

**France-Paris: Advertising campaign services**

OJ S 152/2023 09/08/2023

Contract award notice

Services

**Legal Basis:**

Directive 2014/24/EU

**Section I: Contracting authority**

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**I.1. Name and addresses**

Official name: OCAPIAT

National registration number: 84475200600024

Postal address: 153 rue de la Pompe - CS 60742

Town: Paris cedex 16

NUTS code: FR France

Postal code: 75179

Country: France

Contact person: Direction des achats

E-mail: [Achats@ocapiat.fr](mailto:Achats@ocapiat.fr)**Internet address(es):**Main address: <https://www.ocapiat.fr/>Address of the buyer profile: <https://www.achatpublic.com/sdm/ent/gen/index.jsp>**I.4. Type of the contracting authority**

Other type: Opérateur de compétences (OPCO)

**I.5. Main activity**

Other activity: Formation professionnelle

**Section II: Object**

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

Communication digitale, achats média, vidéos et motion design

Reference number: OCAPIAT 2022-DIRCOM004

**II.1.2. Main CPV code**

79341400 Advertising campaign services

**II.1.3. Type of contract**

Services

**II.1.4. Short description**

Le présent marché a pour objet?la communication digitale (stratégie, mise en oeuvre et optimisation ; l'animation des réseaux sociaux et la sponsorship), les achats média et la réalisation de vidéos et motion design en lien avec?: - Les missions de l'OPCO, la promotion de la marque OCAPIAT et de son offre de services et de financement, - L'attractivité des métiers et la promotion de l'alternance dans les filières agricoles, agroalimentaires et pêche, - La promotion des métiers alimentaires au travers d'Alimétiers.

### **II.1.6. Information about lots**

This contract is divided into lots: yes

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

Value excluding VAT: 2 957 000,00 EUR

## **II.2. Description**

### **II.2.1. Title**

Achat média

Lot No: 1

### **II.2.2. Additional CPV code(s)**

79341400 Advertising campaign services, 79341100 Advertising consultancy services, 79341000 Advertising services

### **II.2.3. Place of performance**

NUTS code: FR France

### **II.2.4. Description of the procurement**

Achat média

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

Quality criterion - Name: Valeur technique / Weighting: 35

Quality criterion - Name: Organisation dédiée / Weighting: 25

Quality criterion - Name: Impact environnemental en lien avec le lot / Weighting: 5

Price - Weighting: 35

### **II.2.11. Information about options**

Options: yes

Description of options:

Marchés de prestations similaires

### **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**

Animation réseaux

Lot No: 2

### **II.2.2. Additional CPV code(s)**

79340000 Advertising and marketing services, 79341400 Advertising campaign services, 79341000 Advertising services

### **II.2.3. Place of performance**

NUTS code: FR France

### **II.2.4. Description of the procurement**

Animation réseaux

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

Quality criterion - Name: Valeur technique / Weighting: 35

Quality criterion - Name: Organisation dédiée / Weighting: 25

Quality criterion - Name: Impact environnemental en lien avec le lot / Weighting: 5

Price - Weighting: 35

### **II.2.11. Information about options**

Options: yes

Description of options:

Prestations similaires

### **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**

Motion désign

Lot No: 3

##### **II.2.2. Additional CPV code(s)**

92110000 Motion picture and video tape production and related services, 79822500 Graphic design services

##### **II.2.3. Place of performance**

NUTS code: FR France

##### **II.2.4. Description of the procurement**

Motion désign

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

Quality criterion - Name: Valeur technique / Weighting: 35

Quality criterion - Name: Organisation dédiée / Weighting: 25

Quality criterion - Name: Impact environnemental en lien avec le lot / Weighting: 5

Price - Weighting: 35

### **II.2.11. Information about options**

Options: yes

Description of options:

Prestations similaires

### **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**

UI et UX

Lot No: 4

**II.2.2. Additional CPV code(s)**

79340000 Advertising and marketing services, 72400000 Internet services

**II.2.3. Place of performance**

NUTS code: FR France

**II.2.4. Description of the procurement**

UI et UX

**II.2.5. Award criteria**

Quality criterion - Name: Valeur technique / Weighting: 35

Quality criterion - Name: Organisation dédiée / Weighting: 25

Quality criterion - Name: Impact environnemental en lien avec le lot / Weighting: 5

