

France-Paris: News-agency services
OJ S 188/2023 29/09/2023
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: musée de l'armée

Postal address: 129 rue de Grenelle

Town: Paris

NUTS code: FR10 Ile-de-France

Postal code: 75007

Country: France

E-mail: Marches@musee-armee.fr

Internet address(es):

Main address: <https://www.musee-armee.fr/accueil.html>

I.4. Type of the contracting authority

Ministry or any other national or federal authority, including their regional or local subdivisions

I.5. Main activity

General public services

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

services d'agence de presse pour la communication du musée de l'armée et la saison musicale des Invalides

Reference number: 2023-03-04

II.1.2. Main CPV code

92400000 News-agency services

II.1.3. Type of contract

Services

II.1.4. Short description

le marché a pour objet des missions de relations presse et de conseils pour la communication du musée de l'armée et pour la saison musicale des Invalides

II.1.6. Information about lots

This contract is divided into lots: yes

II.1.7. Total value of the procurement

Value excluding VAT: 53 000,00 EUR

II.2. Description

II.2.1. Title

communication institutionnelle et offre culturelle du musée de l'armée
Lot No: 1

II.2.2. Additional CPV code(s)

92400000 News-agency services

II.2.3. Place of performance

NUTS code: FR10 Ile-de-France
Main site or place of performance: musée de l'armée

II.2.4. Description of the procurement

le lot 1 est relatif à la communication institutionnelle et l'offre culturelle du musée de l'armée. L'Objectif est de confier à une équipe de professionnels une mission de relations presse et de conseils afin d'accompagner le musée de l'armée - invalides dans sa stratégie de relations presse pour sa communication institutionnelle et ses expositions temporaires, alors que le Musée est engagé dans un grand programme d'extension et de transformation (Minerve) à horizon 2030 et que son positionnement est en redéfinition

II.2.5. Award criteria

Quality criterion - Name: Organisation spécifique pour l'exécution en termes de moyens humains / Weighting: 20

Quality criterion - Name: Expertise du candidat dans le domaine de la communication culturelle, muséale et patrimoniale / Weighting: 10

Quality criterion - Name: Méthodologie pour l'exécution, pertinence des grands axes de la stratégie de communication / 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

II.2. Description

II.2.1. Title

communication pour la saison musicale des Invalides
Lot No: 2

II.2.2. Additional CPV code(s)

92400000 News-agency services

II.2.3. Place of performance

NUTS code: FR10 Ile-de-France
Main site or place of performance: musée de l'armée

II.2.4. Description of the procurement

le lot 2 est relatif à la communication pour la saison musicale des Invalides. L'Objectif est la mise en place d'une mission de relations presse / relations influenceurs pour la saison musicale des Invalides

II.2.5. Award criteria

Quality criterion - Name: Organisation spécifique pour l'exécution en termes de moyens humains / Weighting: 20

Quality criterion - Name: Expertise du candidat dans le domaine de la musique et du spectacle vivant / Weighting: 10

Quality criterion - Name: Méthodologie pour l'exécution, pertinence des grands axes de la stratégie de communication / 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: [2023/S 037-109387](#)

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: 2023-03

Lot No: 1

Title:

communication institutionnelle et offre culturelle du musée de l'armée

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

11/07/2023

V.2.2. Information about tenders

Number of tenders received: 5

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

V.2.3. Name and address of the contractor

Official name: asg Communication

Postal address: 111 boulevard Sébastopol

Town: Paris

NUTS code: FR101 Paris

Postal code: 75002

Country: France

Internet address: <https://www.alambret.com/>

The contractor is an SME: yes

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

Total value of the contract/lot: 38 000,00 EUR

V.2.5. Information about subcontracting

Section V: Award of contract

Contract No: 2023-04

Lot No: 2

Title:

communication pour la saison musicale des Invalides

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

31/07/2023

V.2.2. Information about tenders

Number of tenders received: 6

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

V.2.3. Name and address of the contractor

Official name: bleu Dièse Communication

Postal address: 171 rue Manon Cormier

Town: Bordeaux

NUTS code: FRI1 Aquitaine

Postal code: 33000

Country: France

Internet address: <https://alinepote.fr/>

The contractor is an SME: yes

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

Total value of the contract/lot: 15 000,00 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: musée de l'armée

Postal address: 129 rue de Grenelle

Town: Paris

Postal code: 75007

Country: France

E-mail: Marches@musee-armee.fr

Internet address: <https://www.musee-armee.fr/accueil.html>

VI.5. Date of dispatch of this notice

26/09/2023