

450135-2026 - Competition

France – Advertising video-tape production – Création d'un spot pour une communication digitale et TV pour l'Ordre National des Infirmiers

OJ S 124/2026 01/07/2026

Contract or concession notice – standard regime

Services

1. Buyer

1.1. Buyer

Official name: CONSEIL NATIONAL DE L'ORDRE DES INFIRMIERS

Email: contact@ordre-infirmiers.fr

Legal type of the buyer: Body governed by public law

Activity of the contracting authority: Health

2. Procedure

2.1. Procedure

Title: Création d'un spot pour une communication digitale et TV pour l'Ordre National des Infirmiers

Description: L'accord-cadre sera exécuté par l'émission de bons de commande. Chaque lot fera l'objet d'une attribution séparée. Les prestations sont réglées par des prix unitaires et forfaitaires. Les montants estimatifs sont indicatifs et comprennent les options (prestations similaires et reconductions). Les montants estimatifs sont indicatifs et comprennent la totalité des périodes de reconduction. L'Ordre National des Infirmiers souhaite réaliser et faire diffuser un spot TV de 20/30 secondes mettant en avant les compétences de la profession infirmière et la pluralité des profils qui la compose. Le spot sera également décliné en version longue de 90 secondes pour diffusion interne à l'occasion de la célébration des 20 ans de l'Ordre.

L'objectif est prioritairement de promouvoir l'expertise infirmière et l'évolution du métier afin d'incarner la nouvelle définition de la profession infirmière en pleine évolution en conférant une visibilité accrue des métiers via des médias traditionnels (TV) et des supports digitaux (SEA, YouTube, display, replay, etc.)

Procedure identifier: d6acac24-ab55-4308-9f98-5583e36d6495

Internal identifier: 2026-002-AP2A

Type of procedure: Open

The procedure is accelerated: no

2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 92111220 Advertising video-tape production

Additional classification (cpv): 79342200 Promotional services

2.1.2. Place of performance

Postal address: 228 rue du Faubourg Saint-Martin

Town: Paris 10

Postcode: 75010

Country subdivision (NUTS): Paris (FR101)

Country: France

2.1.3. Value

Estimated value excluding VAT: 965 000,00 EUR

2.1.4. General information

Legal basis:

Directive 2014/24/EU

2.1.5. Terms of procurement

Terms of submission:

Maximum number of lots for which one tenderer can submit tenders: 2

Terms of contract:

Maximum number of lots for which contracts can be awarded to one tenderer: 2

2.1.6. Grounds for exclusion

Sources of grounds for exclusion: Procurement Document

5. Lot

5.1. Lot: LOT-0001

Title: Création du spot TV et de sa version longue

Description: Création du spot TV et de sa version longue

Internal identifier: 01

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 92111220 Advertising video-tape production

Additional classification (cpv): 92111220 Advertising video-tape production, 79342200

Promotional services

Options:

Description of the options: Le contrat prévoit la possibilité de confier ultérieurement au titulaire du marché un ou plusieurs marchés ayant pour objet la réalisation de prestations similaires

5.1.2. Place of performance

Postal address: 228 rue du Faubourg Saint-Martin

Town: Paris 10

Postcode: 75010

Country subdivision (NUTS): Paris (FR101)

Country: France

5.1.3. Estimated duration

Start date: 15/09/2026

Duration end date: 31/12/2026

5.1.4. Renewal

Maximum renewals: 1

Other information about renewals: Seul le lot 2 est susceptible d'être reconduit dans les conditions du cahier des charges. La durée du lot 1 démarre à compter de la notification jusqu'au 31/12/2026 et ce lot n'est pas reconductible. La période initiale du lot 2 démarre à compter de la notification jusqu'au 31/12/2027 et ce lot est reconductible dans les conditions du cahier des charges

5.1.5. Value

Estimated value excluding VAT: 420 000,00 EUR

5.1.6. General information

Reserved participation:

Participation is not reserved.

The names and professional qualifications of the staff assigned to perform the contract must be given: Not required

Procurement Project not financed with EU Funds.

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

5.1.9. Selection criteria

Sources of selection criteria: Procurement Document

5.1.11. Procurement documents

Address of the procurement documents: <https://www.marches-publics.info/mpiaaws/index.cfm?fuseaction=dematEnt.login&type=DCE&IDM=1843196>

Ad hoc communication channel:

Name: AW Solutions

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Required

Address for submission: <https://www.marches-publics.info/mpiaaws/index.cfm?fuseaction=demat.termes&IDM=1843196>

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

Electronic catalogue: Not allowed

Variants: Not allowed

Tenderers may submit more than one tender: Not allowed

Deadline for receipt of tenders: 31/07/2026 12:00:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Duration during which the tender must remain valid: 4 Months

Information about public opening:

Opening date: 31/07/2026 14:00:00 (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

Conditions relating to the performance of the contract: L'exécution des prestations débute à compter de la date de notification du contrat. Aucune clause de garantie financière prévue. Aucune avance prévue. Les prix sont fermes. Le paiement des prestations se fera dans le respect du délai global de paiement applicable à l'acheteur

Electronic invoicing: Required

Electronic ordering will be used: no

Electronic payment will be used: no

5.1.15. Techniques

Framework agreement:

Framework agreement, without reopening of competition

Maximum number of participants: 1

Information about the dynamic purchasing system:

No dynamic purchase system

5.1.16. Further information, mediation and review

Mediation organisation: Tribunal judiciaire de Paris

Review organisation: Tribunal judiciaire de Paris

Organisation providing more information on the review procedures: Tribunal judiciaire de Paris

5.1. Lot: LOT-0002

Title: Diffusion digitale et TV

Description: Diffusion digitale et TV

Internal identifier: 02

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 92111220 Advertising video-tape production

