

**France-Bordeaux: Advertising consultancy services**  
**OJ S 222/2023 17/11/2023**  
**Contract award notice**  
**Services**

**Legal Basis:**

Directive 2014/24/EU

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**Section I: Contracting authority**

**I.1. Name and addresses**

Official name: MESOLIA (33)

National registration number: 46920155200020

Postal address: 16-20 rue Henri Expert

Town: Bordeaux

NUTS code: FRI12 Gironde

Postal code: 33082

Country: France

Contact person: achats@mesolia.fr

E-mail: [aparouty@mesolia.fr](mailto:aparouty@mesolia.fr)

Telephone: +33 556115050

**Internet address(es):**

Main address: <https://www.mesolia.fr/>

Address of the buyer profile: <https://www.marches-securises.fr/>

**I.4. Type of the contracting authority**

Other type: Entreprise sociale pour l'Habitat

**I.5. Main activity**

Other activity: Logement social

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**Section II: Object**

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

**II.1.1. Title**

Prestations d'accompagnement en communication pour le groupe SOIKOS

**II.1.2. Main CPV code**

79341100 Advertising consultancy services

**II.1.3. Type of contract**

Services

**II.1.4. Short description**

Prestations d'accompagnement en communication pour le groupe SOIKOS

**II.1.6. Information about lots**

This contract is divided into lots: yes

**II.1.7.**

## **Total value of the procurement**

Value excluding VAT: 890 000,00 EUR

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

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

Stratégie de communication et conception-rédaction

Lot No: 1

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

79341100 Advertising consultancy services

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

NUTS code: FRI12 Gironde

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

Stratégie de communication et conception-rédaction

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

Price

#### **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**

Conception, création et exécution graphique

Lot No: 2

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

79341100 Advertising consultancy services

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

NUTS code: FRI12 Gironde

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

Conception, création et exécution graphique

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

Price

#### **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 graphique, fabrication et pose de panneaux et signalétiques  
Lot No: 3

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

79341100 Advertising consultancy services

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

NUTS code: FRI12 Gironde

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

Création graphique, fabrication et pose de panneaux et signalétiques

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

Price

### **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**

Production digitale et maintenance  
Lot No: 4

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

79341100 Advertising consultancy services

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

NUTS code: FRI12 Gironde

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

Production digitale et maintenance

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

Price

### **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**

Competitive dialogue

### **IV.1.3. Information about a framework agreement or a dynamic purchasing system**

### **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: [2023/S 108-337839](#)

### **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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**Lot No: 1**

**Title:**

Stratégie de communication et conception-rédaction

A contract/lot is awarded: yes

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

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

07/11/2023

### **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: Bastille

Postal address: 42 rue Sedaine

Town: Paris

NUTS code: FR101 Paris

Postal code: 75011

Country: France

The contractor is an SME: yes

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

Total value of the contract/lot: 260 000,00 EUR

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

The contract is likely to be subcontracted

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

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**Lot No: 2**

**Title:**

Conception, création et exécution graphique

A contract/lot is awarded: yes

**V.2. Award of contract**

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

07/11/2023

**V.2.2. Information about tenders**

Number of tenders received: 10

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

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

Official name: Composit

Postal address: 9 rue Pierre Paul de Riquet

Town: Canejean

NUTS code: FRI12 Gironde

Postal code: 33610

Country: France

The contractor is an SME: yes

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

Total value of the contract/lot: 440 000,00 EUR

**V.2.5. Information about subcontracting**

The contract is likely to be subcontracted

**Section V: Award of contract**

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**Lot No: 3**

**Title:**

Création graphique, fabrication et pose de panneaux et signalétiques

A contract/lot is awarded: yes

**V.2. Award of contract**

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

07/11/2023

**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: Composit

Postal address: 9 rue Pierre Paul de Riquet

Town: Canejean

NUTS code: FRI12 Gironde

Postal code: 33610

Country: France

The contractor is an SME: yes

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

Total value of the contract/lot: 120 000,00 EUR

**V.2.5. Information about subcontracting**

The contract is likely to be subcontracted

**Section V: Award of contract**

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**Lot No: 4**

**Title:**

Production digitale et maintenance

A contract/lot is awarded: yes

**V.2. Award of contract**

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

07/11/2023

**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: Bastille

Postal address: 42 rue Sedaine

Town: Paris

NUTS code: FR101 Paris

Postal code: 75011

Country: France

The contractor is an SME: yes

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

Total value of the contract/lot: 180 000,00 EUR

**V.2.5. Information about subcontracting**

The contract is likely to be subcontracted

**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 Judiciaire de Bordeaux

Postal address: 30 rue des Frères Bonie

Town: Bordeaux

Postal code: 33000

Country: France

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

Official name: Tribunal Judiciaire de Bordeaux

Postal address: 30 rue des Frères Bonie

Town: Bordeaux

Postal code: 33000

Country: France

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

13/11/2023