

France-Annecy: Advertising and marketing services
OJ S 248/2016 23/12/2016
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Communauté de l'agglomération d'Annecy

National registration number: 24740042700115

Postal address: 46 avenue des Iles

Town: Annecy

NUTS code: FR718 Haute-Savoie

Postal code: 74007

Country: France

E-mail: marches-publics@agglo-annecy.fr

Telephone: +33 450634900

Fax: +33 450634858

Internet address(es):

Main address: <http://www.agglo-annecy.fr/>

Address of the buyer profile: <http://www.agglo-annecy.fr/>

I.4. Type of the contracting authority

Regional or local authority

I.5. Main activity

General public services

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Création, fabrication, impression et livraison du magazine d'information du Grand Annecy.

Reference number: 2016/51

II.1.2. Main CPV code

79340000 Advertising and marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

Le présent marché est encadré par les montants minimum et maximum annuels suivants:

— lot 1: 10 000 EUR HT/30 000 HT,

— lot 2: 20 000 EUR HT/130 000 HT.

II.1.6.

Information about lots

This contract is divided into lots: yes

II.1.7. Total value of the procurement

Value excluding VAT: 160 000,00 EUR

II.2. Description

II.2.1. Title

Création, mise en page et suivi de fabrication du magazine d'information du Grand Annecy
Lot No: 1

II.2.2. Additional CPV code(s)

79341100 Advertising consultancy services

II.2.3. Place of performance

NUTS code: FR718 Haute-Savoie

II.2.4. Description of the procurement

Création d'un nouveau magazine (conseil éditorial, rubriquage, recherche d'un nom, création d'une charte). Mise en page du magazine à partir des contenus (textes et photos) fournis par la personne publique et suivi de fabrication.

II.2.5. Award criteria

Cost criterion - Name: Valeur technique / Weighting: 60

Cost criterion - Name: Prix des prestations / 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

II.2. Description

II.2.1. Title

Impression et livraison du magazine d'information du Grand Annecy
Lot No: 2

II.2.2. Additional CPV code(s)

79823000 Printing and delivery services

II.2.3. Place of performance

NUTS code: FR718 Haute-Savoie

II.2.4. Description of the procurement

Impression et livraison.

II.2.5. Award criteria

Quality criterion - Name: Mesures relatives au développement durable / Weighting: 10

Cost criterion - Name: Prix des prestations / Weighting: 50

Cost criterion - Name: Valeur technique / 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

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

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: [2016/S 197-355243](#)

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

Lot No: 1

Title:

Création, mise en page et suivi de fabrication du magazine d'information du Grand Annecy

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

20/12/2016

V.2.2. Information about tenders

Number of tenders received: 4

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

V.2.3. Name and address of the contractor

Official name: Scoop Communication

Postal address: 585 rue de la Juine

Town: Olivet

NUTS code: FR246 Loiret

Postal code: 45160

Country: France

The contractor is an SME: no

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

Total value of the contract/lot: 30 000,00 EUR

V.2.5. Information about subcontracting

Section V: Award of contract

Lot No: 2

Title:

Impression et livraison du magazine d'information du Grand Annecy

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

20/12/2016

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: Rose Tramé

Postal address: 16 rue Jean Baptiste Boussu

Town: Vignoles

NUTS code: FR261 Côte-d'Or

Postal code: 21200

Country: France

The contractor is an SME: no

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

Total value of the contract/lot: 130 000,00 EUR

V.2.5. Information about subcontracting

Section VI: Complementary information

VI.3. Additional information

Le marché est encadré par les montants minimum et maximum annuels suivants:

— lot 1: 10 000 EUR HT/30 000 EUR HT,

— lot 2: 20 000 EUR HT/130 000 EUR HT.

VI.4. Procedures for review

VI.4.1. Review body

Official name: Tribunal administratif de Grenoble

Postal address: 2 place de Verdun

Town: Grenoble

Postal code: 38022

Country: France
E-mail: greffe.ta-grenoble@juradm.fr
Telephone: +33 476429000
Fax: +33 476422269

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

Official name: Tribunal administratif de Grenoble
Postal address: 2 place de Verdun
Town: Grenoble
Postal code: 38022
Country: France
E-mail: greffe.ta-grenoble@juradm.fr
Telephone: +33 476429000
Fax: +33 476422269

VI.5. Date of dispatch of this notice

21/12/2016