

France-Paris: Advertising and marketing services

OJ S 175/2023 12/09/2023

Contract notice

Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: escp Europe

Postal address: 3 , Rue Armand Moisant

Town: Paris

NUTS code: FR1 Ile-de-France

Postal code: 75015

Country: France

E-mail: Achats@escpeurope.eu

Telephone: +33 149232100

Internet address(es):Main address: <https://www.escp.eu>Address of the buyer profile: <https://www.achatpublic.com/sdm/ent2/gen/index.jsp>**I.3. Communication**The procurement documents are available for unrestricted and full direct access, free of charge, at: [https://www.achatpublic.com/sdm/ent/gen/ent_detail.do?](https://www.achatpublic.com/sdm/ent/gen/ent_detail.do?PCSLID=CSL_2023_vo0yOGMiDQ)[PCSLID=CSL_2023_vo0yOGMiDQ](https://www.achatpublic.com/sdm/ent/gen/ent_detail.do?PCSLID=CSL_2023_vo0yOGMiDQ)

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted electronically via: https://www.achatpublic.com/sdm/ent/gen/ent_detail.do?PCSLID=CSL_2023_vo0yOGMiDQ**I.4. Type of the contracting authority**

Other type: Etablissement d'enseignement supérieur consulaire

I.5. Main activity

Other activity: Etablissement d'Enseignement Supérieur Consulaire

Section II: Object

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

accompagnement stratégique et opérationnel en marketing digital, conseil en stratégie média et achat d'espaces publicitaires sur l'ensemble des médias en France et à l'international pour ESCP

Reference number: 23ESC042

II.1.2. Main CPV code

79340000 Advertising and marketing services

II.1.3.

Type of contract

Services

II.1.4. Short description

accompagnement stratégique et opérationnel en marketing digital, conseil en stratégie média et achat d'espaces publicitaires sur l'ensemble des médias en France et à l'international pour ESCP Business School

II.1.5. Estimated total value

Value excluding VAT: 2 200 000,00 EUR

II.1.6. Information about lots

This contract is divided into lots: no

II.2. Description

II.2.2. Additional CPV code(s)

79341000 Advertising services, 79341100 Advertising consultancy services, 79341200 Advertising management services, 79342000 Marketing services

II.2.3. Place of performance

NUTS code: FR1 Ile-de-France

Main site or place of performance: paris Berlin Londres Madrid Turin

II.2.4. Description of the procurement

accompagnement stratégique et opérationnel en marketing digital, conseil en stratégie média et achat d'espaces publicitaires sur l'ensemble des médias en France et à l'international pour ESCP Business School

II.2.5. Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.6. Estimated value

II.2.7. Duration of the contract, framework agreement or dynamic purchasing system

Duration in months: 48

This contract is subject to renewal: yes

Description of renewals:

le marché est d'une durée de un an, reconductible trois fois un an

II.2.10. Information about variants

Variants will be accepted: no

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

The procurement involves the establishment of a framework agreement

Framework agreement with a single operator

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.2.2. Time limit for receipt of tenders or requests to participate

Date: 10/10/2023 Local time: 12:00

IV.2.3. Estimated date of dispatch of invitations to tender or to participate to selected candidates

IV.2.4. Languages in which tenders or requests to participate may be submitted

French

IV.2.7. Conditions for opening of tenders

Date: 10/10/2023 Local time: 14:00

Section VI: Complementary information

VI.1. Information about recurrence

This is a recurrent procurement: no

VI.2. Information about electronic workflows

Electronic ordering will be used

Electronic invoicing will be accepted

Electronic payment will be used

VI.3. Additional information

VI.4. Procedures for review

VI.4.1. Review body

Official name: tribunal administratif de Paris

Postal address: 7 rue de Jouy

Town: Paris Cedex 04

Postal code: 75181

Country: France

Internet address: <http://paris.tribunal-administratif.fr>

VI.4.2. Body responsible for mediation procedures

Official name: tribunal administratif de Paris

Postal address: 7 rue de Jouy

Town: Paris Cedex 04

Postal code: 75181

Country: France

Internet address: <http://paris.tribunal-administratif.fr/>

VI.4.4. Service from which information about the review procedure may be obtained

Official name: tribunal administratif de Paris

Postal address: 7 rue de Jouy

Town: Paris Cedex 04

Postal code: 75181

Country: France

Internet address: <http://paris.tribunal-administratif.fr/>

VI.5. Date of dispatch of this notice

07/09/2023