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**CADRE DE MEMOIRE TECHNIQUE (CMT)**

**OBJET DU MARCHÉ :**

**SERVICES WEBMARKETING POUR L’ENSEMBLE DU GROUPE CCI NICE COTE D’AZUR ET SES FILIALES**

**LOT 3 : PODCAST**

**N°2026/99/SC/03/010**

**PROCÉDURE**

* APPEL D’OFFRE OUVERT

**GROUPEMENT DE COMMANDES entre :**

• La Chambre de Commerce et d’Industrie Nice – Côte d’Azur

• SAS VP GOLFE JUAN

• SAS Gallice 21

• SAS Vauban 21

• SAS PSLV

**Coordonnateur :**

La Chambre de Commerce et d’Industrie Nice – Côte d’Azur

Prise en qualité de Pouvoir Adjudicateur

**LE CADRE DE REPONSE DOIT ETRE REMPLI OBLIGATOIREMENT PAR LE CANDIDAT**

**SOUS PEINE DE REJET ET INSERE DANS L’OFFRE**

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| --- | --- |
| **Intitulé et numéro du lot concerné :** |  |
| **Nom et coordonnées de l’entreprise** |  |
| **Nom et coordonnées de la personne pouvant être contactée chez le candidat**  **Téléphone et Adresse mail** |  |

**IMPORTANT :** L’examen des sous-critères se fera au regard des informations que le candidat indiquera dans le présent cadre de mémoire technique (CMT), **à remplir obligatoirement**.

Le candidat doit remplir le CMT fourni pour l’ensemble des sous-critères ci-après.

Le candidat peut répondre en annexant un document à ce CMT (*par exemple un mémoire technique*). Dans ce cas, **il devra indiquer très précisément où se situe l’information souhaitée dans le document annexé (*référence à la pagination par exemple)* en renseignant l'encart prévu à cet effet.** **En l’absence de cette précision, le document annexé ne sera pas pris en compte pour l’analyse de son offre.** Ainsi, la note pour le(s) sous-critère(s) concerné(s) sera de 0. La note de zéro à l’un des sous-critères n’est pas éliminatoire.

* *Une attention particulière devra être apportée aux informations fournies dans ce cadre de réponse, notamment en ce qui concerne la proposition technique du candidat :*
* *Ce cadre de réponse a pour but de permettre à l’acheteur de juger les candidats sur les éléments relatifs aux critères (hors critère prix) mentionnés à l’article 10.2 du règlement de la consultation.*
* *Il ne s’agit nullement d’y reporter les informations générales de l’entreprise relatives à la candidature et/ou à la présentation de l’entreprise mais* ***les éléments spécifiques demandés,*** *en lien avec la consultation visée en objet, permettant de juger l’offre.*

***La taille du CMT est donnée à titre indicative***

**CRITERE N°1 – VALEUR TECHNIQUE NOTE SUR 100 (60% DE LA NOTE GLOBALE)**

* ***Sous critère 1.1 : Compréhension du besoin, la méthodologie mise en œuvre – 40 points***

Le candidat structurera la compréhension du besoin et la méthodologie mise en œuvre pour les prestations attendues au CCTP – Lot 3 :

* Stratégie éditoriale & branding
* Production de podcasts en studio
* Studio podcast vidéo déporté
* Studio « Box interviews » déportées

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* ***Sous critère 1.2 : Moyens humains et compétences techniques mises en œuvre - 30 points***

Le prestataire décrira précisément, pour chaque prestation demandée :

- les moyens humains mis en œuvre

- les moyens techniques et logistiques mis en œuvre (caméras, micros, éclairages, connectivité internet, informatique/ordinateurs et câblages divers)

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**Renvoi à des documents annexes le cas échéant :**

* Intitulé précis des annexes : ....................................................... ........................ ...
* No de pages se rapportant exclusivement au présent sous-critère………………
* ***Sous critère 1.3 : Projet similaire – 20 points***

Le prestataire présentera des projets similaires en rapport aux prestations attendues au CCTP.

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**Renvoi à des documents annexes le cas échéant :**

* Intitulé précis des annexes : ....................................................... ........................ ...
* No de pages se rapportant exclusivement au présent sous-critère………………
* ***Sous critère 1.4 : Délais et organisation – 10 points***

Le prestataire proposera un exemple de planning projets en lien avec les prestations attendues au CCTP et son organisation pour maintenir les délais proposés :

* Stratégie éditoriale & branding
* Production de podcasts en studio
* Studio podcast vidéo déporté
* Studio « Box interviews » déportées

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