

France-Paris: Marketing services
OJ S 201/2021 15/10/2021
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: ccca-btp

Postal address: 19 rue du Père Coentin

Town: Paris

NUTS code: FR101 Paris

Postal code: 75014

Country: France

E-mail: leslie.auvray@ccca-btp.fr

Telephone: +33 0140642600

Internet address(es):

Main address: <http://www.ccca-btp.fr/>

Address of the buyer profile: <http://ccca-btp.e-marchespublics.com>

I.4. Type of the contracting authority

Other type: Organisme de droit privé soumis à la commande publique

I.5. Main activity

Education

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

réalisation d'une campagne marketing digitale et prestations annexes

Reference number: P202107.06

II.1.2. Main CPV code

79342000 Marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

poursuite d'une campagne de marketing digital sur les différents réseaux sociaux (Google Ads, Facebook Ads...) permettant aux organismes de formation du BTP de bénéficier d'un afflux de prospects apprenants

II.1.6. Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Value excluding VAT: 70 600,00 EUR

II.2. Description**II.2.2. Additional CPV code(s)**

79342000 Marketing services

II.2.3. Place of performance

NUTS code: FR101 Paris

II.2.4. Description of the procurement

réalisation d'une campagne marketing digitale

II.2.5. Award criteria

Price

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: yes

IV.2. Administrative information**IV.2.1. Previous publication concerning this procedure**

Notice number in the OJ S: [2021/S 134-356709](#)

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**

A contract/lot is awarded: yes

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

04/10/2021

V.2.2. Information about tenders

Number of tenders received: 4

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

V.2.3. Name and address of the contractor

Official name: dc7 Growthly

Postal address: 98 rue du président wilson

Town: Levallois Perret

NUTS code: FR101 Paris

Postal code: 92300

Country: France

The contractor is an SME: yes

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

Total value of the contract/lot: 70 600,00 EUR

V.2.5. Information about subcontracting

The contract is likely to be subcontracted

Section VI: Complementary information

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

Official name: tribunal Judiciaire

Postal address: parvis du Tribunal de Paris

Town: Paris Cedex 17

Postal code: 75859

Country: France

VI.5. Date of dispatch of this notice

12/10/2021