euros HT - 1 680 000 euros (T.T.C.) sur la durée totale du marché public

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

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.2.1. Previous publication concerning this procedure

Notice number in the OJ S: [2021/S 246-650287](#)

IV.2.8. Information about termination of dynamic purchasing system

IV.2.9. Information about termination of call for competition in the form of a prior information notice

Section V: Award of contract

Contract No: 2021-07

Lot No: 1

Title:

prestations de conseil stratégique en communication et de communication opérationnelle

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

22/07/2022

V.2.2. Information about tenders

Number of tenders received: 7

The contract has been awarded to a group of economic operators: no

V.2.3. Name and address of the contractor

Official name: parties prenantes

Postal address: 24 rue Florian

Town: Paris

NUTS code: FR101 Paris

Postal code: 75020
Country: France
The contractor is an SME: no

V.2.4. Information on value of the contract/lot

Total value of the contract/lot: 5 425 040,00 EUR

V.2.5. Information about subcontracting

Section V: Award of contract

Contract No: 2021-07

Lot No: 2

Title:

prestations de relations presse et relations publiques

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

22/07/2022

V.2.2. Information about tenders

Number of tenders received: 6

The contract has been awarded to a group of economic operators: yes

V.2.3. Name and address of the contractor

Official name: akkanto

Postal address: chaussée de la Hulpe 189

Town: Bruxelles

NUTS code: BE1 Région de Bruxelles-Capitale/Brussels Hoofdstedelijk Gewest

Postal code: 01170

Country: Belgium

The contractor is an SME: no

V.2.3. Name and address of the contractor

Official name: serviceplan paris

Postal address: 41, rue de Villiers

Town: Neuilly-sur-Seine

NUTS code: FR105 Hauts-de-Seine

Postal code: 92200

Country: France

The contractor is an SME: no

V.2.4. Information on value of the contract/lot

Total value of the contract/lot: 540 720,00 EUR

V.2.5. Information about subcontracting

Section V: Award of contract

Contract No: 2021-07

Lot No: 3

Title:

prestations de communication digitale et social média

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

22/07/2022

V.2.2. Information about tenders

Number of tenders received: 9

The contract has been awarded to a group of economic operators: yes

V.2.3. Name and address of the contractor

Official name: Mme bovary

Postal address: 3, rue de la Rochefoucauld

Town: Paris

NUTS code: FR101 Paris

Postal code: 75009

Country: France

The contractor is an SME: no

V.2.3. Name and address of the contractor

Official name: prpa

Postal address: 44, rue de Prony

Town: Paris

NUTS code: FR101 Paris

Postal code: 75017

Country: France

The contractor is an SME: no

V.2.3. Name and address of the contractor

Official name: influens by Teta SAS

Postal address: 59, rue des Mathurins

Town: Paris

NUTS code: FR101 Paris

Postal code: 75008

Country: France

The contractor is an SME: no

V.2.4. Information on value of the contract/lot

Total value of the contract/lot: 312 400,00 EUR

V.2.5. Information about subcontracting

Section VI: Complementary information

VI.3. Additional information

VI.4. Procedures for review

VI.4.1. Review body

Official name: tribunal administratif de Paris

Postal address: 7 rue de Jouy

Town: Paris

Postal code: 75181

Country: France

E-mail: greffe.ta-paris@juradm.fr

Telephone: +33 144594400

VI.4.3. Review procedure

Precise information on deadline(s) for review procedures:

recours susceptibles d'être formés contre le présent marché public : -référé précontractuel, depuis le début de la passation jusqu'à la signature du contrat (CJA, article L. 551-1); -référé contractuel, après la signature du contrat (cja, l 551-13); -recours en contestation de validité, pouvant être exercé par les tiers au contrat, dans un délai de deux mois à compter des mesures de publicité appropriés

VI.4.4. Service from which information about the review procedure may be obtained

Official name: greffe du tribunal administratif de Paris

Postal address: 7 rue de Jouy

Town: Paris

Postal code: 75181

Country: France

E-mail: greffe.ta-paris@juradm.fr

Telephone: +33 144594400

VI.5. Date of dispatch of this notice

29/07/2022