

France-Nantes: Business services: law, marketing, consulting, recruitment, printing and security
OJ S 163/2021 24/08/2021
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: préfet de la région Pays de la Loire

Postal address: 6 Quai Ceineray - bP 33515, F

Town: Nantes Cedex 1

NUTS code: FRG0 Pays de la Loire

Postal code: 44035

Country: France

E-mail: Achats@pays-de-la-loire.gouv.fr

Internet address(es):

Main address: <http://www.marches-publics.gouv.fr>

Address of the buyer profile: <http://www.marches-publics.gouv.fr>

I.4. Type of the contracting authority

Ministry or any other national or federal authority, including their regional or local subdivisions

I.5. Main activity

General public services

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

réalisation de prestations et supports de communication au profit des services et

établissements publics de l'état en région Pays de la Loire

Reference number: 2021_SGAR_PDL_COMM

II.1.2. Main CPV code

79000000 Business services: law, marketing, consulting, recruitment, printing and security

II.1.3. Type of contract

Services

II.1.4. Short description

le présent accord-cadre porte sur les stratégies et les supports de communication en lien avec le plan de relance et pour les besoins courants des services. : - établir une stratégie de communication également en temps de crise ; - accompagner le développement des activités sur les réseaux sociaux ; - promouvoir les activités des structures auprès d'un public ciblé ; - réaliser des supports de communication papier, numérique ou audiovisuel ; - produire des objets promotionnels

II.1.6. Information about lots

This contract is divided into lots: yes

II.1.7. Total value of the procurement

Value excluding VAT: 630 000,00 EUR

II.2. Description

II.2.1. Title

conseil créatif et stratégique

Lot No: 1

II.2.2. Additional CPV code(s)

79000000 Business services: law, marketing, consulting, recruitment, printing and security

II.2.3. Place of performance

NUTS code: FRG0 Pays de la Loire

II.2.4. Description of the procurement

le titulaire sera en charge de conseiller les services bénéficiaires dans l'élaboration de leur stratégie de communication en pouvant si nécessaire proposer des pistes créatives ou un accompagnement de crise

II.2.5. Award criteria

Quality criterion - Name: Valeur technique- Pondération / 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

II.2. Description

II.2.1. Title

relations de presse/publiques et rédaction

Lot No: 2

II.2.2. Additional CPV code(s)

79416000 Public relations services

II.2.3. Place of performance

NUTS code: FRG0 Pays de la Loire

II.2.4. Description of the procurement

le titulaire sera chargé d'accompagner la relation presse des services bénéficiaires en rédigeant des supports à l'intention d'un groupe de personnes données: public, usagers, agents.

II.2.5. Award criteria

Quality criterion - Name: Valeur technique- Pondération / 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**II.2. Description****II.2.1. Title**

création et fabrication de supports de communication
Lot No: 3

II.2.2. Additional CPV code(s)

79341000 Advertising services

II.2.3. Place of performance

NUTS code: FRG0 Pays de la Loire

II.2.4. Description of the procurement

le titulaire sera chargé de créer et/ou de produire des supports de communication nécessaires aux services bénéficiaires

II.2.5. Award criteria

Quality criterion - Name: Valeur technique- Pondération / 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**II.2. Description****II.2.1. Title**

création, production et post-production audiovisuelle
Lot No: 4

II.2.2. Additional CPV code(s)

92110000 Motion picture and video tape production and related services, 79340000
Advertising and marketing services

II.2.3. Place of performance

NUTS code: FRG0 Pays de la Loire

II.2.4. Description of the procurement

le titulaire sera chargé de la pré-production, de la production et de la post-production de supports destinés à la télé, la radio, le web ou encore le cinéma selon les besoins des services bénéficiaires

II.2.5. Award criteria

Quality criterion - Name: Valeur technique- Pondération / 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

II.2. Description

II.2.1. Title

accompagnement de la stratégie digitale de communication

Lot No: 5

II.2.2. Additional CPV code(s)

79340000 Advertising and marketing services

II.2.3. Place of performance

NUTS code: FRG0 Pays de la Loire

II.2.4. Description of the procurement

cette prestation a pour objet la mise en oeuvre, l'animation et la modération d'une campagne d'e-influence/community management et des prestations de communication digitales connexes

II.2.5. Award criteria

Quality criterion - Name: Valeur technique- Pondération / 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

II.2. Description

II.2.1. Title

objets promotionnels

Lot No: 6

II.2.2. Additional CPV code(s)

79341000 Advertising services, 39294100 Information and promotion products

II.2.3. Place of performance

NUTS code: FRG0 Pays de la Loire

II.2.4. Description of the procurement

le titulaire sera chargé de produire et livrer des objets promotionnels selon la demande formulée par les services bénéficiaires au regard de leur catalogue

II.2.5. Award criteria

Quality criterion - Name: Valeur technique- Pondération / 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

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 098-256593](#)

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_SGAR_PDL_COMM

Lot No: 1

Title:

conseil créatif et stratégique

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

03/08/2021

V.2.2.

