

France-Bordeaux: Advertising campaign services

OJ S 144/2023 28/07/2023

Contract award notice

Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: ars Aquitaine-Limousin-Poitou-Charente

Postal address: 103 bis rue Belleville - cS 91704

Town: Bordeaux Cedex

NUTS code: FRI Nouvelle-Aquitaine

Postal code: 33063

Country: France

E-mail: Christele.bonnet@ars.sante.fr

Telephone: +33 557014607

Internet address(es):Main address: <http://www.nouvelle-aquitaine.ars.sante.fr/>Address of the buyer profile: <http://www.marches-publics.gouv.fr>**I.4. Type of the contracting authority**

Regional or local agency/office

I.5. Main activity

Other activity: Santé - Environnement

Section II: Object

II.1. Scope of the procurement**II.1.1. Title**

achats de prestations/supports de communication lots 2, 3 ET 4

Reference number: 2022M051LOTS2A4

II.1.2. Main CPV code

79341400 Advertising campaign services

II.1.3. Type of contract

Services

II.1.4. Short description

concerne les lots no 2, 3 et 4 devant permettre : - de commander par bons de commande des prestations d'agence de communication (conseils en stratégie, conception et production de supports de communication?) et l'externalisation de campagnes de communication avec achat d'espaces dans le champ des réseaux sociaux - de commander par bons de commande des achats d'espaces publicitaires tout support confondu et les conseils en stratégie liés hors

campagnes de communication externalisées objets des lots no 1 et no 2 - de commander par bons de commande la réalisation et la production de vidéos, de motion design et de reportages photos institutionnels et 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: 3 000 000,00 EUR

II.2. Description

II.2.1. Title

prestations et/ou élaboration et mise en oeuvre de campagnes de communication dans le champ des réseaux sociaux

Lot No: 2

II.2.2. Additional CPV code(s)

79341400 Advertising campaign services

II.2.3. Place of performance

NUTS code: FRI Nouvelle-Aquitaine

II.2.4. Description of the procurement

achats de prestations (création visuelle, conseils et stratégie) et/ou élaboration et mise en ?
Uvre de campagnes de communication y compris l'achat d'espace publicitaire éventuel dans le champ des réseaux sociaux

II.2.5. Award criteria

Quality criterion - Name: Au vu du mémoire technique établi selon cadre fourni / Weighting: 30

Quality criterion - Name: Au vu des prestations remises (étude de cas) / Weighting: 30

Cost criterion - Name: Au vu du montant du scénario fictif complété / 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

achat d'espaces publicitaires tout support y compris conseil stratégique et hors campagnes externalisées

Lot No: 3

II.2.2. Additional CPV code(s)

79341200 Advertising management services

II.2.3. Place of performance

NUTS code: FRI Nouvelle-Aquitaine

II.2.4. Description of the procurement

achats ponctuels d'espaces publicitaires tout support confondu et prestations de conseil stratégique associés (hors campagnes de communication externalisées réalisées dans le cadre de l'exécution des lots no 1 et no 2)

II.2.5. Award criteria

Quality criterion - Name: Au vu du mémoire technique établi selon cadre fourni / Weighting: 30

Quality criterion - Name: Au vu des prestations remises (étude de cas) / Weighting: 30

Cost criterion - Name: Au vu de la simulation financière / 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

réalisation et production de vidéos, motions design, reportages photos institutionnels et/ou promotionnels

Lot No: 4

II.2.2. Additional CPV code(s)

92111200 Advertising, propaganda and information film and video-tape production, 79961100 Advertising photography services

II.2.3. Place of performance

NUTS code: FRI Nouvelle-Aquitaine

II.2.4. Description of the procurement

réalisation et production de vidéos, motions design, reportages photos institutionnels et/ou promotionnels

II.2.5. Award criteria

Quality criterion - Name: Au vu du mémoire technique établi selon cadre fourni / Weighting: 30

Quality criterion - Name: Au vu des prestations remises (étude de cas) / Weighting: 30

Cost criterion - Name: Au vu du montant du scénario fictif complété / 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

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: [2023/S 070-210539](#)

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: 2022M051020

Lot No: 2

Title:

achats de prestations (création visuelle, conseils et stratégie) et/ou élaboration et mise en oeuvre de campagnes de communication dans le champ des réseaux sociaux

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

20/07/2023

V.2.2. Information about tenders

Number of tenders received: 9

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

V.2.3. Name and address of the contractor

Official name: agence Eliette/Sapeso

Postal address: 23 Quai Queyries

Town: Bordeaux

NUTS code: FRI Nouvelle-Aquitaine

Postal code: 33000

Country: France

Internet address: <https://www.sudouest.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: 600 000,00 EUR

Total value of the contract/lot: 600 000,00 EUR

V.2.5. Information about subcontracting

Section V: Award of contract

Contract No: 2022m051030

Lot No: 3

Title:

achat d'espaces publicitaires tout support confondu hors campagnes de communication objets des lots no 1 et no 2

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

06/07/2023

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: agence Eliette/Sapeso

Postal address: 23 Quai Queyries

Town: Bordeaux

NUTS code: FRI Nouvelle-Aquitaine

Postal code: 33000

Country: France

Internet address: <https://www.sudouest.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: 2 000 000,00 EUR

Total value of the contract/lot: 2 000 000,00 EUR

V.2.5. Information about subcontracting

Section V: Award of contract

Contract No: 2022m051040

Lot No: 4

Title:

réalisation et production de vidéos? motions design, reportages photos institutionnels et/o promotionnels

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

20/07/2023

V.2.2.

Information about tenders

Number of tenders received: 11

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

V.2.3. Name and address of the contractor

Official name: e-te@m

Postal address: 42 rue Rouillet

Town: Bordeaux

NUTS code: FRI Nouvelle-Aquitaine

Postal code: 33800

Country: France

Internet address: <https://eteam.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: 400 000,00 EUR

Total value of the contract/lot: 400 000,00 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 Bordeaux

Postal address: 9 rue Tastet CS 21490

Town: Bordeaux Cedex

Postal code: 33063

Country: France

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

Telephone: +33 556993800

Fax: +33 556243903

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

Official name: tribunal administratif de Bordeaux

Postal address: 9 rue Tastet CS 21490

Town: Bordeaux Cedex

Postal code: 33063

Country: France

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

Telephone: +33 556993800

Fax: +33 556243903

VI.5. Date of dispatch of this notice

25/07/2023