

France-Lognes: Advertising consultancy services
OJ S 238/2022 09/12/2022
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: onisep

Postal address: 12 mail Barthélémy Thimonnier Lognes

Town: Lognes

NUTS code: FR102 Seine-et-Marne

Postal code: 77437

Country: France

E-mail: Serviceachats@onisep.fr

Telephone: +33 164803624

Internet address(es):

Main address: <http://Onisep.fr>

I.4. Type of the contracting authority

Body governed by public law

I.5. Main activity

Other activity: Service public de l'orientation

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

prestations de conseil, d'expertise et d'accompagnement en matière de communication

Reference number: M22-AV-25

II.1.2. Main CPV code

79341100 Advertising consultancy services

II.1.3. Type of contract

Services

II.1.4. Short description

prestations de conseil, d'expertise et d'accompagnement en matière de communication

II.1.6. Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Value excluding VAT: 560 000,00 EUR

II.2. Description

II.2.2. Additional CPV code(s)

79340000 Advertising and marketing services, 79341000 Advertising services

II.2.3. Place of performance

NUTS code: FR102 Seine-et-Marne

NUTS code: FR France

NUTS code: FR1 Ile-de-France

II.2.4. Description of the procurement

prestations de conseil, d'expertise et d'accompagnement en matière de communication

II.2.5. Award criteria

Quality criterion - Name: Valeur technique / Weighting: 65

Price - Weighting: 35

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 195-553267](#)

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**

Title:

prestations de conseil, D'Expertise ET D'Accompagnement en matiere de communication

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

02/12/2022

V.2.2. Information about tenders

Number of tenders received: 1

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

V.2.3. Name and address of the contractor

Official name: parties prenantes

Postal address: 24 rue florian

Town: Paris

NUTS code: FR101 Paris

Postal code: 75020

Country: France

Internet address: <http://www.partiesprenantes.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: 560 000,00 EUR

Total value of the contract/lot: 560 000,00 EUR

V.2.5. Information about subcontracting**Section VI: Complementary information**

VI.3. Additional information

prix - apprécié au regard des annexes financières - 35%- bordereau de prix unitaires (Total (T.T.C.) du Bpu) 70% - prestation type d'étude non contractuelle (Total (T.T.C.)) 30% valeur technique - la notation s'effectuera uniquement sur la base du cadre de réponse technique et des annexes (CV et présentation références type book), conformément aux éléments demandés dans le CRT - 65%- compréhension du besoin, des enjeux et des contraintes 10% - qualité, compétences et expérience des équipes et CV des intervenants 25% - qualité des réalisations (book) 35% - prestation type d'étude non contractuelle 15% - organisation du pilotage des prestations 10% - mesures environnementales 5%

VI.4. Procedures for review**VI.4.1. Review body**

Official name: tribunal administratif de melun

Postal address: 43 rue du general de gaulle Case postale no 8630

Town: Melun

Postal code: 77008

Country: France

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

VI.4.2. Body responsible for mediation procedures

Official name: tribunal administratif de melun

Postal address: 43 rue du general de gaulle Case postale no 8630

Town: Melun

Postal code: 77008

Country: France

VI.4.4.

Service from which information about the review procedure may be obtained

Official name: tribunal administratif de melun

Postal address: 43 rue du general de gaulle Case postale no 8630

Town: Melun

Postal code: 77008

Country: France

VI.5. Date of dispatch of this notice

05/12/2022