Information about tenders

Number of tenders received: 1

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

V.2.3. Name and address of the contractor

Official name: cire jaune

Postal address: 1 rue du Suffren

Town: Nantes

NUTS code: FRG01 Loire-Atlantique

Postal code: 44000

Country: France

Internet address: <https://www.lecirejaune.com>

The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 100 000,00 EUR

Total value of the contract/lot: 100 000,00 EUR

V.2.5. Information about subcontracting

Section V: Award of contract

Contract No: 2021_SGAR_PDL_COMM

Lot No: 2

Title:

relations de presse/publiques et rédaction

A contract/lot is awarded: no

V.1. Information on non-award

The contract/lot is not awarded

No tenders or requests to participate were received or all were rejected

Section V: Award of contract

Contract No: 2021_SGAR_PDL_COMM

Lot No: 3

Title:

création et fabrication de supports de communication

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

03/08/2021

V.2.2. Information about tenders

Number of tenders received: 1

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

V.2.3. Name and address of the contractor

Official name: le Cire Jaune
Postal address: 1 rue du Suffren
Town: Nantes
NUTS code: FRG01 Loire-Atlantique
Postal code: 44000
Country: France
Internet address: <https://www.lecirejaune.com>
The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 250 000,00 EUR
Total value of the contract/lot: 250 000,00 EUR

V.2.5. Information about subcontracting

The contract is likely to be subcontracted
Short description of the part of the contract to be subcontracted:
impression

Section V: Award of contract

Contract No: 2021_SGAR_PDL_COMM

Lot No: 4

Title:

création, production et post-production audiovisuel

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

03/08/2021

V.2.2. Information about tenders

Number of tenders received: 1

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

V.2.3. Name and address of the contractor

Official name: mstream studios
Postal address: 5 Promenade Europa
Town: Nantes
NUTS code: FRG01 Loire-Atlantique
Postal code: 44200
Country: France
Internet address: <https://mstream.fr>
The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 100 000,00 EUR
Total value of the contract/lot: 100 000,00 EUR

V.2.5. Information about subcontracting

Section V: Award of contract

Contract No: 2021_SGAR_PDL_COMM

Lot No: 5

Title:

accompagnement de la stratégie digitale de communication

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

03/08/2021

V.2.2. Information about tenders

Number of tenders received: 1

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

V.2.3. Name and address of the contractor

Official name: madison communication

Postal address: 10 rue Gaëtan Rondeau- immeuble Le Mercure Bât A-

Town: Nantes

NUTS code: FRG01 Loire-Atlantique

Postal code: 44200

Country: France

Internet address: <https://madison-communication.com>

The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 100 000,00 EUR

Total value of the contract/lot: 100 000,00 EUR

V.2.5. Information about subcontracting

Section V: Award of contract

Contract No: 2021_SGAR_PDL_COMM

Lot No: 6

Title:

objets promotionnels

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

03/08/2021

V.2.2. Information about tenders

Number of tenders received: 3

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

V.2.3. Name and address of the contractor

Official name: stilc
Postal address: 2 TER rue Marcel Paul, ZI Dumès
Town: Langon
NUTS code: FRI12 Gironde
Postal code: 33210
Country: France
Internet address: <https://stilc.fr/fr/>
The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 80 000,00 EUR
Total value of the contract/lot: 80 000,00 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 Nantes
Postal address: 6 allée de l'île Gloriette Bp24111, F
Town: Nantes Cedex 1
Postal code: 44041
Country: France
E-mail: Grefte.ta-nantes@juradm.fr
Telephone: +33 2409946
Fax: +33 2409946
Internet address: <http://nantes.tribunal-administratif.fr/>

VI.4.2. Body responsible for mediation procedures

Official name: comité consultatif interrégional de règlement amiable des litiges
Postal address: 22 mail Pablo Picasso- bP 24209, F
Town: Nantes Cedex 1
Postal code: 44042
Country: France

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

Official name: tribunal administratif de Nantes
Postal address: 6 allée de l'île Gloriette Bp24111, F
Town: Nantes Cedex 1
Postal code: 44041
Country: France
E-mail: Grefte.ta-nantes@juradm.fr
Internet address: <http://nantes.tribunal-administratif.fr/>

VI.5. Date of dispatch of this notice

19/08/2021