

France-Bordeaux: Advertising and marketing services
OJ S 223/2022 18/11/2022
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: ecole nationale de la magistrature

National registration number: 19332239300011

Postal address: 10 rue des Frères Bonie

Town: Bordeaux

NUTS code: FRI12 Gironde

Postal code: 33080

Country: France

E-mail: Marchespublics.enm@justice.fr

Internet address(es):

Main address: <https://www.enm.justice.fr/>

I.4. Type of the contracting authority

Body governed by public law

I.5. Main activity

General public services

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

stratégie digitale média sociaux

Reference number: 22ENM38

II.1.2. Main CPV code

79340000 Advertising and marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

le présent accord-cadre a pour objet la conception et la mise en oeuvre d'une stratégie média digitale pour l'école nationale de la magistrature. Il est passé sans montant minimum ni montant maximum

II.1.6. Information about lots

This contract is divided into lots: no

II.1.7.

Total value of the procurement

Value excluding VAT: 179 059,24 EUR

II.2. Description

II.2.2. Additional CPV code(s)

79340000 Advertising and marketing services

II.2.3. Place of performance

NUTS code: FRI12 Gironde

Main site or place of performance: bordeaux

II.2.4. Description of the procurement

il est constitué d'un lot unique compte-tenu de l'impossibilité d'identifier des prestations distinctes au sens de l'article L. 2113-10 du code de la commande publique

II.2.5. Award criteria

Quality criterion - Name: Technique / Weighting: 40

Price - Weighting: 60

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 147-421030](#)

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:

strategie digitale media

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

25/10/2022

V.2.2. Information about tenders

Number of tenders received: 5

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

V.2.3. Name and address of the contractor

Official name: agence the kub

National registration number: 49911666300059

Postal address: 5 rue de la rousselle

Town: Bordeaux

NUTS code: FRI1 Aquitaine

Postal code: 33000

Country: France

Internet address: <https://www.thekub.com/>

The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 171 500,00 EUR

Total value of the contract/lot: 179 059,24 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 Bordeaux

Postal address: 9 Rue Tastet CS 21490

Town: Bordeaux Cedex

Postal code: 33063

Country: France

E-mail: Grefte.ta-bordeaux@juradm.fr

Internet address: <http://Bordeaux.tribunal-administratif.fr/>

VI.4.2. Body responsible for mediation procedures

Official name: tribunal administratif de Bordeaux

Postal address: 9 Rue Tastet CS 21490

Town: Bordeaux Cedex

Postal code: 33063

Country: France

E-mail: Grefe.ta-bordeaux@juradm.fr

Internet address: <http://Bordeaux.tribunal-administratif.fr/>

VI.4.3. Review procedure

Precise information on deadline(s) for review procedures:

les voies de recours ouvertes aux candidats sont les suivantes :? Référé précontractuel, jusqu'à la signature du marché(articles L.551-1 et suivants et R.551-1 à R551-6 du code de justice administrative)? Référé contractuel après la conclusion du marché(articles L.551-13 et R 551-7 du code de justice administrative)? Recours de pleine juridiction en contestation de sa validité(en vertu de l'arrêt du CE du 2 avril 2014, Département Tarn et Garonne, no358994)

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

Official name: tribunal administratif de Bordeaux

Postal address: 9 Rue Tastet CS 21490

Town: Bordeaux Cedex

Postal code: 33063

Country: France

E-mail: Grefe.ta-bordeaux@juradm.fr

Internet address: <http://Bordeaux.tribunal-administratif.fr/>

VI.5. Date of dispatch of this notice

15/11/2022