

505337-2026 - Competition

France – Advertising consultancy services – Agence conseil media et achat d'espace

OJ S 139/2026 22/07/2026

Contract or concession notice – standard regime

Services

1. Buyer

1.1. Buyer

Official name: France Galop

Email: magallois@france-galop.com

Legal type of the buyer: Public undertaking, controlled by a central government authority

Activity of the contracting authority: Recreation, culture and religion

2. Procedure

2.1. Procedure

Title: Agence conseil media et achat d'espace

Description: Le titulaire du marché aura pour mission d'accompagner le pouvoir adjudicateur dans la définition, la mise en oeuvre, le pilotage et l'optimisation de sa stratégie d'achat média, dans une logique de performance, de visibilité et de maîtrise budgétaire. À ce titre, l'agence interviendra en tant que partenaire expert de l'achat d'espace publicitaire, en coordination étroite avec les équipes internes et, le cas échéant, les agences de création ou de communication.

Procedure identifier: 2ba60a85-3fc5-48f9-9af9-f0781fc64681

Type of procedure: Negotiated with prior publication of a call for competition / competitive with negotiation

The procedure is accelerated: no

2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79341100 Advertising consultancy services

Additional classification (cpv): 79341200 Advertising management services, 79341400 Advertising campaign services

2.1.2. Place of performance

Country subdivision (NUTS): Paris (FR101)

Country: France

2.1.4. General information

Legal basis:

Directive 2014/24/EU

2.1.6. Grounds for exclusion

Sources of grounds for exclusion: Procurement Document

5. Lot

5.1. Lot: LOT-0001

Title: Agence conseil media et achat d'espace

Description: Le titulaire du marché aura pour mission d'accompagner le pouvoir adjudicateur dans la définition, la mise en oeuvre, le pilotage et l'optimisation de sa stratégie d'achat média, dans une logique de performance, de visibilité et de maîtrise budgétaire. À ce titre, l'agence interviendra en tant que partenaire expert de l'achat d'espace publicitaire, en coordination étroite avec les équipes internes et, le cas échéant, les agences de création ou de communication.

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79341100 Advertising consultancy services

5.1.2. Place of performance

Country subdivision (NUTS): Paris (FR101)

Country: France

5.1.3. Estimated duration

Duration: 4 Years

5.1.6. General information

Reserved participation:

Participation is not reserved.

Procurement Project not financed with EU Funds.

The procurement is covered by the Government Procurement Agreement (GPA): yes

5.1.9. Selection criteria

Sources of selection criteria: Procurement Document

Information about the second stage of a two-stage procedure:

The procedure will take place in successive stages. At each stage, some participants may be eliminated

5.1.11. Procurement documents

Address of the procurement documents: https://francegalop.e-marchespublics.com/pack/annonce_marche_public_24967_1173359.html

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Allowed

Address for submission: https://francegalop.e-marchespublics.com/pack/annonce_marche_public_24967_1173359.html

Languages in which tenders or requests to participate may be submitted: French

Electronic catalogue: Allowed

Deadline for receipt of requests to participate: 26/08/2026 12:00:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Terms of contract:

The execution of the contract must be performed within the framework of sheltered employment programmes: No

Electronic invoicing: Allowed

Electronic ordering will be used: no

Electronic payment will be used: no

5.1.15. Techniques

Framework agreement:

No framework agreement

Information about the dynamic purchasing system:

No dynamic purchase system

5.1.16. Further information, mediation and review

Review organisation: Tribunal Judiciaire de Paris

Organisation providing more information on the review procedures: Tribunal Judiciaire de Paris

8. Organisations

8.1. ORG-0001

Official name: France Galop

Registration number: 40141550000255

Postal address: 15 boulevard de Douaumont

Town: Paris

Postcode: 75017

Country subdivision (NUTS): Paris (FR101)

Country: France

Email: magallois@france-galop.com

Telephone: +33 149102323

Internet address: <https://www.france-galop.com/>

Buyer profile: <https://francegalop.e-marchespublics.com>

Roles of this organisation:

Buyer

8.1. ORG-0002

Official name: Tribunal Judiciaire de Paris

Registration number: 17750111101763

Town: Paris

Postcode: 75017

Country subdivision (NUTS): Paris (FR101)

Country: France

Roles of this organisation:

Review organisation

Organisation providing more information on the review procedures

8.1. ORG-0000

Official name: DEMATIS

Registration number: 45072478600030

Town: Paris

Postcode: 75015

Country subdivision (NUTS): Paris (FR101)

Country: France

Email: contact@dematis.com

Telephone: +33 172365548

Internet address: www.dematis.com

Roles of this organisation:

TED eSender

Notice information

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Notice type: Contract or concession notice – standard regime

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