Price - Weighting: 35

**II.2.11. Information about options**

Options: yes

Description of options:

Prestations similaires

**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**

SEO et SEA

Lot No: 5

**II.2.2. Additional CPV code(s)**

79340000 Advertising and marketing services, 72400000 Internet services

**II.2.3. Place of performance**

NUTS code: FR France

**II.2.4. Description of the procurement**

SEO et SEA

**II.2.5. Award criteria**

Quality criterion - Name: Valeur technique / Weighting: 35

Quality criterion - Name: Organisation dédiée / Weighting: 25

Quality criterion - Name: Impact environnemental en lien avec le lot / Weighting: 5

Price - Weighting: 35

**II.2.11. Information about options**

Options: yes

Description of options:

Prestations similaires

**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**

Vidéo

Lot No: 6

#### **II.2.2. Additional CPV code(s)**

92110000 Motion picture and video tape production and related services

#### **II.2.3. Place of performance**

NUTS code: FR France

#### **II.2.4. Description of the procurement**

Vidéo

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

Quality criterion - Name: Valeur technique / Weighting: 35

Quality criterion - Name: Organisation dédiée / Weighting: 25

Quality criterion - Name: Impact environnemental en lien avec le lot / Weighting: 5

Price - Weighting: 35

#### **II.2.11. Information about options**

Options: yes

Description of options:

Prestations similaires

#### **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**

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: [2022/S 252-735065](#)

#### **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:** 2022-DIRCOM004

**Lot No:** 1

**Title:**

Achat média - Titulaire rang 1

A contract/lot is awarded: yes

### V.2. Award of contract

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

08/06/2023

#### V.2.2. Information about tenders

Number of tenders received: 2

Number of tenders received from SMEs: 2

Number of tenders received by electronic means: 2

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

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

Official name: Madame Monsieur Communication

Postal address: 17, rue de la Banque

Town: Paris

NUTS code: FR France

Postal code: 75002

Country: France

Internet address: <https://www.madamemonsieur.agency/>

The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 920 000,00 EUR

Total value of the contract/lot: 920 000,00 EUR

#### V.2.5. Information about subcontracting

## Section V: Award of contract

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**Contract No:** 2022-DIRCOM004

**Lot No:** 1

**Title:**

Achat média - Titulaire rang 2

A contract/lot is awarded: yes

### V.2. Award of contract

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

16/05/2023

#### V.2.2.

### **Information about tenders**

Number of tenders received: 2

Number of tenders received from SMEs: 2

Number of tenders received by electronic means: 2

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

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

Official name: Agence Hula Hoop

Postal address: 8, cours d'Herbouville

Town: Lyon

NUTS code: FR France

Postal code: 69004

Country: France

Internet address: <https://www.hula-hoop.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: 920 000,00 EUR

Total value of the contract/lot: 920 000,00 EUR

#### **V.2.5. Information about subcontracting**

### **Section V: Award of contract**

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**Contract No:** 2022-DIRCOM004

**Lot No:** 2

**Title:**

Animation réseaux - Titulaire de rang 1

A contract/lot is awarded: yes

#### **V.2. Award of contract**

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

12/06/2023

##### **V.2.2. Information about tenders**

Number of tenders received: 3

Number of tenders received from SMEs: 3

Number of tenders received by electronic means: 3

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

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

Official name: Madame Monsieur Communication

Postal address: 17, rue de la Banque

Town: Paris

NUTS code: FR France

Postal code: 75002

Country: France

Internet address: <https://www.madamemonsieur.agency/>

The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 992 000,00 EUR

Total value of the contract/lot: 992 000,00 EUR

**V.2.5. Information about subcontracting****Section V: Award of contract**

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**Contract No:** 2022-DIRCOM004

**Lot No:** 2

**Title:**

Animation réseaux - Titulaire de rang 2

A contract/lot is awarded: yes

**V.2. Award of contract****V.2.1. Date of conclusion of the contract**

08/06/2023

**V.2.2. Information about tenders**

Number of tenders received: 3

Number of tenders received from SMEs: 3

Number of tenders received by electronic means: 3

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

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

Official name: Agence Hula Hoop

Postal address: 8, cours d'Herbouville

Town: Lyon

NUTS code: FR France

Postal code: 69004

Country: France

Internet address: <https://www.hula-hoop.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: 992 000,00 EUR

