

**France-La Roche-sur-Yon: Advertising campaign services**  
**OJ S 172/2022 07/09/2022**  
**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: vendée Expansion

Postal address: 33 rue de l'atlantique - cS 80206

Town: La Roche-sur-Yon

NUTS code: FRG05 Vendée

Postal code: 85005

Country: France

E-mail: [S.leger@gie-epl-vendee.fr](mailto:S.leger@gie-epl-vendee.fr)

**Internet address(es):**

Main address: <http://www.vendee-expansion.fr>

Address of the buyer profile: <https://www.achatpublic.com/sdm/ent/gen/index.jsp>

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

Other type: Société anonyme d'économie mixte locale

**I.5. Main activity**

Other activity: Ingénierie et tourisme

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**Section II: Object**

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

**II.1.1. Title**

réalisation d'un spot publicitaire pour la campagne touristique de la Vendée

Reference number: VE-2022-F24-09

**II.1.2. Main CPV code**

79341400 Advertising campaign services

**II.1.3. Type of contract**

Services

**II.1.4. Short description**

réalisation de la campagne publicitaire 2023 pour la promotion touristique de la Vendée  
(relance suite à la déclaration sans suite de la consultation précédente)

**II.1.6. Information about lots**

This contract is divided into lots: no

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

Value excluding VAT: 137 060,00 EUR

## **II.2. Description**

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

79341400 Advertising campaign services

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

NUTS code: FRG05 Vendée

Main site or place of performance: la roche sur Yon

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

création et conception d'un spot publicitaire et d'une signature pour la campagne de promotion touristique de la Vendée

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

Quality criterion - Name: Méthodologie proposée pour la réalisation des prestations / Weighting : 20

Quality criterion - Name: Qualités artistiques et scénaristiques de la pré-maquette proposée / Weighting: 40

Quality criterion - Name: Délai d'exécution / Weighting: 10

Price - Weighting: 30

### **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**

Open 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: [2022/S 121-344314](#)

#### **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:** VE-2022-F24-09

**Title:**

réalisation d'un spot publicitaire pour la promotion touristique de la Vendée

A contract/lot is awarded: yes

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

31/08/2022

**V.2.2. Information about tenders**

Number of tenders received: 7

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

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

Official name: asterion Prod

Postal address: 188 rue des tourterelles

Town: Mouilleron-le-Captif

NUTS code: FRG05 Vendée

Postal code: 85000

Country: France

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

The contractor is an SME: yes

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

Total value of the contract/lot: 137 060,00 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 Rennes

Postal address: cité judiciaire - 7 rue Pierre Abélard - cS 73127

Town: Rennes

Postal code: 35031

Country: France

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

02/09/2022