

France-Boulogne-Billancourt: Advertising campaign services

OJ S 168/2023 01/09/2023

Contract award notice

Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: OPCO MOBILITES

Postal address: 204 rond point du pont de Sèvres 204 rond point du pont de Sèvres

Town: Boulogne - Billancourt

NUTS code: FR10 Ile-de-France

Postal code: 92100

Country: France

E-mail: Concoursexternes@opcomobilites.fr

Telephone: +33 141141398

Internet address(es):Main address: <https://www.opcomobilites.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

I.5. Main activity

Other activity: Opérateur de compétences

Section II: Object

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

Conception, création, mise en oeuvre d'un plan média relatif à la valorisation des métiers des services de l'automobile et de la mobilité

Reference number: CL03-23

II.1.2. Main CPV code

79341400 Advertising campaign services

II.1.3. Type of contract

Services

II.1.4. Short description

Le marché public porte sur l'élaboration, la production et la mise en oeuvre d'une campagne de communication media relative à la valorisation des métiers des services de l'automobile et de la mobilité.

II.1.6. Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Value excluding VAT: 3 374 648,00 EUR

II.2. Description

II.2.2. Additional CPV code(s)

79341400 Advertising campaign services

II.2.3. Place of performance

NUTS code: FR10 Ile-de-France

II.2.4. Description of the procurement

Prestations intellectuelles pour l'élaboration, la production et la mise en oeuvre d'une campagne de communication media.

II.2.5. Award criteria

Quality criterion - Name: Sous-critère n°1 : Qualité et pertinence de l'offre de prestation / Weighting: 40

Quality criterion - Name: Sous-critère n°2 : Implication du comité stratégique dans le processus créatif / Weighting: 20

Quality criterion - Name: Sous-critère n°3 : Caractéristiques de l'équipe dédiée / Weighting: 20
Price - Weighting: 20

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: [2023/S 050-143663](#)

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: 2023-118

Title:

Conception, création, mise en oeuvre d'un plan média pour la valorisation des métiers des services de l'automobile et de la mobilité

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

26/06/2023

V.2.2. Information about tenders

Number of tenders received: 6

Number of tenders received by electronic means: 6

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

V.2.3. Name and address of the contractor

Official name: SA Havas Paris

National registration number: 349 208 447 000 87

Postal address: 29 Quai de Dion Bouton

Town: Puteaux

NUTS code: FR101 Paris

Postal code: 92800

Country: France

E-mail: Marguerite.callau@havas.com

Internet address: <https://havasparis.com>

The contractor is an SME: no

V.2.3. Name and address of the contractor

Official name: Havas Edge

National registration number: 824 479 331 000 12

Postal address: 29 Quai de Dion Bouton

Town: Puteaux

NUTS code: FR101 Paris

Postal code: 92800

Country: France

E-mail: Leila.andre@havasedge.fr

Internet address: <https://epn.havas.com>

The contractor is an SME: no

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

Initial estimated total value of the contract/lot: 3 375 000,00 EUR

Total value of the contract/lot: 3 374 648,00 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 Judiciaire de Nanterre

Postal address: 179-191 avenue Joliot Curie

Town: NANTERRE CEDEX

Postal code: 92020

Country: France

E-mail: Tj-nanterre@justice.fr

Telephone: +33 140971010

VI.5. Date of dispatch of this notice

29/08/2023