

**France-Paris: Advertising and marketing services**  
**OJ S 197/2020 09/10/2020**  
**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: Service de la communication

Postal address: 139 rue de Bercy

Town: Paris Cedex 12

NUTS code: FR101 Paris

Postal code: 75572

Country: France

E-mail: [Fanny.loeillet@finances.gouv.fr](mailto:Fanny.loeillet@finances.gouv.fr)

**Internet address(es):**

Main address: <https://www.economie.gouv.fr/>

**I.4. Type of the contracting authority**

Ministry or any other national or federal authority, including their regional or local subdivisions

**I.5. Main activity**

General public services

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**Section II: Object**

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

**II.1.1. Title**

Accord-cadre relatif à des prestations de conseil, d'accompagnement stratégique et opérationnel, de création et de réalisation de campagnes ou des actions ponctuelles de communication

Reference number: SIRCOM44903022020

**II.1.2. Main CPV code**

79340000 Advertising and marketing services

**II.1.3. Type of contract**

Services

**II.1.4. Short description**

Accord-cadre relatif à des prestations de conseil, d'accompagnement stratégique et opérationnel, de création et de réalisation de campagnes de communication médias et/ou hors médias, ou des actions ponctuelles de communication.

**II.1.6. Information about lots**

This contract is divided into lots: no

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

Value excluding VAT: 1 125 000,00 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**

Accord-cadre relatif à des prestations de conseil, d'accompagnement stratégique et opérationnel, de création et de réalisation de campagnes de communication médias et/ou hors médias, ou des actions ponctuelles de communication.

### **II.2.5. Award criteria**

Quality criterion - Name: La pertinence de la réflexion stratégique et du plan d'action notée à partir de la réponse au cas pratique / Weighting: 30

Quality criterion - Name: La qualité des intentions créatives dans la réponse au cas pratique / Weighting: 25

Quality criterion - Name: La méthodologie d'accompagnement dans le cadre de la réalisation des prestations objet du marché / Weighting: 10

Price - Weighting: 35

### **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**

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### **IV.1. Description**

#### **IV.1.1. Type of procedure**

Restricted 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: [2020/S 090-214773](#)

#### **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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**Title:**

Conseil, accompagnement stratégique et opérationnel, création et réalisation d'actions ponctuelles et de campagnes de communication médias et/ou hors médias

A contract/lot is awarded: yes

### V.2. Award of contract

#### V.2.1. Date of conclusion of the contract

24/09/2020

#### V.2.2. Information about tenders

Number of tenders received: 5

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

#### V.2.3. Name and address of the contractor

Official name: Parties Prenantes

Postal address: 24 rue Florian

Town: Paris

NUTS code: FR101 Paris

Postal code: 75020

Country: France

Internet address: <https://www.partiesprenantes.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: 1 125 000,00 EUR

Total value of the contract/lot: 1 125 000,00 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 Paris

Postal address: 7 rue de Jouy

Town: Paris Cedex 04

Postal code: 75181

Country: France

E-mail: [greffe.ta-paris@juradm.fr](mailto:greffe.ta-paris@juradm.fr)

Telephone: +33 144594400

Fax: +33 144426367

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

#### VI.4.2. Body responsible for mediation procedures

Official name: Comité consultatif interrégional de règlement amiable des litiges relatifs au marchés publics de Paris

Postal address: 29 rue Barbet de Jouy

Town: Paris

Postal code: 75700

Country: France

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

Official name: Tribunal administratif de Paris

Postal address: 7 rue de Jouy

Town: Paris Cedex 04

Postal code: 75181

Country: France

E-mail: [greffe.ta-paris@juradm.fr](mailto:greffe.ta-paris@juradm.fr)

Telephone: +33 144594400

Fax: +33 144426367

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

06/10/2020