

629952-2026 - Result

France – Advertising campaign services – Achats média, communication digitale, motion design et vidéos pour OCAPIAT

OJ S 177/2026 14/09/2026

Contract or concession award notice – light regime

Services

1. Buyer

1.1. Buyer

Official name: OCAPIAT

Email: achats@ocapiat.fr

Legal type of the buyer: Organisation awarding a contract subsidised by a contracting authority

2. Procedure

2.1. Procedure

Title: Achats média, communication digitale, motion design et vidéos pour OCAPIAT

Description: Le présent marché a pour objet la communication digitale (stratégie, mise en oeuvre et optimisation ; l'animation des réseaux sociaux et la sponsorship), les achats média, la réalisation de vidéos et de motion design en lien avec : - La notoriété et l'image d'OCAPIAT les missions de l'OPCO, la promotion de la marque OCAPIAT et de son offre de services et de financement ; - L'attractivité des métiers et la promotion de l'alternance dans les filières agricoles, agroalimentaires et pêche, par exemple au travers de CAP VERS L'ALTERNANCE (CVA), de NOURRIS TON FUTUR (NTF) ou encore de JEUNES DETER (JD) - liste non exhaustive. - L'accompagnement des partenaires et des branches professionnelles relevant du périmètre d'OCAPIAT. Il est décomposé en 3 lots énumérés à l'article 2.2 Allotissement et décomposition du marché.

Procedure identifier: 412cdba9-2d36-4ce0-9c39-e5295cee9bf1

Previous notice: 306447-2026

Internal identifier: OCAPIAT 2026-DIRCOM001

Type of procedure: Open

Main features of the procedure: Procédure d'accord-cadre à bon de commande, sans phase de candidature préalable (examen simultané des candidatures et des offres). Pas de visite de site préalable au dépôt du pli. Variantes non autorisées.

2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79341400 Advertising campaign services

Additional classification (cpv): 79341100 Advertising consultancy services, 79341000

Advertising services, 79340000 Advertising and marketing services, 92111000 Motion picture and video production services, 92110000 Motion picture and video tape production and related services, 79822500 Graphic design services

2.1.2. Place of performance

Postal address: 153 Rue de la Pompe,

Town: Paris

Postcode: 75116

Country subdivision (NUTS): Paris (FR101)

Country: France

2.1.3. Value

Estimated value excluding VAT: 10 000 000,00 EUR

Maximum value of the framework agreement: 10 000 000,00 EUR

2.1.4. General information

Legal basis:

Directive 2014/24/EU

5. Lot

5.1. Lot: LOT-0001

Title: Achat média

Description: Achat média

Internal identifier: OCAPIAT 2026-DIRCOM001 lot 1

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79341400 Advertising campaign services

Additional classification (cpv): 79341100 Advertising consultancy services, 79341000 Advertising services

5.1.2. Place of performance

Town: Paris

Postcode: 75012

Country subdivision (NUTS): Paris (FR101)

Country: France

5.1.3. Estimated duration

Duration: 48 Months

5.1.4. Renewal

Maximum renewals: 3

5.1.5. Value

Estimated value excluding VAT: 4 300 000,00 EUR

5.1.6. General information

Procurement Project not financed with EU Funds.

Information about previous notices:

Identifier of the previous notice: 306447-2026

5.1.10. Award criteria

Criterion:

Type: Price

Description: Prix

Category of award weight criterion: Weight (points, exact)

Award criterion number: 35

Criterion:

Type: Quality

Description: Valeur technique (conseils ; mise en œuvre ; analyse ROI de l'achat média)

Category of award weight criterion: Weight (points, exact)

Award criterion number: 35

Criterion:

Type: Quality

Description: Organisation dédiée et moyens humains

Category of award weight criterion: Weight (points, exact)

Award criterion number: 25

Criterion:

Type: Quality

Description: Démarche RSE adoptée en lien avec le lot

Category of award weight criterion: Weight (points, exact)

Award criterion number: 5

5.1.15. Techniques

Framework agreement:

Framework agreement, with reopening of competition

Information about the dynamic purchasing system:

No dynamic purchase system

5.1.16. Further information, mediation and review

Mediation organisation: Comité Consultatif National de Règlement Amiable des Différends ou Litiges relatifs aux marchés publics - Ministère de l'économie et des finances - DAJ/sous-direction de la commande publique

Review organisation: Tribunal judiciaire de Paris

Organisation providing additional information about the procurement procedure: OCAPIAT

Organisation providing offline access to the procurement documents: OCAPIAT

Organisation providing more information on the review procedures: OCAPIAT

Organisation signing the contract: OCAPIAT

6. Results

Value of all contracts awarded in this notice: 4 300 000,00 EUR

6.1. Result lot identifier: LOT-0001

Winner selection status: At least one winner was chosen.