Total value of the contract/lot: 992 000,00 EUR

**V.2.5. Information about subcontracting****Section V: Award of contract**

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**Contract No:** 2022-DIRCOM004

**Lot No:** 3

**Title:**

Motion design - Titulaire de rang 1

A contract/lot is awarded: yes

## **V.2. Award of contract**

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

07/07/2023

### **V.2.2. Information about tenders**

Number of tenders received: 15

Number of tenders received from SMEs: 15

Number of tenders received by electronic means: 15

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

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

Official name: Rouge Vif

Postal address: 6, impasse de Toulouse

Town: Versailles

NUTS code: FR France

Postal code: 78000

Country: France

Internet address: <https://grouperougevif.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: 100 000,00 EUR

Total value of the contract/lot: 100 000,00 EUR

### **V.2.5. Information about subcontracting**

## **Section V: Award of contract**

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**Contract No:** 2022-DIRCOM004

**Lot No:** 3

**Title:**

Motion design - Titulaire de rang 2

A contract/lot is awarded: yes

## **V.2. Award of contract**

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

07/07/2023

### **V.2.2. Information about tenders**

Number of tenders received: 15

Number of tenders received from SMEs: 15

Number of tenders received by electronic means: 15

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

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

Official name: Madame Monsieur Communication

Postal address: 17, rue de la Banque

Town: Paris

NUTS code: FR France

Postal code: 75002

Country: France

Internet address: <https://www.madamemonsieur.agency/>

The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 100 000,00 EUR

Total value of the contract/lot: 100 000,00 EUR

**V.2.5. Information about subcontracting**

**Section V: Award of contract**

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**Contract No:** 2022-DIRCOM004

**Lot No:** 3

**Title:**

Motion design - Titulaire de rang 3

A contract/lot is awarded: yes

**V.2. Award of contract**

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

10/07/2023

**V.2.2. Information about tenders**

Number of tenders received: 15

Number of tenders received from SMEs: 15

Number of tenders received by electronic means: 15

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

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

Official name: 87 seconds

Postal address: 66, rue de Villiers

Town: Levallois-Perret

NUTS code: FR France

Postal code: 92300

Country: France

Internet address: <https://www.87seconds.com/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: 100 000,00 EUR

Total value of the contract/lot: 100 000,00 EUR

**V.2.5. Information about subcontracting**

**Section V: Award of contract**

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**Contract No:** 2022-DIRCOM004

**Lot No:** 4

**Title:**

UI et UX - Titulaire de rang 1

A contract/lot is awarded: yes

**V.2. Award of contract****V.2.1. Date of conclusion of the contract**

12/06/2023

**V.2.2. Information about tenders**

Number of tenders received: 3

Number of tenders received from SMEs: 3

Number of tenders received by electronic means: 3

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

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

Official name: Agence Hula Hoop

Postal address: 8, cours d'Herbouville

Town: Lyon

NUTS code: FR France

Postal code: 69004

Country: France

Internet address: <https://www.hula-hoop.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: 120 000,00 EUR

Total value of the contract/lot: 120 000,00 EUR

**V.2.5. Information about subcontracting****Section V: Award of contract**

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**Contract No:** 2022-DIRCOM004

**Lot No:** 4

**Title:**

UI et UX - Titulaire de rang 2

A contract/lot is awarded: yes

**V.2. Award of contract****V.2.1. Date of conclusion of the contract**

12/06/2023

**V.2.2. Information about tenders**

Number of tenders received: 3

Number of tenders received from SMEs: 3

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

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

Official name: LGTF

Postal address: 5, rue du Helder  
Town: Paris  
NUTS code: FR France  
Postal code: 75009  
Country: France  
Internet address: <https://www.vanksen.com/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: 120 000,00 EUR  
Total value of the contract/lot: 120 000,00 EUR

**V.2.5. Information about subcontracting**

**Section V: Award of contract**

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**Contract No:** 2022-DIRCOM004

**Lot No:** 5

**Title:**

SEO SEA - Titulaire de rang 1

A contract/lot is awarded: yes

**V.2. Award of contract**

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

21/06/2023

**V.2.2. Information about tenders**

Number of tenders received: 6  
Number of tenders received from SMEs: 6  
Number of tenders received by electronic means: 6  
The contract has been awarded to a group of economic operators: no

