

**France-Boulogne-Billancourt: Advertising campaign services**

OJ S 235/2023 06/12/2023

Contract notice

Services

**Legal Basis:**

Directive 2014/24/EU

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**Section I: Contracting authority**

**I.1. Name and addresses**

Official name: OPCO MOBILITES

Postal address: 204 rond point du pont de Sèvres

Town: Boulogne - Billancourt

NUTS code: FR10 Ile-de-France

Postal code: 92100

Country: France

Contact person: Concoursexterieurs@opcomobilites.fr

E-mail: [Concoursexterieurs@opcomobilites.fr](mailto:Concoursexterieurs@opcomobilites.fr)

Telephone: +33 141141398

**Internet address(es):**

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

Address of the buyer profile: <https://www.achatpublic.com/sdm/ent2/gen/index.jsp>

**I.3. Communication**

The procurement documents are available for unrestricted and full direct access, free of charge, at: <https://www.achatpublic.com>

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted electronically via: [https://www.achatpublic.com/sdm/ent/gen/ent\\_detail.do?PCSLID=CSL\\_2023\\_uzLth155Al](https://www.achatpublic.com/sdm/ent/gen/ent_detail.do?PCSLID=CSL_2023_uzLth155Al)

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

Other type: Opérateur de compétences

**I.5. Main activity**

Other activity: Opérateur de compétences

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**Section II: Object**

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

**II.1.1. Title**

Mise en oeuvre d'une campagne de communication média pour la valorisation et la promotion des métiers de la mobilité

Reference number: CL16-23

**II.1.2. Main CPV code**

79341400 Advertising campaign services

**II.1.3. Type of contract**

Services

#### **II.1.4. Short description**

OPCO Mobilités souhaite mettre en place une campagne media nationale de promotion des métiers de la mobilité avec reprise du positionnement thématique de communication de la campagne 2023 et de fait, utilisation des outils de communication produits pour cette campagne (spots vidéo, spots radio, vidéos secteurs ; annonces presse références, etc.).

#### **II.1.5. Estimated total value**

Value excluding VAT: 700 000,00 EUR

#### **II.1.6. Information about lots**

This contract is divided into lots: no

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

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

79341400 Advertising campaign services

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

NUTS code: FR10 Ile-de-France

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

Mise en oeuvre d'une campagne de communication média pour la valorisation et la promotion des métiers de la mobilité

#### **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: 700 000,00 EUR

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

End: 31/05/2024

This contract is subject to renewal: no

#### **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**

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#### **IV.1. Description**

##### **IV.1.1. Type of procedure**

Open procedure

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

Date: 03/01/2024 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: 03/01/2024 Local time: 14:00

**Section VI: Complementary information**

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**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 Judiciaire de Nanterre

Postal address: 179-191 avenue Joliot Curie

Town: NANTERRE CEDEX

Postal code: 92020

Country: France

E-mail: [Tj-nanterre@justice.fr](mailto:Tj-nanterre@justice.fr)

Telephone: +33 140971010

Internet address: <https://www.cours-appel.justice.fr/versailles/tribunal-judiciaire-de-nanterre>

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

01/12/2023