

**France-Bordeaux: Advertising campaign services**  
**OJ S 144/2023 28/07/2023**  
**Contract award notice**  
**Services**

**Legal Basis:**

Directive 2014/24/EU

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**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](mailto:Christele.bonnet@ars.sante.fr)

Telephone: +33 557014661

**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

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**Section II: Object**

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

**II.1.1. Title**

prestations et/ou elaboration de campagnes de communication (hors champ des reseaux sociaux)

Reference number: 2022M051010

**II.1.2. Main CPV code**

79341400 Advertising campaign services

**II.1.3. Type of contract**

Services

**II.1.4. Short description**

achats ponctuels de prestations (création visuelle, conseils..) et/ou élaboration et mise en oeuvre de campagnes de communication y compris l'achat d'espaces publicitaires le cas échéant (hors champ des réseaux sociaux)

**II.1.6. Information about lots**

This contract is divided into lots: no

### **II.1.7. Total value of the procurement**

Value excluding VAT: 2 000 000,00 EUR

## **II.2. Description**

### **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**

cet avis ne concerne que le lot no 1. Un avis pour les lots no 2, 3 et 4 sera publié séparément. Le présent lot 1 consiste en :- l'achat ponctuel par bons de commande de prestations d'agence de communication (conseils en stratégie, conception et production de supports de communication " print ", création de logos et chartes graphiques, actualisation de documents existants, gestion des relations presse, ...) -l'externalisation par la passation de marchés subséquents de campagnes de communication comprenant leur élaboration, leur mise en oeuvre et le cas échéant l'achat d'espaces publicitaires

### **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: 30

Cost criterion - Name: Au vu de la moyenne des taux de rémunération achat espace / Weighting: 10

### **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**

accord-Cadre multi-attributaire à bons de commande et marché subséquent

## **Section IV: Procedure**

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### **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 070-213345](#)

#### 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

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**Contract No:** 2022M051010

**Lot No:** 1

**Title:**

achat ponctuel de prestations et/ou élaboration de campagnes de communication y compris achat d'espaces publicitaires hors 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 otempora (rang 1)

Postal address: 147 ru Naujac

Town: Bordeaux

NUTS code: FRI Nouvelle-Aquitaine

Postal code: 33000

Country: France

Internet address: <https://www.otempora.com/>

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

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**Contract No:** 2022M051010

**Lot No:** 1

**Title:**

achat de prestations ponctuelles et/ou élaboration de campagne de communication y compris l'achat d'espaces publicitaires hors 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 the kub (rang 2)

Postal address: 5 rue de la Rousselle

Town: Bordeaux

NUTS code: FRI Nouvelle-Aquitaine

Postal code: 33000

Country: France

Internet address: <http://www.thekub.com>

The contractor is an SME: yes

**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**

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**Contract No:** 2022M051010

**Lot No:** 1

**Title:**

achat de prestations ponctuelles et/ou élaboration de campagne de communication y compris l'achat d'espaces publicitaires hors 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: page publique (rang 3)

Postal address: 33 Place Gambetta

Town: Bordeaux

NUTS code: FRI Nouvelle-Aquitaine

Postal code: 33000

Country: France

Internet address: <https://www.pagepublique.com/>

The contractor is an SME: yes

**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 VI: Complementary information**

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**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](mailto: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](mailto:greffe.ta-bordeaux@juradm.fr)

Telephone: +33 556993800

Fax: +33 556243903

**VI.5. Date of dispatch of this notice**

25/07/2023