

**France-Rouen: Recreational, cultural and sporting services**

OJ S 253/2021 29/12/2021

Contract award notice

Services

**Legal Basis:**

Directive 2014/24/EU

**Section I: Contracting authority**

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**I.1. Name and addresses**

Official name: prefecture normandie

Postal address: 7 place de la madeleine cs 16036

Town: Rouen Cedex

NUTS code: FRD22 Seine-Maritime

Postal code: 76036

Country: France

E-mail: [Pfra@normandie.gouv.fr](mailto:Pfra@normandie.gouv.fr)**Internet address(es):**Main address: <https://www.prefectures-regions.gouv.fr/normandie/Region-et-institutions/Action-de-l-Etat/Plateforme-Regionale-des-Achats/Marches-interministeriels-regionaux-PFRA>**I.4. Type of the contracting authority**

Ministry or any other national or federal authority, including their regional or local subdivisions

**I.5. Main activity**

General public services

**Section II: Object**

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**II.1. Scope of the procurement****II.1.1. Title**

prestations et supports de communication au profit de l'ensemble des services de l'état et des établissements publics désireux d'y adhérer en région Normandie

Reference number: 2021-PFRANORM-COMM

**II.1.2. Main CPV code**

92000000 Recreational, cultural and sporting services

**II.1.3. Type of contract**

Services

**II.1.4. Short description**

prestations et supports de communication au profit de l'ensemble des services de l'état et des établissements publics désireux d'y adhérer en région Normandie

**II.1.6. Information about lots**

This contract is divided into lots: yes

**II.1.7.**

## **Total value of the procurement**

Value excluding VAT: 4 000 000,00 EUR

### **II.2. Description**

#### **II.2.1. Title**

conseil créatif et stratégique

Lot No: 1

#### **II.2.2. Additional CPV code(s)**

92111200 Advertising, propaganda and information film and video-tape production, 79342200 Promotional services

#### **II.2.3. Place of performance**

NUTS code: FRD1 Basse-Normandie

NUTS code: FRD2 Haute-Normandie

#### **II.2.4. Description of the procurement**

ce lot concerne la création d'un environnement graphique en tenant compte, le cas échéant, des chartes graphiques existantes, via la réalisation et la conception graphique de documents de communication destinés à diverses cibles. Le conseil créatif peut prendre la forme d'une présentation de recommandations détaillée dans une note par exemple

#### **II.2.5. Award criteria**

Quality criterion - Name: Valeur technique / Weighting: 60

Cost criterion - Name: Prix de la prestation / 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**

relations de presse/publiques et rédaction

Lot No: 2

#### **II.2.2. Additional CPV code(s)**

92111200 Advertising, propaganda and information film and video-tape production, 79342200 Promotional services

#### **II.2.3. Place of performance**

NUTS code: FRD1 Basse-Normandie

NUTS code: FRD2 Haute-Normandie

#### **II.2.4. Description of the procurement**

le titulaire sera chargé d'accompagner la stratégie de relations presse des services bénéficiaires en rédigeant des supports à l'intention d'un groupe de personnes donné : public, usagers, personnel par exemple. La rédaction est réalisée sur la base d'informations fournies par le service bénéficiaire. Le délai accordé au prestataire inclut le temps de préparation ainsi

que la rédaction. Sur demande des services bénéficiaires, le support peut être adapté à une diffusion web, sur un site internet, sans coût supplémentaire

#### **II.2.5. Award criteria**

Quality criterion - Name: Valeur technique / Weighting: 60

Cost criterion - Name: Prix de la prestation / 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**

création, fabrication et édition de supports de communication

Lot No: 3

##### **II.2.2. Additional CPV code(s)**

92111200 Advertising, propaganda and information film and video-tape production, 79342200

Promotional services

##### **II.2.3. Place of performance**

NUTS code: FRD1 Basse-Normandie

NUTS code: FRD2 Haute-Normandie

##### **II.2.4. Description of the procurement**

le titulaire sera chargé de créer et/ou de fabriquer des supports de communication nécessaires aux services bénéficiaires

