

629437-2026 - Competition

France – Marketing services – Recommandation et mise en oeuvre du plan d'action de marketing digital e-commerce et Réseaux sociaux.

OJ S 177/2026 14/09/2026

Contract or concession notice – standard regime

Services

1. Buyer

1.1. Buyer

Official name: Réunion des Musées Nationaux Gd Palais

Email: cecile.bacconnier-pagezy@rmngp.fr

Legal type of the buyer: Body governed by public law

Activity of the contracting authority: Recreation, culture and religion

2. Procedure

2.1. Procedure

Title: Recommandation et mise en oeuvre du plan d'action de marketing digital e-commerce et Réseaux sociaux.

Description: Le présent Accord-cadre est mono-attributaire et conclu sans minimum, mais avec un maximum de 1 800 000 eurosHT (montant total des commissions et des bons de commande des créations graphiques) pour la durée totale de l'Accord-cadre, reconduction comprise. Il comporte également 2 options.

Procedure identifier: ac6421b2-a76b-4a7b-9a51-a25b8ad12476

Internal identifier: MAR-26-093

Type of procedure: Open

The procedure is accelerated: no

2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79342000 Marketing services

2.1.2. Place of performance

Country subdivision (NUTS): Paris (FR101)

Country: France

2.1.3. Value

Maximum value of the framework agreement: 1 800 000,00 EUR

2.1.4. General information

Legal basis:

Directive 2014/24/EU

2.1.6. Grounds for exclusion

Sources of grounds for exclusion: Procurement Document

5. Lot

5.1. Lot: LOT-0001

Title: Recommandation et mise en oeuvre du plan d'action de marketing digital e-commerce et Réseaux sociaux

Description: Le présent Accord-cadre est mono-attributaire et conclu sans minimum, mais avec un maximum de 1 800 000 eurosHT (montant total des commissions et des bons de commande des créations graphiques) pour la durée totale de l'Accord-cadre, reconduction comprise. Il comporte également 2 options.

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79342000 Marketing services

5.1.2. Place of performance

Country subdivision (NUTS): Paris (FR101)

Country: France

Additional information: VOIR RC

5.1.3. Estimated duration

Duration: 3 Years

5.1.6. General information

Reserved participation:

Participation is not reserved.

Procurement Project not financed with EU Funds.

The procurement is covered by the Government Procurement Agreement (GPA): yes

5.1.9. Selection criteria

Sources of selection criteria: Procurement Document

5.1.11. Procurement documents

Address of the procurement documents: https://rmn.e-marchespublics.com/pack/annonce_marche_public_7548_1181996.html

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Required

Address for submission: www.e-marchespublics.com

Languages in which tenders or requests to participate may be submitted: French

Electronic catalogue: Not allowed

Deadline for receipt of tenders: 13/10/2026 12:00:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Duration during which the tender must remain valid: 210 Days

Terms of contract:

The execution of the contract must be performed within the framework of sheltered employment programmes: No

Electronic invoicing: Required

Electronic ordering will be used: no

Electronic payment will be used: no

5.1.15. Techniques

Framework agreement:

Framework agreement, without reopening of competition

Maximum number of participants: 1

Information about the dynamic purchasing system:

No dynamic purchase system

5.1.16. Further information, mediation and review

Review organisation: TRIBUNAL ADMINISTRATIF DE PARIS

Organisation providing additional information about the procurement procedure: Réunion des Musées Nationaux Gd Palais

Organisation providing more information on the review procedures: TRIBUNAL ADMINISTRATIF DE PARIS

8. Organisations

8.1. ORG-0001

Official name: Réunion des Musées Nationaux Gd Palais

Registration number: 69204158500021

Postal address: 254-256 rue de Bercy

Town: Paris

Postcode: 75012

Country subdivision (NUTS): Paris (FR101)

Country: France

Email: cecile.bacconnier-pagezy@rmngp.fr

Telephone: +33 140136265

Internet address: <https://www.rmngp.fr/>

Buyer profile: <https://rmn.e-marchespublics.com>

Roles of this organisation:

Buyer

Organisation providing additional information about the procurement procedure

8.1. ORG-0002

Official name: TRIBUNAL ADMINISTRATIF DE PARIS

Registration number: 17750005500013

Town: PARIS

Postcode: 74004

Country subdivision (NUTS): Paris (FR101)

Country: France

Roles of this organisation:

Review organisation

Organisation providing more information on the review procedures

8.1. ORG-0000

Official name: DEMATIS

Registration number: 45072478600030

Town: Paris

Postcode: 75015

Country subdivision (NUTS): Paris (FR101)

Country: France

Email: contact@dematis.com

Telephone: +33 172365548

Internet address: www.dematis.com

Roles of this organisation:

TED eSender

Notice information

Notice identifier/version: c04a215f-d48c-4b05-9783-9f24a66f49b1 - 01

Form type: Competition

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