

France-Olemps: Advertising campaign services
OJ S 250/2020 23/12/2020
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Sydom

Postal address: 3 place de la Mairie

Town: Olemps

NUTS code: FRJ22 Aveyron

Postal code: 12150

Country: France

E-mail: commande.publique@sydom-aveyron.com

Internet address(es):

Main address: <http://www.e-occitanie.fr>

Address of the buyer profile: <http://www.e-occitanie.fr>

I.4. Type of the contracting authority

Other type: Syndicat mixte ouvert

I.5. Main activity

Environment

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Prestations diverses de communication pour le Sydom Aveyron

Reference number: 20AO005

II.1.2. Main CPV code

79341400 Advertising campaign services

II.1.3. Type of contract

Services

II.1.4. Short description

Campagne de communication, conseil stratégique et création graphique 2.

Création et exécution d'éléments cibles de communication 3 prestations photos et vidéos.

II.1.6. Information about lots

This contract is divided into lots: yes

II.1.7. Total value of the procurement

Value excluding VAT: 145 000,00 EUR

II.2. Description

II.2.1. Title

Campagne de communication, conseil stratégique et création graphique
Lot No: 1

II.2.2. Additional CPV code(s)

79341400 Advertising campaign services

II.2.3. Place of performance

NUTS code: FRJ22 Aveyron
Main site or place of performance: Aveyron.

II.2.4. Description of the procurement

Le lot n° 1 est dédié aux actions de communication globale sur le thème des déchets ménagers, appuyées sur une stratégie à moyen ou long terme.
Pour tenir compte des besoins annuels «classiques» en communication et du projet de passage à l'extension des consignes de tri, le lot n° 1 est scindé en une tranche ferme et une tranche optionnelle.

II.2.5. Award criteria

Quality criterion - Name: Valeur technique / Weighting: 60
Price - Weighting: 40

II.2.11. Information about options

Options: yes
Description of options:
Tranche ferme: campagne de communication annuelle «Classique».
Tranche optionnelle 1: campagne de communication spécifique à l'extension des consignes de tri.

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

Création et exécution d'éléments cibles de communication
Lot No: 2

II.2.2. Additional CPV code(s)

79340000 Advertising and marketing services

II.2.3. Place of performance

NUTS code: FRJ22 Aveyron
Main site or place of performance: Aveyron.

II.2.4. Description of the procurement

Dans le cadre de besoins ponctuels et précis de communication, le Sydom Aveyron a besoin d'être assisté dans la création et l'exécution d'éléments ciblés de communication.
Les outils peuvent être destinés au print: affiches, flyers, plaquettes etc. ou au web: visuel pour les réseaux sociaux, visuels pour le site internet du Sydom Aveyron ou ceux de la presse

locale etc.

II.2.5. Award criteria

Quality criterion - Name: Valeur technique / Weighting: 60

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

Prestations photos et vidéos

Lot No: 3

II.2.2. Additional CPV code(s)

79961000 Photographic services

II.2.3. Place of performance

NUTS code: FRJ22 Aveyron

Main site or place of performance: Aveyron.

II.2.4. Description of the procurement

Dans le cadre de besoin de communication spécifique ou de ses campagnes annuelles, le Sydom Aveyron confie au titulaire du marché le soin de proposer des photos et vidéos en adéquation avec les objectifs à atteindre.

II.2.5. Award criteria

Quality criterion - Name: Valeur technique / Weighting: 60

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: yes

IV.2. Administrative information

IV.2.1. Previous publication concerning this procedure

Notice number in the OJ S: [2020/S 110-267279](#)

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: 20AO005

Lot No: 1

Title:

Campagne de communication, conseil stratégique et création graphique

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

23/11/2020

V.2.2. Information about tenders

Number of tenders received: 3

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

V.2.3. Name and address of the contractor

Official name: Agence Malice

Postal address: 675 avenue Joël Pilon

Town: Sébazac

NUTS code: FRJ22 Aveyron

Postal code: 12740

Country: France

The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 60 000,00 EUR

Total value of the contract/lot: 58 000,00 EUR

V.2.5. Information about subcontracting

Section V: Award of contract

Contract No: 20AO0005

Lot No: 2

Title:

Création et exécution d'éléments cibles de communication

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

23/11/2020

V.2.2. Information about tenders

Number of tenders received: 4

Number of tenders received from SMEs: 4

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

V.2.3. Name and address of the contractor

Official name: agence Eden

Postal address: 21 route de l'Estuaire

Town: Plassac

NUTS code: FRI12 Gironde

Postal code: 33390

Country: France

The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 9 500,00 EUR

Total value of the contract/lot: 9 200,00 EUR

V.2.5. Information about subcontracting

Section V: Award of contract

Contract No: 20AO005

Lot No: 3

Title:

Prestations photos et vidéos

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

23/11/2020

V.2.2. Information about tenders

Number of tenders received: 3

Number of tenders received from SMEs: 3

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

V.2.3. Name and address of the contractor

Official name: La Nauze audiovisuel

Postal address: route de Trinquies

Town: Souyri

NUTS code: FRJ22 Aveyron

Postal code: 12330

Country: France

The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 15 000,00 EUR

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: Tribunal administratif de Toulouse

Postal address: 68 rue Raymond 4

Town: Toulouse

Postal code: 31068

Country: France

VI.5. Date of dispatch of this notice

18/12/2020