

438269-2026 - Competition

France – Advertising services – Prestations de conseil et achat média
OJ S 120/2026 25/06/2026
Contract or concession notice – standard regime
Services

1. Buyer

1.1. Buyer

Official name: Service d'information du gouvernement
Email: sig-marches@pm.gouv.fr
Legal type of the buyer: Central government authority
Activity of the contracting authority: General public services

2. Procedure

2.1. Procedure

Title: Prestations de conseil et achat média
Description: Prestations de conseil, achat et gestion d'espace médias, de mesure et de pilotage de la performance des campagnes sur l'ensemble des médias existants et les médias futurs
Procedure identifier: 97de6622-fc32-443b-9cd3-5f965c26bfba
Internal identifier: CAM_SIG_2025_07
Type of procedure: Negotiated with prior publication of a call for competition / competitive with negotiation
The procedure is accelerated: no
Main features of the procedure: Procédure avec négociation

2.1.1. Purpose

Main nature of the contract: Services
Main classification (cpv): 79341000 Advertising services
Additional classification (cpv): 79341400 Advertising campaign services

2.1.2. Place of performance

Country: France
Anywhere in the given country

2.1.3. Value

Estimated value excluding VAT: 465 000 000,00 EUR

2.1.4. General information

Additional information: Cf. RC
Legal basis:
Directive 2014/24/EU
Sans objet
Applicable cross-border law: Sans objet

2.1.6. Grounds for exclusion

Sources of grounds for exclusion: Procurement Document

5. Lot

5.1. Lot: LOT-0001

Title: Prestations de conseil et achat média

Description: Prestations de conseil, achat et gestion d'espace médias, de mesure et de pilotage de la performance des campagnes sur l'ensemble des médias existants et les médias futurs

Internal identifier: CAM_SIG_2025_07

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79341000 Advertising services

Additional classification (cpv): 79341400 Advertising campaign services

5.1.2. Place of performance

Country: France

Anywhere in the given country

5.1.3. Estimated duration

Duration: 4 Years

5.1.5. Value

Estimated value excluding VAT: 465 000 000,00 EUR

Maximum value of the framework agreement: 815 000 000,00 EUR

5.1.6. General information

Reserved participation:

Participation is not reserved.

Participation is not reserved.

The names and professional qualifications of the staff assigned to perform the contract must be given: Request to participate requirement

Procurement Project not financed with EU Funds.

The procurement is covered by the Government Procurement Agreement (GPA): yes

Additional information: La donnée indiquée dans le champ BT-113-Lot n'a aucune valeur juridique

5.1.9. Selection criteria

Sources of selection criteria: Procurement Document

Information about the second stage of a two-stage procedure:

Minimum number of candidates to be invited for the second stage of the procedure: 5

The procedure will take place in successive stages. At each stage, some participants may be eliminated

The buyer reserves the right to award the contract on the basis of the initial tenders without any further negotiations

5.1.10. Award criteria

Criterion:

Type: Price

Name: C1: critère prix évalué sur la base du BPU

Description: C1: critère prix évalué sur la base du BPU

Category of award weight criterion: Weight (percentage, exact)

Award criterion number: 30

Criterion:

Type: Quality

Name: C2: critère Méthodologie - Equipe dédiée et compétences - Suivi de performance - Cas pratique

Description: C2: critère Méthodologie - Equipe dédiée et compétences - Suivi de performance - Cas pratique

Category of award weight criterion: Weight (percentage, exact)

Award criterion number: 70

5.1.11. Procurement documents

Deadline for requesting additional information: 18/07/2026 12:00:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Address of the procurement documents: <https://www.marches-publics.gouv.fr/entreprise/consultation/2996448?orgAcronyme=d2v>

5.1.12. Terms of procurement**Terms of the procedure:**

Estimated date of dispatch of the invitations to submit tenders: 18/08/2026

Terms of submission:

Electronic submission: Required

Address for submission: <https://www.marches-publics.gouv.fr/entreprise/consultation/2996448?orgAcronyme=d2v>

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

Electronic catalogue: Not allowed

Variants: Not allowed

Deadline for receipt of requests to participate: 24/07/2026 12:00:00 (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:**

Framework agreement, without reopening of competition

Maximum number of participants: 150

Information about the dynamic purchasing system:

No dynamic purchase system

5.1.16. Further information, mediation and review

Mediation organisation: Comité consultatif national de règlement amiable des différends ou litiges relatif au marché public

Review organisation: TA de Paris

Information about review deadlines: Cf. RC

Organisation providing additional information about the procurement procedure: Service d'information du gouvernement

Organisation providing offline access to the procurement documents: Service d'information du gouvernement

Organisation providing more information on the review procedures: TA de Paris

8. Organisations

8.1. ORG-0001

Official name: Service d'information du gouvernement

Registration number: 11000201100044

Postal address: 20 avenue Segur

Town: Paris

Postcode: 75007

Country subdivision (NUTS): Paris (FR101)

Country: France

Contact point: Pôle achat-budget

Email: sig-marches@pm.gouv.fr

Telephone: 0142755456

Internet address: <https://www.info.gouv.fr/organisation/service-d-information-du-gouvernement-sig>

Buyer profile: <https://www.marches-publics.gouv.fr/entreprise>

Roles of this organisation:

Buyer

Organisation providing additional information about the procurement procedure

Organisation providing offline access to the procurement documents

Organisation receiving requests to participate

Organisation processing tenders

8.1. ORG-0002

Official name: TA de Paris

Registration number: 17750005500013

Postal address: 7 rue de Jouy

Town: Paris

Postcode: 75181

Country subdivision (NUTS): Paris (FR101)

Country: France

Email: greffe.ta-paris@juradam.fr

Telephone: 0144559440

Roles of this organisation:

Review organisation

Organisation providing more information on the review procedures

8.1. ORG-0003

Official name: Comité consultatif national de règlement amiable des différends ou litiges relatif au marché public

Registration number: 7847180330001

Town: Paris

Postcode: 75013

Country subdivision (NUTS): Paris (FR101)

Country: France

Email: cnra@finances.gouv.fr

Telephone: +33144970539

Roles of this organisation:

Mediation organisation

Notice information

Notice identifier/version: 0097deeb-2105-415a-8153-6a0c93795d58 - 01

Form type: Competition

Notice type: Contract or concession notice – standard regime

Notice subtype: 16

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