

Spain-Benidorm: Advertising and marketing services
OJ S 2/2022 04/01/2022
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Junta de Gobierno del Ayuntamiento de Benidorm

National registration number: P0303100B

Postal address: Plaza SS.MM. Los Reyes, 1

Town: Benidorm

NUTS code: ES521 Alicante/Alacant

Postal code: 03501

Country: Spain

Contact person: Junta de Gobierno del Ayuntamiento de Benidorm

E-mail: contratacion@benidorm.org

Telephone: +34 966815489

Fax: +34 966815420

Internet address(es):

Main address: <http://www.benidorm.org>

Address of the buyer profile: <https://contrataciondelestado.es/wps/poc?uri=deeplink:perfilContratante&idBp=bd92FSzqHxQQK2TEfXGy%2BA%3D%3D>

I.4. Type of the contracting authority

Regional or local authority

I.5. Main activity

General public services

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Contrato de servicio de consultoría para el diseño y ejecución del plan de comunicación de la estrategia EDUSI de Benidorm

Reference number: 89/2021

II.1.2. Main CPV code

79340000 Advertising and marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

Contrato de servicio de consultoría para el diseño y ejecución del plan de comunicación de la estrategia EDUSI de Benidorm

II.1.6. Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Value excluding VAT: 208 033,00 EUR

II.2. Description

II.2.2. Additional CPV code(s)

79341000 Advertising services, 79341100 Advertising consultancy services, 79341200 Advertising management services, 79341400 Advertising campaign services

II.2.3. Place of performance

NUTS code: ES521 Alicante/Alacant

Main site or place of performance: Plaza SS. MM. Los Reyes de España s/n. Benidorm. 03501

II.2.4. Description of the procurement

Contrato de servicio de consultoría para el diseño y ejecución del plan de comunicación de la estrategia EDUSI de Benidorm

II.2.5. Award criteria

Quality criterion - Name: Proposición técnica / Weighting: 45

Cost criterion - Name: PARTICIPACIÓN EN ESTRATEGIAS DE COMUNICACIÓN DE FONDOS EUROPEOS / Weighting: 10

Cost criterion - Name: Reducción del precio / Weighting: 45

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:
yes

Identification of the project: (UE) 1303/2013

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

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.2.1. Previous publication concerning this procedure

Notice number in the OJ S: [2021/S 137-365060](#)

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

Contract No: 89/2021

Title:

Contrato de servicio de consultoría para el diseño y ejecución del plan de comunicación de la estrategia EDUSI de Benidorm

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

09/12/2021

V.2.2. Information about tenders

Number of tenders received: 3

Number of tenders received from SMEs: 0

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

V.2.3. Name and address of the contractor

Official name: SÍNTESIS Y ACCIÓN, S.L

National registration number: B97797468

Postal address: 200, nº 42, CP 46182, La Canyada (Paterna)

Town: La Canyada (Paterna)

NUTS code: ES España

Postal code: 46182

Country: Spain

The contractor is an SME: no

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

Initial estimated total value of the contract/lot: 231 404,96 EUR

Total value of the contract/lot: 208 033,00 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: Ayuntamiento de Benidorm

Postal address: Plaza SS.MM. Los Reyes de España s/n

Town: Benidorm

Postal code: 03501

Country: Spain

E-mail: adenia@benidorm.org

Telephone: +034 966815420

Fax: +034 966815489

VI.5. Date of dispatch of this notice

30/12/2021