

France-Paris: Advertising and marketing services
OJ S 219/2017 15/11/2017
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Agence du service civique
Postal address: 95 avenue de France
Town: Paris
NUTS code: FR France
Postal code: 75013
Country: France
E-mail: marches-asc@agence-civique.gouv.fr
Telephone: +33 140459000
Fax: +33 140459496
Internet address(es):
Main address: <https://www.marches-publics.gouv.fr>

I.4. Type of the contracting authority

National or federal agency/office

I.5. Main activity

Other activity: Service civique

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

AccompagnementstratCOM.
Reference number: 2017-08-AccompagnementstratCOM

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 a pour objet l'accompagnement de l'agence du service civique dans l'élaboration de sa stratégie de communication et sa mise en œuvre.

II.1.6. Information about lots

This contract is divided into lots: yes

II.1.7.

Total value of the procurement

Value excluding VAT: 6 000 000,00 EUR

II.2. Description

II.2.1. Title

Accompagnement dans l'élaboration et la mise en œuvre des stratégies de communication et d'influence de l'agence du service civique

Lot No: 1

II.2.2. Additional CPV code(s)

79340000 Advertising and marketing services, 79416000 Public relations services, 92400000 News-agency services

II.2.3. Place of performance

NUTS code: FR France

II.2.4. Description of the procurement

Accompagnement dans l'élaboration et la mise en œuvre des stratégies de communication et d'influence de l'agence du service civique.

II.2.5. Award criteria

Quality criterion - Name: Valeur technique / Weighting: 60

Price - 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

Développement et fonctionnement opérationnel du site www.service-civique.gouv.fr

Lot No: 2

II.2.2. Additional CPV code(s)

72413000 World wide web (www) site design services, 72415000 World wide web (www) site operation host services

II.2.3. Place of performance

NUTS code: FR France

II.2.4. Description of the procurement

Développement et fonctionnement opérationnel du site www.service-civique.gouv.fr

II.2.5. Award criteria

Quality criterion - Name: Valeur technique / Weighting: 60

Price - 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

Competitive procedure with negotiation

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: [2017/S 072-137230](#)

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: 2017-20

Lot No: 1

Title:

Accompagnement dans l'élaboration et la mise en œuvre des stratégies de communication et d'influence de l'agence du service civique

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

22/08/2017

V.2.2. Information about tenders

Number of tenders received: 5

The contract has been awarded to a group of economic operators: yes

V.2.3. Name and address of the contractor

Official name: Equancy SNC

Postal address: 47 rue de Chaillot

Town: Paris

NUTS code: FR France

Postal code: 75116
Country: France
Internet address: <http://www.equancy.fr/>
The contractor is an SME: no

V.2.3. Name and address of the contractor

Official name: Insign
Postal address: 7 rue de la République
Town: Lyon
NUTS code: FR France
Postal code: 69001
Country: France
Internet address: <https://www.insign.fr/>
The contractor is an SME: no

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

Initial estimated total value of the contract/lot: 3 000 000,00 EUR
Total value of the contract/lot: 3 000 000,00 EUR

V.2.5. Information about subcontracting

The contract is likely to be subcontracted

Section V: Award of contract

Contract No: 2017-20

Lot No: 2

Title:

Développement et fonctionnement opérationnel du site www.service-civique.gouv.fr

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

27/07/2017

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: Publicis Nurun
Postal address: 133 avenue des Champs Élysées
Town: Paris
NUTS code: FR France
Postal code: 75008
Country: France
Internet address: <https://www.nurun.com/fr/>
The contractor is an SME: no

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

Initial estimated total value of the contract/lot: 3 000 000,00 EUR

Total value of the contract/lot: 3 000 000,00 EUR

V.2.5. Information about subcontracting

The contract is likely to be subcontracted

Section VI: Complementary information

VI.3. Additional information

VI.4. Procedures for review

VI.4.1. Review body

Official name: Tribunal administratif de Paris

Postal address: 7 rue de Jouy

Town: Paris

Postal code: 75181

Country: France

E-mail: greffe.ta-paris@juradm.fr

Telephone: +33 144594400

Fax: +33 144594646

Internet address: <http://paris.tribunal-administratif.fr>

VI.5. Date of dispatch of this notice

13/11/2017