##### **II.2.5. Award criteria**

Quality criterion - Name: Valeur technique / Weighting: 60

Cost criterion - Name: Prix de la prestation / 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**

création, production et post-production audiovisuel

Lot No: 4

##### **II.2.2. Additional CPV code(s)**

79340000 Advertising and marketing services, 92111200 Advertising, propaganda and information film and video-tape production, 79342200 Promotional services

### **II.2.3. Place of performance**

NUTS code: FRD1 Basse-Normandie

NUTS code: FRD2 Haute-Normandie

### **II.2.4. Description of the procurement**

ce lot concerne essentiellement la réalisation de vidéos. Il comprend plusieurs natures de prestations :- fourniture d'une vidéo exploitable en format internet/intranet ;- adaptation et actualisation d'une vidéo existante ;- message radio et interview radio ou internet ;- création d'un film publicitaire original ;- réalisation de vidéo de type motion capture ;- captation vidéo ;- prise de vues - types photos ou vidéos - pour illustration

### **II.2.5. Award criteria**

Quality criterion - Name: Valeur technique / Weighting: 60

Cost criterion - Name: Prix de la prestation / 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**

accompagnement à l'animation d'une campagne de communication

Lot No: 5

##### **II.2.2. Additional CPV code(s)**

79340000 Advertising and marketing services, 92111200 Advertising, propaganda and information film and video-tape production, 79342200 Promotional services

##### **II.2.3. Place of performance**

NUTS code: FRD1 Basse-Normandie

NUTS code: FRD2 Haute-Normandie

##### **II.2.4. Description of the procurement**

cette prestation a pour objet soit :la mise en oeuvre d'une campagne d'e-influence / community management ;l'animation d'une campagne de communication (animation de forum, salon par exemple).Cette prestation concerne à la fois la communication interne et externe à un service bénéficiaire

##### **II.2.5. Award criteria**

Quality criterion - Name: Valeur technique / Weighting: 60

Cost criterion - Name: Prix de la prestation / 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

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#### 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: [2021/S 179-466387](#)

##### 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

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**Contract No:** 2021-PFRANORM-COMM

**Lot No:** 1

**Title:**

prestations et supports de communication au profit de l'ensemble des services de l'état et des établissements publics désirant y adhérer en région Normandie. LOT 1 : Conseil créatif et stratégique

A contract/lot is awarded: yes

#### V.2. Award of contract

##### V.2.1. Date of conclusion of the contract

17/12/2021

##### V.2.2. Information about tenders

Number of tenders received: 4

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

##### V.2.3. Name and address of the contractor

Official name: sarl magina

Postal address: 53 rue Orbe

Town: Rouen

NUTS code: FRD22 Seine-Maritime

Postal code: 76000

Country: France

E-mail: [Contact@magina.fr](mailto:Contact@magina.fr)

Internet address: <https://magina.fr>

The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 400 000,00 EUR

Total value of the contract/lot: 800 000,00 EUR

**V.2.5. Information about subcontracting**

**Section V: Award of contract**

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**Contract No:** 2021-PFRANORM-COMM

**Lot No:** 2

**Title:**

prestations et supports de communication au profit de l'ensemble des services de l'état et des établissements publics désirant y adhérer en région Normandie. LOT 2 Relations de presse

A contract/lot is awarded: yes

**V.2. Award of contract**

**V.2.1. Date of conclusion of the contract**

17/12/2021

**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: sarl magina

Postal address: 53 rue Orbe

Town: Rouen

NUTS code: FRD22 Seine-Maritime

Postal code: 76000

Country: France

E-mail: [Contact@magina.fr](mailto:Contact@magina.fr)

Internet address: <https://magina.fr>

The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 400 000,00 EUR

Total value of the contract/lot: 800 000,00 EUR

**V.2.5. Information about subcontracting**

**Section V: Award of contract**

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**Contract No:** 2021-PFRANORM-COMM

**Lot No:** 3

**Title:**

prestations et supports de communication au profit de l'ensemble des services de l'état et des établissements publics désirant y adhérer en région Normandie LOT 3 Supports de communication

