

631378-2026 - Competition

France – Advertising consultancy services – Accord-cadre relatif à des prestations de conseil média et d’achat d’espaces publicitaires, incluant la gestion de partenariats médias

OJ S 177/2026 14/09/2026

Contract or concession notice – standard regime

Services

1. Buyer

1.1. Buyer

Official name: EPA / Musée de l'Armée

Email: marches@musee-armee.fr

Legal type of the buyer: Body governed by public law

Activity of the contracting authority: General public services

2. Procedure

2.1. Procedure

Title: Accord-cadre relatif à des prestations de conseil média et d’achat d’espaces publicitaires, incluant la gestion de partenariats médias

Description: Le marché a pour objet l'accompagnement du musée de l'Armée dans la conception, la planification, l'achat, l'optimisation, le suivi et l'évaluation des campagnes d'achat d'espaces publicitaires offline et online via une agence média.

Procedure identifier: f9c5b594-ac69-41a6-87a4-70a6ecb94af5

Internal identifier: 2026-18

Type of procedure: Open

The procedure is accelerated: no

2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79341100 Advertising consultancy services

2.1.2. Place of performance

Postal address: 129 rue de Grenelle

Town: Paris

Postcode: 75007

Country subdivision (NUTS): Paris (FR101)

Country: France

2.1.4. General information

Legal basis:

Directive 2014/24/EU

Sans objet

Applicable cross-border law: Sans objet

2.1.6. Grounds for exclusion

Sources of grounds for exclusion: Procurement Document

5. Lot

5.1. Lot: LOT-0001

Title: Le marché a pour objet l'accompagnement du musée de l'Armée dans la conception, la planification, l'achat, l'optimisation, le suivi et l'évaluation des campagnes d'achat d'espaces publicitaires offline et online via une agence média.

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Internal identifier: 2026-18

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79341100 Advertising consultancy services

5.1.2. Place of performance

Postal address: 129 rue de Grenlle

Town: Paris

Postcode: 75007

Country subdivision (NUTS): Paris (FR101)

Country: France

5.1.3. Estimated duration

Duration: 48 Months

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

This procurement is also suitable for small and medium-sized enterprises (SMEs): yes

5.1.9. Selection criteria

Sources of selection criteria: Procurement Document

5.1.11. Procurement documents

Address of the procurement documents: <https://www.marches-publics.gouv.fr/entreprise/consultation/3066344?orgAcronyme=g7h>

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Required

Address for submission: <https://www.marches-publics.gouv.fr/entreprise/consultation/3066344?orgAcronyme=g7h>

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

Electronic catalogue: Not allowed

Variants: Not allowed

Deadline for receipt of tenders: 12/10/2026 11:00:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Duration during which the tender must remain valid: 150 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: yes

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

Mediation organisation: Tribunal administratif de Paris

Review organisation: Tribunal administratif de Paris

Organisation providing additional information about the procurement procedure: EPA / Musée de l'Armée

Organisation providing offline access to the procurement documents: EPA / Musée de l'Armée

Organisation providing more information on the review procedures: Tribunal administratif de Paris

8. Organisations

8.1. ORG-0001

Official name: EPA / Musée de l'Armée

Registration number: 18009001100016

Postal address: 129 rue de Grenelle

Town: Paris

Postcode: 75007

Country subdivision (NUTS): Paris (FR101)

Country: France

Contact point: Musée de l'Armée

Email: marches@musee-armee.fr

Telephone: 0144423212

Buyer profile: <https://www.marches-publics.gouv.fr/entreprise>

Roles of this organisation:

Buyer

Central purchasing body awarding public contracts or concluding framework agreements for works, supplies or services intended for other buyers

Organisation providing additional information about the procurement procedure

Organisation providing offline access to the procurement documents

8.1. ORG-0002

Official name: Tribunal administratif de Paris

Registration number: 17750005500013

Postal address: 7 rue de Jouy

Town: Paris

Postcode: 75004

Country subdivision (NUTS): Paris (FR101)

Country: France

Email: greffe.ta-paris@juradm.fr

Telephone: 01 44 59 44 00

Roles of this organisation:

Review organisation

Organisation providing more information on the review procedures

Mediation organisation

Notice information

Notice identifier/version: 0588990e-74bf-477a-9f99-71d8400cd115 - 01

Form type: Competition

Notice type: Contract or concession notice – standard regime

Notice subtype: 16

Notice dispatch date: 11/09/2026 11:25:04 (UTC+02:00) Eastern European Time, Central European Summer Time

Languages in which this notice is officially available: French

Notice publication number: 631378-2026

OJ S issue number: 177/2026

Publication date: 14/09/2026