

France-Rennes: Advertising and marketing services

OJ S 223/2023 20/11/2023

Contract notice**Services****Legal Basis:**

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: satt ouest valorisation

National registration number: 75300061100032

Postal address: metropolis 2 - cS 80804 14c, rue du Pâtis Tatelin

Town: Rennes

NUTS code: FRH Bretagne

Postal code: 35708

Country: France

E-mail: ao-maturation@ouest-valorisation.fr

Telephone: +33 299875620

Internet address(es):Main address: <http://www.ouest-valorisation.fr/>Address of the buyer profile: https://marchesonline.achatpublic.com/sdm/ent/gen/ent_recherche.do**I.3. Communication**

The procurement documents are available for unrestricted and full direct access, free of charge, at: <https://publication.marchesonline.com/publication/extern/apcConsultationAcces.do?idConsultation=Mzc3NDQ4Ng%3D%3D>

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted electronically via: <https://publication.marchesonline.com/publication/extern/apcConsultationAcces.do?idConsultation=Mzc3NDQ4Ng%3D%3D>

Electronic communication requires the use of tools and devices that are not generally available. Unrestricted and full direct access to these tools and devices is possible, free of charge, at: <https://publication.marchesonline.com/publication/extern/apcConsultationAcces.do?idConsultation=Mzc3NDQ4Ng%3D%3D>

I.4. Type of the contracting authority

Other type: Société de droit privé financé par des fonds publics

I.5. Main activity

Other activity: Recherche en innovation

Section II: Object

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

marché pour les missions marketing et intelligence économique

II.1.2. Main CPV code

79340000 Advertising and marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

la présente consultation concerne un accord-cadre à bons de commande pour les besoins de ouest valorisation pour les missions marketing

II.1.5. Estimated total value

Value excluding VAT: 900 000,00 EUR

II.1.6. Information about lots

This contract is divided into lots: yes

Tenders may be submitted for maximum number of lots: 5

Maximum number of lots that may be awarded to one tenderer: 5The contracting authority reserves the right to award contracts combining the following lots or groups of lots:
néant

II.2. Description**II.2.1. Title**

avis d'experts - expertise " Flash "

Lot No: 1

II.2.2. Additional CPV code(s)

79340000 Advertising and marketing services

II.2.3. Place of performance

NUTS code: FRH Bretagne

II.2.4. Description of the procurement

avis d'experts - expertise " Flash "

II.2.5. Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.6. Estimated value**II.2.7. Duration of the contract, framework agreement or dynamic purchasing system**

Duration in months: 12

This contract is subject to renewal: yes

Description of renewals:

12 mois reconductible 2 fois pour une durée maximale de 36 mois

II.2.10. Information about variants

Variants will be accepted: no

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

etude d'opportunités / Stratégie de valorisation
Lot No: 2

II.2.2. Additional CPV code(s)

79340000 Advertising and marketing services

II.2.3. Place of performance

NUTS code: FRH Bretagne

II.2.4. Description of the procurement

etude d'opportunités / Stratégie de valorisation

II.2.5. Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.6. Estimated value

II.2.7. Duration of the contract, framework agreement or dynamic purchasing system

Duration in months: 12

This contract is subject to renewal: yes

Description of renewals:

12 mois reconductible 2 fois pour une durée maximale de 36 mois

II.2.10. Information about variants

Variants will be accepted: no

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

lead Generation
Lot No: 3

II.2.2. Additional CPV code(s)

79340000 Advertising and marketing services

II.2.3. Place of performance

NUTS code: FRH Bretagne

II.2.4. Description of the procurement

lead Generation

II.2.5. Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.6. Estimated value

II.2.7. Duration of the contract, framework agreement or dynamic purchasing system

Duration in months: 12

This contract is subject to renewal: yes

Description of renewals:

12 mois reconductible 2 fois pour une durée maximale de 36 mois

II.2.10. Information about variants

Variants will be accepted: no

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

pré-Lancement / Lean-Testing

Lot No: 4

II.2.2. Additional CPV code(s)

79340000 Advertising and marketing services

II.2.3. Place of performance

NUTS code: FRH Bretagne

II.2.4. Description of the procurement

pré-Lancement / Lean-Testing

II.2.5. Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.6. Estimated value

II.2.7. Duration of the contract, framework agreement or dynamic purchasing system

Duration in months: 12

This contract is subject to renewal: yes

Description of renewals:

12 mois reconductible 2 fois pour une durée maximale de 36 mois

II.2.10. Information about variants

Variants will be accepted: no

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**

etude type "Sondage"
Lot No: 5

II.2.2. Additional CPV code(s)

79340000 Advertising and marketing services

II.2.3. Place of performance

NUTS code: FRH Bretagne

II.2.4. Description of the procurement

etude type "Sondage"

II.2.5. Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.6. Estimated value**II.2.7. Duration of the contract, framework agreement or dynamic purchasing system**

Duration in months: 12

This contract is subject to renewal: yes

Description of renewals:

12 mois reconductible 2 fois pour une durée maximale de 36 mois

II.2.10. Information about variants

Variants will be accepted: no

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

Framework agreement with several operators

IV.1.8. Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: no

IV.2. Administrative information

IV.2.2. Time limit for receipt of tenders or requests to participate

Date: 21/12/2023 Local time: 18:00

IV.2.3. Estimated date of dispatch of invitations to tender or to participate to selected candidates

IV.2.4. Languages in which tenders or requests to participate may be submitted

French

IV.2.7. Conditions for opening of tenders

Date: 02/01/2024 Local time: 10:00

Place:

rennes

Section VI: Complementary information

VI.1. Information about recurrence

This is a recurrent procurement: no

VI.3. Additional information

VI.4. Procedures for review

VI.4.1. Review body

Official name: tribunal de Grande Instance de Rennes

Postal address: 7 rue pierre abelard

Town: Rennes

Postal code: 35000

Country: France

Internet address: <https://www.justice.fr/annuaire/tribunal-judiciaire-rennes>

VI.4.2. Body responsible for mediation procedures

Official name: tribunal de Grande Instance de Rennes

Postal address: 7 rue pierre abelard

Town: Rennes

Postal code: 35000

Country: France

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

Official name: tribunal de Grande Instance de Rennes

Postal address: 7 rue pierre abelard

Town: Rennes

Postal code: 35000

Country: France

VI.5. Date of dispatch of this notice

15/11/2023