

**France-Bordeaux: Advertising and marketing services**  
**OJ S 236/2015 05/12/2015**  
**Contract award notice**  
**Services**

**Directive 2004/18/EC**

**Section I: Contracting authority**

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**I.1. Name and addresses**

Official name: Conseil régional d'Aquitaine  
Postal address: 14 rue Francois de Sourdis  
Town: Bordeaux Cedex  
Postal code: 33077  
Country: France  
E-mail: [service.marches@aquitaine.fr](mailto:service.marches@aquitaine.fr)  
Telephone: +33 557578000  
Fax: +33 557578626

**Internet address(es):**

General address of the contracting authority: <http://aquitaine.fr>

**I.2. Type of the contracting authority**

**I.3. Main activity**

**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**

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**II.1. Description**

**II.1.1. Title**

Accord-cadre de communication.

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

Services  
Service category No 13: Advertising services  
NUTS code FR61 Aquitaine

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

The procurement involves the establishment of a framework agreement

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

Cet accord-cadre est lancé en appel d'offres ouvert soumis aux dispositions des articles 33 3<sup>o</sup>al. et 57 à 59 du code des marchés publics.

**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: yes

## **II.2. Total value of the contract/lot**

### **II.2.1. Total value of the contract/lot**

## **Section IV: Procedure**

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### **IV.1. Type of procedure**

#### **IV.1.1. Type of procedure**

Open

### **IV.2. Award criteria**

#### **IV.2.1. Award criteria**

The most economically advantageous tender in terms of

1. Prix des prestations apprécié au regard du DQE. Weighting 35
2. Valeur technique. Weighting 65

#### **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**

2015IA000S1436

#### **IV.3.2. Previous publication concerning this procedure**

##### **Contract notice**

Notice number in the OJ S: [2015/S 144-266323](#) of 29.7.2015

## **Section V: Award of contract**

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Contract No: 1436

Lot No: 1

- Lot title: Accompagner la direction de la communication dans ses missions stratégiques, de la définition de son territoire de communication à l'élaboration de sa stratégie de communication et à son évaluation en passant par toutes les phases d'études et d'analyses préalables

#### **V.1. Date of conclusion of the contract**

19.11.2015

#### **V.2. Information about tenders**

Number of tenders received: 4

#### **V.3. Name and address of the contractor**

Official name: Groupzmznt LGDB et Comanaging

Postal address: 75 rue de la Fontaine au Roi

Town: Paris

Postal code: 75011

Country: France

#### **V.4. Information on value of the contract/lot**

Initial estimated total value of the contract/lot:

Value: 400 000 EUR

excluding VAT

If annual or monthly value:

Number of years: 4

**V.5. Information about subcontracting**

The contract is likely to be subcontracted: yes

Value or proportion likely to be subcontracted to third parties:

Contract No: 1436

Lot No: 2

- Lot title: Recommandation d'un dispositif, d'une plateforme de communication face à une problématique donnée et aux enjeux identifiés.

Création d'une identité visuelle, d'un concept créatif chapeau pour toute la campagne. Conception et production des supports et outils de communication permettant de répondre aux objectifs de la campagne (hors événementiel et achat média)

**V.1. Date of conclusion of the contract**

19.11.2015

**V.2. Information about tenders**

Number of tenders received: 14

**V.3. Name and address of the contractor**

Official name: SEPPA/DDAY/Opixido/LGTF Vanksen/Citron pressé

Postal address: 6 bis rue Paul Gros

Town: Floirac

Postal code: 33270

Country: France

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

Initial estimated total value of the contract/lot:

Value: 690 000 EUR

excluding VAT

If annual or monthly value:

Number of years: 4

**V.5. Information about subcontracting**

The contract is likely to be subcontracted: yes

Value or proportion likely to be subcontracted to third parties:

Contract No: 1436

Lot No: 3

- Lot title: Conception et réalisation de supports divers et de matériels graphiques variés faisant appel à des compétences spécifiques aussi bien liées au print qu'au numérique

**V.1. Date of conclusion of the contract**

19.11.2015

**V.2. Information about tenders**

Number of tenders received: 12

**V.3. Name and address of the contractor**

Official name: Fluorescence/Rullaud/Otempora

Postal address: 70 rue Ducau

Town: Bordeaux  
Postal code: 33000  
Country: France

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

Initial estimated total value of the contract/lot:

Value: 130 000 EUR

excluding VAT

If annual or monthly value:

Number of years: 4

**V.5. Information about subcontracting**

The contract is likely to be subcontracted: yes

Value or proportion likely to be subcontracted to third parties:

**Section VI: Complementary information**

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**VI.1. Information about European Union funds**

**VI.2. Additional information**

Références de l'avis initial mis en ligne sur le site BOAMP

Annonce n° 15-116014, mise en ligne le 27.7.2015.

Date d'envoi du présent avis au JOUE et au BOAMP: 2.12.2015.

**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**

2.12.2015