

France-Troyes: Advertising and marketing services
OJ S 235/2022 06/12/2022
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: universite de technologie de troyes

National registration number: 19101060200032

Postal address: 12 rue Marie Curie

Town: Troyes Cedex

NUTS code: FRF22 Aube

Postal code: 10004

Country: France

E-mail: Achats-publics@utt.fr

Internet address(es):

Main address: <http://www.utt.fr>

Address of the buyer profile: <https://www.marches-publics.gouv.fr/?page=Entreprise.EntrepriseAdvancedSearch&AllCons&id=2033165&orgAcronyme=f2h>

I.4. Type of the contracting authority

Other type: EPSCP

I.5. Main activity

Other activity: enseignement supérieur et recherche

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

prestations de communication et marketing digital

Reference number: 2022-09

II.1.2. Main CPV code

79340000 Advertising and marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

acquisition de prestations de communication digitale, de marketing digital et de conseil pour l'université de Technologie de Troyes (Utt)

II.1.6. Information about lots

This contract is divided into lots: yes

II.1.7. Total value of the procurement

Value excluding VAT: 1 200 000,00 EUR

II.2. Description

II.2.1. Title

campagnes marketing digital

Lot No: 01

II.2.2. Additional CPV code(s)

79340000 Advertising and marketing services

II.2.3. Place of performance

NUTS code: FRF22 Aube

Main site or place of performance: utt

II.2.4. Description of the procurement

ce lot a pour objet le conseil et le déploiement de campagnes (conseil, élaboration, pilotage) de marketing digital

II.2.5. Award criteria

Quality criterion - Name: Références pertinentes détaillées et récentes (cas d'usages) / Weighting: 20

Quality criterion - Name: Compétence / Expertise aux titres des achats de mots-clefs/liens sponsorisés SEA Niveau de Certifications Google / Weighting: 15

Quality criterion - Name: Compréhension des besoins, Optimisation des enveloppes, Disponibilité Proposition de reporting type, proposition de suivi client / Weighting: 35

Price - Weighting: 30

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

campagnes Emailing

Lot No: 02

II.2.2. Additional CPV code(s)

79340000 Advertising and marketing services

II.2.3. Place of performance

NUTS code: FRF22 Aube

Main site or place of performance: utt

II.2.4. Description of the procurement

ce lot a pour objet la conception et la mise en place de campagnes e-mailing et newsletter

II.2.5. Award criteria

Quality criterion - Name: Profil des intervenants / Weighting: 10
Quality criterion - Name: Expérience sur des produits clients similaires / Weighting: 5
Quality criterion - Name: Compétence / Expertise campagne d'emailing / Weighting: 10
Quality criterion - Name: Détail des actions d'accompagnement proposées avec la prestation / Weighting: 10
Quality criterion - Name: Présentation d'email type / Weighting: 10
Quality criterion - Name: Proposition de reporting type / Weighting: 5
Price - Weighting: 50

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 096-265838](#)

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: 2022-09

Lot No: 01

Title:

campagnes marketing digital

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1.

Date of conclusion of the contract

19/09/2022

V.2.2. Information about tenders

Number of tenders received: 9

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

V.2.3. Name and address of the contractor

Official name: softeam

Postal address: 45/47 boulevard Paul Vaillant Couturier

Town: Ivry-sur-Seine

NUTS code: FR107 Val-de-Marne

Postal code: 94200

Country: France

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

The contractor is an SME: no

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

Total value of the contract/lot: 1 040 000,00 EUR

V.2.5. Information about subcontracting**Section V: Award of contract**

Contract No: 2022-09

Lot No: 02

Title:

campagne Emailing

A contract/lot is awarded: yes

V.2. Award of contract**V.2.1. Date of conclusion of the contract**

19/09/2022

V.2.2. Information about tenders

Number of tenders received: 9

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

V.2.3. Name and address of the contractor

Official name: softeam

Postal address: 45/47 boulevard Paul Vaillant Couturier

Town: Ivry-sur-Seine

NUTS code: FR107 Val-de-Marne

Postal code: 94200

Country: France

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

The contractor is an SME: no

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

Total value of the contract/lot: 160 000,00 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 Chalons en Champagne

Postal address: 25 rue du Lycée

Town: Chalons-en-Champagne

Postal code: 51000

Country: France

Telephone: +33 326692727

Internet address: <http://chalons-en-champagne.tribunal-administratif.fr/>

VI.5. Date of dispatch of this notice

01/12/2022