

France-Lyon: Advertising management services
OJ S 218/2022 11/11/2022
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: opera de lyon

National registration number: 33939102100013

Postal address: 1 Place de la comédie

Town: Lyon

NUTS code: FRK26 Rhône

Postal code: 69001

Country: France

E-mail: orange@opera-lyon.com

Telephone: +33 472004500

Internet address(es):

Main address: <http://www.opera-lyon.com>

Address of the buyer profile: <https://www.marches-publics.info/>

I.4. Type of the contracting authority

Other type: autre

I.5. Main activity

Recreation, culture and religion

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

prestation de conseil et d'achat d'espaces publicitaires pour l'opéra National de Lyon

Reference number: 2022_05-Rpu-03

II.1.2. Main CPV code

79341200 Advertising management services

II.1.3. Type of contract

Services

II.1.4. Short description

le présent accord-cadre concerne les prestations de conseil en stratégie média et d'achat d'espace publicitaires online et offline au nom et pour le compte de l'opéra National de Lyon

II.1.6. Information about lots

This contract is divided into lots: yes

II.1.7. Total value of the procurement

Value excluding VAT: 165 175,00 EUR

II.2. Description

II.2.1. Title

lot no1 Prestation de conseil en stratégie media et d'achat d'espaces publicitaires offline
Lot No: 1

II.2.2. Additional CPV code(s)

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

II.2.3. Place of performance

NUTS code: FRK26 Rhône

Main site or place of performance: 1, Place de la Comédie 69001 Lyon

II.2.4. Description of the procurement

prestation de conseil en stratégie media et d'achat d'espaces publicitaires offline

II.2.5. Award criteria

Quality criterion - Name: Valeur technique / Weighting: 42

Quality criterion - Name: Démarche Rse en lien avec le marché / Weighting: 3

Price - Weighting: 55

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

lot no2 Prestation de conseil en stratégie media et d'achat d'espaces publicitaires online
Lot No: 2

II.2.2. Additional CPV code(s)

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

II.2.3. Place of performance

NUTS code: FRK26 Rhône

Main site or place of performance: 1, Place de la Comédie 69001 Lyon

II.2.4. Description of the procurement

prestation de conseil en stratégie media et d'achat d'espaces publicitaires online

II.2.5. Award criteria

Quality criterion - Name: Valeur technique / Weighting: 42

Quality criterion - Name: Démarche Rse en lien avec le marché / Weighting: 3

Price - Weighting: 55

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

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: [2022/S 130-370014](#)

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: 1

Lot No: 1

Title:

lot no1 Prestation de conseil en stratégie media et d'achat d'espaces publicitaires offline

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

12/10/2022

V.2.2. Information about tenders

Number of tenders received: 2

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

V.2.3. Name and address of the contractor

Official name: mon Agence Media

Postal address: 264 Rue Paul Bert

Town: Lyon 3eme

NUTS code: FRK26 Rhône
Postal code: 69003
Country: France
The contractor is an SME: no

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

Total value of the contract/lot: 77 424,00 EUR

V.2.5. Information about subcontracting

Section V: Award of contract

Contract No: 2

Lot No: 2

Title:

lot no2 Prestation de conseil en stratégie media et d'achat d'espaces publicitaires online

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

12/10/2022

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: oconnection

Postal address: 15 Rue Du Midi

Town: Neuilly-sur-Seine

NUTS code: FR105 Hauts-de-Seine

Postal code: 92200

Country: France

The contractor is an SME: no

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

Total value of the contract/lot: 87 751,00 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 Lyon

Postal address: 184, rue Duguesclin

Town: Lyon

Postal code: 69433

Country: France
E-mail: greffe.ta-lyon@juradm.fr
Telephone: +33 478141010
Fax: +33 478141065
Internet address: <http://lyon.tribunal-administratif.fr>

VI.4.2. Body responsible for mediation procedures

Official name: tribunal administratif de Lyon
Postal address: 184, rue Duguesclin
Town: Lyon
Postal code: 69433
Country: France
E-mail: greffe.ta-lyon@juradm.fr
Telephone: +33 478141010
Fax: +33 478141065
Internet address: <http://lyon.tribunal-administratif.fr>

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

Official name: tribunal administratif de Lyon
Postal address: 184, rue Duguesclin
Town: Lyon
Postal code: 69433
Country: France
E-mail: greffe.ta-lyon@juradm.fr
Telephone: +33 478141010
Fax: +33 478141065
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VI.5. Date of dispatch of this notice

08/11/2022