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

Official name: Vu du Web  
Postal address: 21, rue Maguelone  
Town: Montpellier  
NUTS code: FR France  
Postal code: 34000  
Country: France  
Internet address: <https://www.vu-du-web.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: 100 000,00 EUR  
Total value of the contract/lot: 100 000,00 EUR

**V.2.5. Information about subcontracting**

**Section V: Award of contract**

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**Contract No:** 2022-DIRCOM004

**Lot No:** 5

**Title:**

SEO et SEA - Titulaire de rang 2

A contract/lot is awarded: yes

**V.2. Award of contract**

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

23/06/2023

**V.2.2. Information about tenders**

Number of tenders received: 6

Number of tenders received from SMEs: 6

Number of tenders received by electronic means: 6

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

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

Official name: Key Performance Group

Postal address: 9, rue Bergère

Town: Paris

NUTS code: FR France

Postal code: 75009

Country: France

Internet address: <https://key-performance-group.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: 100 000,00 EUR

Total value of the contract/lot: 100 000,00 EUR

**V.2.5. Information about subcontracting**

**Section V: Award of contract**

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**Contract No:** 2022-DIRCOM004

**Lot No:** 6

**Title:**

Vidéo - Titulaire de rang 1

A contract/lot is awarded: yes

**V.2. Award of contract**

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

21/06/2023

**V.2.2. Information about tenders**

Number of tenders received: 18

Number of tenders received from SMEs: 18

Number of tenders received by electronic means: 18  
The contract has been awarded to a group of economic operators: no

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

Official name: Pause B Films  
Postal address: 158, rue Championnet  
Town: Paris  
NUTS code: FR France  
Postal code: 75018  
Country: France  
Internet address: <https://pause-b-films.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: 725 000,00 EUR  
Total value of the contract/lot: 725 000,00 EUR

**V.2.5. Information about subcontracting**

**Section V: Award of contract**

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**Contract No:** 2022-DIRCOM004

**Lot No:** 6

**Title:**

Vidéo - Titulaire de rang 2

A contract/lot is awarded: yes

**V.2. Award of contract**

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

20/06/2023

**V.2.2. Information about tenders**

Number of tenders received: 18  
Number of tenders received from SMEs: 18  
Number of tenders received by electronic means: 18  
The contract has been awarded to a group of economic operators: no

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

Official name: Madame Monsieur COmmunication  
Postal address: 17, rue de la Banque  
Town: Paris  
NUTS code: FR France  
Postal code: 75017  
Country: France  
Internet address: <https://www.madamemonsieur.agency/>  
The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 725 000,00 EUR  
Total value of the contract/lot: 725 000,00 EUR

## V.2.5. Information about subcontracting

### Section V: Award of contract

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**Contract No:** 2022-DIRCOM004

**Lot No:** 6

**Title:**

Vidéo - Titulaire de rang 3

A contract/lot is awarded: yes

## V.2. Award of contract

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

20/06/2023

### V.2.2. Information about tenders

Number of tenders received: 18

Number of tenders received from SMEs: 18

Number of tenders received by electronic means: 18

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

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

Official name: Coffee Marketing SAS

Postal address: 1 rue Montaigne

Town: CAnnes

NUTS code: FR France

Postal code: 06400

Country: France

Internet address: <https://coffee-marketing.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: 725 000,00 EUR

Total value of the contract/lot: 725 000,00 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 judiciaire de Paris

Postal address: Parvis du tribunal

Town: Paris

Postal code: 75017

Country: France

Internet address: <https://www.tribunal-de-paris.justice.fr/75>

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

Official name: Comité consultatif national de règlement amiable des différends ou litiges relatifs aux marchés publics - Ministère de l'économie et des finances - DAJ/sous-direction de la commande publique

Postal address: 6 rue Louise Weiss, télédéc 353, F

Town: Paris cedex 13

Postal code: 75703

Country: France

Telephone: +33 144871717

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

Official name: Tribunal judiciaire de Paris

Postal address: Parvis du tribunal

Town: Paris

Postal code: 75017

Country: France

Internet address: <https://www.tribunal-de-paris.justice.fr/75>

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

04/08/2023