

France-Paris: Advertising and marketing services
OJ S 166/2022 30/08/2022
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: ccca-btp

Postal address: 19 rue du Père Coentin

Town: Paris

NUTS code: FR101 Paris

Postal code: 75014

Country: France

E-mail: accueil.3ca@ccca-btp.fr

Telephone: +33 140642664

Internet address(es):

Main address: <http://www.ccca-btp.fr/>

Address of the buyer profile: <http://ccca-btp.e-marchespublics.com>

I.4. Type of the contracting authority

Other type: Personne morale de droit privé

I.5. Main activity

Education

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

campagne de recrutement digitale " Les Reconstructeurs " articulée autour d'une web série

Reference number: P2022.04

II.1.2. Main CPV code

79340000 Advertising and marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

le dispositif de la campagne de recrutement est basé notamment sur :

- création et production d'une web série d'au moins 30 épisodes diffusés sur internet et les réseaux sociaux
- définition de la stratégie digitale et animation des réseaux sociaux propres à la campagne
- génération de leads vers les organismes de formation formant aux métiers du BTP

II.1.6.

Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Value excluding VAT: 952 885,00 EUR

II.2. Description

II.2.2. Additional CPV code(s)

79340000 Advertising and marketing services

II.2.3. Place of performance

NUTS code: FR101 Paris

II.2.4. Description of the procurement

le dispositif de la campagne de recrutement est basé notamment sur :- création et production d'une web série d'au moins 30 épisodes diffusés sur internet et les réseaux sociaux- définition de la stratégie digitale et animation des réseaux sociaux propres à la campagne- génération de leads vers les organismes de formation formant aux métiers du BTP

II.2.5. Award criteria

Price

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

IV.1.6. Information about electronic auction

An electronic auction has been used

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: [2022/S 010-019533](#)

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: P2022.04

Lot No: UNIQUE

Title:

campagne de recrutement digitale " Les Reconstructeurs " articulée autour d'une web série

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

05/08/2022

V.2.2. Information about tenders

Number of tenders received: 8

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

V.2.3. Name and address of the contractor

Official name: dc7 GROWTHLY

Postal address: 98 rue du president wilson

Town: Levallois Perret

NUTS code: FR101 Paris

Postal code: 92300

Country: France

The contractor is an SME: yes

V.2.3. Name and address of the contractor

Official name: metronome production

Postal address: 12 mte des oliviers

Town: Le Cannel

NUTS code: FR101 Paris

Postal code: 06110

Country: France

The contractor is an SME: yes

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

Total value of the contract/lot: 952 885,00 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 Judiciaire de Paris

Postal address: tribunal judiciaire de Paris, Parvis du Tribunal de Paris, 75859, Paris Cedex 17

Town: Paris

Postal code: 75859

Country: France

VI.5. Date of dispatch of this notice

25/08/2022