

France-Rouen: Marketing management consultancy services
OJ S 247/2017 23/12/2017
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Rouen Normandie aménagement

Postal address: 65 avenue de bretagne

Town: Rouen

NUTS code: FR France

Postal code: 76175

Country: France

E-mail: celine.lemesre@rouen-normandie-amenagement.fr

Telephone: +33 232816926

Internet address(es):

Main address: <http://WWW.mpe76.fr>

I.4. Type of the contracting authority

Other type: Rouen Normandie aménagement

I.5. Main activity

Other activity: Aménagement

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Accord-cadre pour des missions de marketing opérationnel

Reference number: 60000EQFMARK

II.1.2. Main CPV code

79413000 Marketing management consultancy services

II.1.3. Type of contract

Services

II.1.4. Short description

Missions de marketing opérationnel.

II.1.6. Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Value excluding VAT: 73 500,00 EUR

II.2. Description

II.2.2. Additional CPV code(s)

79413000 Marketing management consultancy services

II.2.3. Place of performance

NUTS code: FRD Normandie

II.2.4. Description of the procurement

Missions de marketing opérationnel.

II.2.5. Award criteria

Quality criterion - Name: Méthodologie / Weighting: 30

Quality criterion - Name: pertinence des compétences de l'équipe proposée / Weighting: 30

Price - Weighting: 40

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

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: no

IV.2. Administrative information

IV.2.1. Previous publication concerning this procedure

Notice number in the OJ S: [2017/S 137-281333](#)

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: 17-00038

Title:

Accord-cadre pour une mission de marketing opérationnel

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

14/12/2017

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: 1

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

V.2.3. Name and address of the contractor

Official name: Groupe occurrence

Postal address: 41 rue du Sentier

Town: Paris

NUTS code: FR10 Ile-de-France

Postal code: 75002

Country: France

The contractor is an SME: yes

V.2.3. Name and address of the contractor

Official name: agence Dbcom

Town: Le Havre

NUTS code: FRD Normandie

Postal code: 76600

Country: France

The contractor is an SME: yes

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

Total value of the contract/lot: 73 500,00 EUR

V.2.5. Information about subcontracting**Section VI: Complementary information**

VI.3. Additional information**VI.4. Procedures for review****VI.4.1. Review body**

Official name: Tribunal administratif de Rouen

Town: Rouen

Country: France

Telephone: +33 232081270

VI.5. Date of dispatch of this notice

21/12/2017