Additional classification (cpv): 79342200 Promotional services, 79342200 Promotional services

Options:

Description of the options: Le contrat prévoit la possibilité de confier ultérieurement au titulaire du marché un ou plusieurs marchés ayant pour objet la réalisation de prestations similaires

5.1.2. Place of performance

Postal address: 228 rue du Faubourg Saint-Martin

Town: Paris 10

Postcode: 75010

Country subdivision (NUTS): Paris (FR101)

Country: France

5.1.3. Estimated duration

Start date: 15/09/2026

Duration end date: 31/12/2026

5.1.4. Renewal

Maximum renewals: 1

Other information about renewals: Seul le lot 2 est susceptible d'être reconduit dans les conditions du cahier des charges. La durée du lot 1 démarre à compter de la notification jusqu'au 31/12/2026 et ce lot n'est pas reconductible. La période initiale du lot 2 démarre à compter de la notification jusqu'au 31/12/2027 et ce lot est reconductible dans les conditions du cahier des charges

5.1.5. Value

Estimated value excluding VAT: 545 000,00 EUR

5.1.6. General information

Reserved participation:

Participation is not reserved.

The names and professional qualifications of the staff assigned to perform the contract must be given: Not required

Procurement Project not financed with EU Funds.

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

5.1.9. Selection criteria

Sources of selection criteria: Procurement Document

5.1.11. Procurement documents

Address of the procurement documents: <https://www.marches-publics.info/mpiaws/index.cfm?fuseaction=dematEnt.login&type=DCE&IDM=1843196>

Ad hoc communication channel:

Name: AW Solutions

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Required

Address for submission: <https://www.marches-publics.info/mpiaws/index.cfm?fuseaction=demat.termes&IDM=1843196>

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

Electronic catalogue: Not allowed

Variants: Not allowed

Tenderers may submit more than one tender: Not allowed

Deadline for receipt of tenders: 31/07/2026 12:00:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Duration during which the tender must remain valid: 4 Months

Information about public opening:

Opening date: 31/07/2026 14:00:00 (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

Conditions relating to the performance of the contract: L'exécution des prestations débute à compter de la date de notification du contrat. Aucune clause de garantie financière prévue. Aucune avance prévue. Les prix sont fermes. Le paiement des prestations se fera dans le respect du délai global de paiement applicable à l'acheteur

Electronic invoicing: Required

Electronic ordering will be used: no

Electronic payment will be used: no

5.1.15. Techniques

Framework agreement:

Framework agreement, without reopening of competition

Maximum number of participants: 1

Information about the dynamic purchasing system:

No dynamic purchase system

5.1.16. Further information, mediation and review

Mediation organisation: Tribunal judiciaire de Paris

Review organisation: Tribunal judiciaire de Paris

Organisation providing more information on the review procedures: Tribunal judiciaire de Paris

8. Organisations

8.1. ORG-0001

Official name: Avenue-Web Systèmes

Registration number: E9A431BB-0DF6-F6B8-2D93D34674B4300D

Town: Seyssinet-Pariset

Postcode: 38170

Country subdivision (NUTS): Isère (FRK24)

Country: France
Email: publications-joue@aws-france.com
Telephone: +33480041260
Roles of this organisation:
TED eSender

8.1. ORG-0002

Official name: CONSEIL NATIONAL DE L'ORDRE DES INFIRMIERS
Registration number: 79335
Postal address: 228 Rue Du Faubourg Saint Martin
Town: Paris
Postcode: 75010
Country subdivision (NUTS): Paris (FR101)
Country: France
Contact point: DAYDOU Emmanuel
Email: contact@ordre-infirmiers.fr
Telephone: 0171938450
Internet address: <https://www.ordre-infirmiers.fr/>
Buyer profile: <https://www.marches-publics.info/>

Roles of this organisation:

Buyer

8.1. ORG-0003

Official name: Tribunal judiciaire de Paris
Registration number: E9A431EB-B4A6-14D2-0924163DD58A4ADE
Postal address: 29-45 Avenue de la Porte de Clichy
Town: Paris
Postcode: 75017
Country subdivision (NUTS): Paris (FR101)
Country: France
Email: accueil-paris@justice.fr
Telephone: 0144325151
Internet address: <http://www.justice.gouv.fr/>

Roles of this organisation:

Review organisation

8.1. ORG-0004

Official name: Tribunal judiciaire de Paris
Registration number: E9A431FD-9E8F-9C02-845359147012A203
Postal address: 29-45 Avenue de la Porte de Clichy
Town: Paris
Postcode: 75017
Country subdivision (NUTS): Paris (FR101)
Country: France
Email: accueil-paris@justice.fr
Telephone: 0144325151
Internet address: <http://www.justice.gouv.fr/>

Roles of this organisation:

Mediation organisation

8.1. ORG-0005

Official name: Tribunal judiciaire de Paris
Registration number: E9A4321E-96AE-3D34-2FDE46C70F04505C
Postal address: 29-45 Avenue de la Porte de Clichy
Town: Paris
Postcode: 75017
Country subdivision (NUTS): Paris (FR101)
Country: France
Email: accueil-paris@justice.fr
Telephone: 0144325151
Internet address: <http://www.justice.gouv.fr/>

Roles of this organisation:

Organisation providing more information on the review procedures

Notice information

Notice identifier/version: 5427c83e-f99c-4143-9b63-b8883cb86e2d - 01
Form type: Competition
Notice type: Contract or concession notice – standard regime
Notice subtype: 16
Notice dispatch date: 30/06/2026 09:10:13 (UTC+02:00) Eastern European Time, Central European Summer Time
Languages in which this notice is officially available: French
Notice publication number: 450135-2026
OJ S issue number: 124/2026
Publication date: 01/07/2026