6.1.2. Information about winners

Winner:

Official name: MADAMEMONSIEUR COMMUNICATIONS

Tender:

Tender identifier: Offre MADAMEMONSIEUR COMMUNICATIONS lot 1

Identifier of lot or group of lots: LOT-0001

Value of the tender: 150 565,00 EUR

The tender was ranked: yes

Rank of the tender: 1

Subcontracting: No

Contract information:

Identifier of the contract: Contrat MADAMEMONSIEUR COMMUNICATIONS lot 1

Date on which the winner was chosen: 30/07/2026

Date of the conclusion of the contract: 12/08/2026

The contract is awarded within a framework agreement: yes

Notice that created the framework agreement: 306447-2026

Organisation signing the contract: OCAPAT

6.1.4. Statistical information

Received tenders or requests to participate:

Type of received submissions: Tenders submitted electronically

Number of tenders or requests to participate received: 2

6.1. Result lot identifier: LOT-0001

Winner selection status: At least one winner was chosen.

6.1.2. Information about winners

Winner:

Official name: BULLDOZER

Tender:

Tender identifier: Offre BULLDOZER lot 1

Identifier of lot or group of lots: LOT-0001

Value of the tender: 166 560,00 EUR

The tender was ranked: yes

Rank of the tender: 2

Subcontracting: No

Contract information:

Identifier of the contract: Contrat BULLDOZER lot 1

Date on which the winner was chosen: 30/07/2026

Date of the conclusion of the contract: 12/08/2026

The contract is awarded within a framework agreement: yes

Notice that created the framework agreement: 306447-2026

Organisation signing the contract: OCAPAT

6.1.4. Statistical information

Received tenders or requests to participate:

Type of received submissions: Tenders submitted electronically

Number of tenders or requests to participate received: 2

8. Organisations

8.1. ORG-0001

Official name: OCAPAT

Registration number: 84475200600024

Postal address: 153 , rue de la Pompe

Town: Paris

Postcode: 75016

Country subdivision (NUTS): Paris (FR101)

Country: France

Email: achats@ocapiat.fr

Telephone: +33 0170383838

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

Information exchange endpoint (URL): https://www.achatpublic.com/sdm/ent/gen/ent_detail.do?PCSLID=CSL_2026_yZhjhUv_aa

Buyer profile: <https://www.achatpublic.com/sdm/ent2/gen/index.jsp>

Roles of this organisation:

Buyer

Organisation providing additional information about the procurement procedure
Organisation providing offline access to the procurement documents
Organisation providing more information on the review procedures
Organisation signing the contract

8.1. **ORG-0002**

Official name: Comité Consultatif National de Règlement Amiable des Différends ou Litiges relatifs aux marchés publics - Ministère de l'économie et des finances - DAJ/sous-direction de la commande publique

Registration number: 12000009600020

Postal address: 6 rue Louise Weiss - télédéc 853, F

Town: Paris

Postcode: 75703

Country subdivision (NUTS): Paris (FR101)

Country: France

Email: ccra.daj@finances.gouv.fr

Telephone: +33 0144972506

Roles of this organisation:

Mediation organisation

8.1. **ORG-0003**

Official name: Tribunal judiciaire de Paris

Registration number: 49157766400023

Postal address: 1 Parvis du Tribunal

Town: Paris

Postcode: 75017

Country subdivision (NUTS): Paris (FR101)

Country: France

Email: accueil-paris@justice.fr

Telephone: +33 0144325151

Internet address: <https://www.tribunal-de-paris.justice.fr/75/nous-contacter-0>

Roles of this organisation:

Review organisation

8.1. **ORG-0004**

Official name: MADAMEMONSIEUR COMMUNICATIONS

Size of the economic operator: Micro, small, or medium

Registration number: 495 275 810 00044

Postal address: 17 rue de la Banque

Town: Paris

Postcode: 75002

Country subdivision (NUTS): Paris (FR101)

Country: France

Email: cmonge@madamemonsieur.agency

Telephone: 01 85 08 98 56

Roles of this organisation:

Tenderer

Beneficial owner:

Official name: MADAMEMONSIEUR COMMUNICATIONS MADAMEMONSIEUR COMMUNICATIONS

Postal address: 17 rue de la Banque

Town: Paris
Postcode: 75002
Country subdivision (NUTS): Paris (FR101)
Country: France
Email: cmonge@madamemonsieur.agency
Telephone: 01 85 08 98 56

Winner of these lots: LOT-0001

8.1. ORG-0005

Official name: BULLDOZER
Size of the economic operator: Micro, small, or medium
Registration number: 978 285 831 00019
Postal address: 2 Ruelle du Four
Town: Le Moutaret
Postcode: 38580
Country subdivision (NUTS): Isère (FRK24)
Country: France
Email: jordan@bulldozer-collective.com
Telephone: 06 78 04 67 67

Roles of this organisation:

Tenderer

Beneficial owner:

Official name: BULLDOZER BULLDOZER
Postal address: 2 Ruelle du Four
Town: Le Moutaret
Postcode: 38580
Country subdivision (NUTS): Isère (FRK24)
Country: France
Email: jordan@bulldozer-collective.com
Telephone: 06 78 04 67 67

Winner of these lots: LOT-0001

Notice information

Notice identifier/version: 8ab46034-6328-47f5-bfa6-e5097f95b84d - 01
Form type: Result
Notice type: Contract or concession award notice – light regime
Notice subtype: 33
Notice dispatch date: 11/09/2026 14:26:29 (UTC+02:00) Eastern European Time, Central European Summer Time
Languages in which this notice is officially available: French
Notice publication number: 629952-2026
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