

France-Paris: Advertising campaign services

OJ S 227/2023 24/11/2023

Contract notice

Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: iae de PARIS

National registration number: 19750002800034

Postal address: 8 bis rue de la Croix Jarry

Town: Paris

NUTS code: FR101 Paris

Postal code: 75013

Country: France

Contact person: Bénédicte Vergne

E-mail: Benedicte.vergne@iae.pantheonsorbonne.fr

Internet address(es):

Main address: <http://www.iae-paris.com>

Address of the buyer profile: <http://www.marches-publics.gouv.fr>

I.3. Communication

The procurement documents are available for unrestricted and full direct access, free of charge, at: <https://www.marches-publics.gouv.fr>

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted electronically via: <https://www.marches-publics.gouv.fr/?page=Entreprise>.

[EntrepriseAdvancedSearch&AllCons&id=2424996&orgAcronyme=f2h](https://www.marches-publics.gouv.fr/?page=EntrepriseAdvancedSearch&AllCons&id=2424996&orgAcronyme=f2h)

I.4. Type of the contracting authority

Other type: Institut d'Administration des Entreprises

I.5. Main activity

Education

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

prestations de communication

Reference number: AOO_2023_01

II.1.2. Main CPV code

79341400 Advertising campaign services

II.1.3. Type of contract

Services

II.1.4. Short description

prestations de communication

II.1.5. Estimated total value

Value excluding VAT: 430 000,00 EUR

II.1.6. Information about lots

This contract is divided into lots: yes

Tenders may be submitted for all lots

II.2. Description

II.2.1. Title

stratégie/Création

Lot No: 1

II.2.2. Additional CPV code(s)

79341400 Advertising campaign services

II.2.3. Place of performance

NUTS code: FR101 Paris

Main site or place of performance: paris

II.2.4. Description of the procurement

stratégie/Création

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

Value excluding VAT: 180 000,00 EUR

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:

les modalités sont décrites dans les pièces de la consultation

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

vidéos : conseil, captation et montage

Lot No: 2

II.2.2. Additional CPV code(s)

79341400 Advertising campaign services

II.2.3. Place of performance

NUTS code: FR101 Paris

Main site or place of performance: paris

II.2.4. Description of the procurement

vidéos : conseil, captation et montage

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

Value excluding VAT: 230 000,00 EUR

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:

les modalités sont décrites dans les pièces de la consultation

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

podcasts : conseil, création, production et post-production

Lot No: 3

II.2.2. Additional CPV code(s)

79341400 Advertising campaign services

II.2.3. Place of performance

NUTS code: FR101 Paris

Main site or place of performance: paris

II.2.4. Description of the procurement

podcasts : conseil, création, production et post-production

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

Value excluding VAT: 20 000,00 EUR

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:

les modalités sont décrites dans les pièces de la consultation

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 a single operator

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

Date: 08/01/2024 Local time: 12:00

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.2.6. Minimum time frame during which the tenderer must maintain the tender

Duration in months: 3 (from the date stated for receipt of tender)

IV.2.7. Conditions for opening of tenders

Date: 08/01/2024 Local time: 12:30

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 Administratif de Paris

Postal address: 7 rue de Jouy

Town: Paris Cedex 04

Postal code: 75181

Country: France

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

VI.4.2. Body responsible for mediation procedures

Official name: tribunal Administratif de Paris

Postal address: 7 rue de Jouy

Town: Paris Cedex 04

Postal code: 75181

Country: France

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

VI.4.3. Review procedure

Precise information on deadline(s) for review procedures:

les délais et voies de recours sont mentionnés au règlement de la consultation

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

Official name: tribunal Administratif de Paris

Postal address: 7 rue de Jouy

Town: Paris Cedex 04

Postal code: 75181

Country: France

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

VI.5. Date of dispatch of this notice

20/11/2023