

France-La Plaine-Saint-Denis: Advertising campaign services
OJ S 227/2023 24/11/2023
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: AFNOR Association
National registration number: 77572481800205
Postal address: 11 rue de Francis de Pressense
Town: LA PLAINE SAINT DENIS
NUTS code: FR106 Seine-Saint-Denis
Postal code: 93571
Country: France
E-mail: achats.groupeafnor@afnor.org
Internet address(es):
Main address: <https://www.groupeafnor.org/>

I.4. Type of the contracting authority

Other type: Autre

I.5. Main activity

Other activity: Normalisation-Edition-Formation-Certification

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Afnor recherche un prestataire pour l'accompagner dans l'achat et l'élaboration de son plan média pour la communication d'une campagne de communication au profit d'Afnor Certification
Reference number: Afn-23-096

II.1.2. Main CPV code

79341400 Advertising campaign services

II.1.3. Type of contract

Services

II.1.4. Short description

Il s'agit de proposer un plan média - print, digital, réseaux sociaux -
-Pour faire émerger la prise de parole "générique" d'Afnor Certification
-et proposer une déclinaison ou une adaptation pour les 3 thématiques - numérique ,
environnement, eco circulaire

II.1.6. Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Value excluding VAT: 300 461,00 EUR

II.2. Description

II.2.2. Additional CPV code(s)

79341000 Advertising services, 79341100 Advertising consultancy services

II.2.3. Place of performance

NUTS code: FR106 Seine-Saint-Denis

II.2.4. Description of the procurement

Il s'agit de proposer un plan média - print, digital, réseaux sociaux -
-Pour faire émerger la prise de parole "générique" d'Afnor Certification
-et proposer une déclinaison ou une adaptation pour les 3 thématiques - numérique ,
environnement, eco circulaire

II.2.5. Award criteria

Cost criterion - Name: Le prix n'est pas le seul critère d'attribution et tous les critères sont énoncés uniquement dans les documents du marché. / Weighting: 1

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

Competitive procedure with negotiation

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 174-546654](#)

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

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

20/11/2023

V.2.2. Information about tenders

Number of tenders received: 3

Number of tenders received by electronic means: 3

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

V.2.3. Name and address of the contractor

Official name: 2LMG / HA media conseil

Postal address: 3 RUE DE CIVRY

Town: PARIS 16

NUTS code: FR101 Paris

Postal code: 75016

Country: France

The contractor is an SME: yes

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

Total value of the contract/lot: 300 461,00 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 de grande instance de Paris

Postal address: 29-45 Avenue de la Porte de Clichy

Town: Paris

Postal code: 75017

Country: France

Telephone: +33 144325151

VI.5. Date of dispatch of this notice

20/11/2023