A contract/lot is awarded: yes

## **V.2. Award of contract**

### **V.2.1. Date of conclusion of the contract**

17/12/2021

### **V.2.2. Information about tenders**

Number of tenders received: 4

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

### **V.2.3. Name and address of the contractor**

Official name: partenaires D'Avenir

Postal address: 85 Chemin de Clères

Town: Mont-Saint-Aignan

NUTS code: FRD22 Seine-Maritime

Postal code: 76130

Country: France

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

The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 400 000,00 EUR

Total value of the contract/lot: 800 000,00 EUR

### **V.2.5. Information about subcontracting**

## **Section V: Award of contract**

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**Contract No:** 2021-PFRANORM-COMM

**Lot No:** 4

**Title:**

prestations et supports de communication au profit de l'ensemble des services de l'état et des établissements publics désirant y adhérer en région Normandie LOT 4 Production audiovisuel

A contract/lot is awarded: yes

## **V.2. Award of contract**

### **V.2.1. Date of conclusion of the contract**

17/12/2021

### **V.2.2. Information about tenders**

Number of tenders received: 4

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

### **V.2.3. Name and address of the contractor**

Official name: sarl actamedia (enseigne biplan)

Postal address: 10 rue des compagnons

Town: Caen  
NUTS code: FRD22 Seine-Maritime  
Postal code: 14000  
Country: France  
Internet address: <https://biplan.fr>  
The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 400 000,00 EUR  
Total value of the contract/lot: 800 000,00 EUR

**V.2.5. Information about subcontracting**

**Section V: Award of contract**

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**Contract No:** 2021-PFRANORM-COMM

**Lot No:** 5

**Title:**

prestations et supports de communication au profit de l'ensemble des services de l'état et des établissements publics désirant y adhérer en région Normandie LOT 5 Animation campagne de communication

A contract/lot is awarded: yes

**V.2. Award of contract**

**V.2.1. Date of conclusion of the contract**

17/12/2021

**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: sarl magina  
Postal address: 53 rue Orbe  
Town: Rouen  
NUTS code: FRD22 Seine-Maritime  
Postal code: 76000  
Country: France  
E-mail: [Contact@magina.fr](mailto:Contact@magina.fr)  
Internet address: <https://magina.fr>  
The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 400 000,00 EUR  
Total value of the contract/lot: 800 000,00 EUR

**V.2.5. Information about subcontracting**

**Section VI: Complementary information**

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### **VI.3. Additional information**

### **VI.4. Procedures for review**

#### **VI.4.1. Review body**

Official name: tribunal administratif de Rouen  
Postal address: 53, avenue Gustave Flaubert  
Town: Rouen  
Postal code: 76000  
Country: France  
E-mail: [Grefte.ta-rouen@juradm.fr](mailto:Grefte.ta-rouen@juradm.fr)  
Telephone: +33 232081270  
Fax: +33 232081271  
Internet address: <http://rouen.tribunal-administratif.fr/>

#### **VI.4.2. Body responsible for mediation procedures**

Official name: comité consultatif interrégional de règlement amiable des différends ou litiges relatifs aux marchés publics pour la Normandie : direccte des pays de la loire  
Postal address: 22 mail Pablo Picasso - bP 24209 - 44042 NANTES Cedex 1 Tél : 02 53 46 79 83 (mardi, mercredi, jeudi de 9h à 12h) Mme Régine QUESNET  
Town: Nantes Cedex1  
Postal code: 44042  
Country: France  
E-mail: [Paysdl.ccira@direccte.gouv.fr](mailto:Paysdl.ccira@direccte.gouv.fr)  
Telephone: +33 253467983  
Fax: +33 253467979  
Internet address: [https://www.economie.gouv.fr/files/files/directions\\_services/daj/marches\\_publics/ccra/contacts/comite\\_local\\_nantes.pdf](https://www.economie.gouv.fr/files/files/directions_services/daj/marches_publics/ccra/contacts/comite_local_nantes.pdf)

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

Official name: tribunal administratif de Rouen  
Postal address: 53, avenue Gustave Flaubert  
Town: Rouen  
Postal code: 76000  
Country: France  
E-mail: [Grefte.ta-rouen@juradm.fr](mailto:Grefte.ta-rouen@juradm.fr)  
Telephone: +33 232081270  
Fax: +33 232081271  
Internet address: <http://rouen.tribunal-administratif.fr/>

### **VI.5. Date of dispatch of this notice**

24/12/2021