

Spain-Jerez de la Frontera: Advertising management services

OJ S 2/2023 03/01/2023

Contract award notice

Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Junta de Gobierno Local del Ayuntamiento de Jerez

National registration number: P1102000E

Postal address: Consistorio, S/N

Town: Jerez de la Frontera

NUTS code: ES612 Cádiz

Postal code: 11403

Country: Spain

Contact person: Junta de Gobierno Local del Ayuntamiento de Jerez

E-mail: contratacionadministrativa@aytojerez.es

Telephone: +034 956149565

Fax: +034 956149722

Internet address(es):Main address: <http://www.jerez.es>Address of the buyer profile: <https://contrataciondelestado.es/wps/poc?uri=deeplink:perfilContratante&idBp=rah94wmkSOY%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**

Servicio de Comunicación y Difusión General de Información y Publicidad "Plan de Transferencias de Buenas Prácticas y Comunicación" de la Estrategia de Desarrollo Urbano Sostenible Integrado (EDUSI) de Jerez 2022, promovida por el Ayuntamiento de Jerez de la Frontera, cofinanciada en 80% por (FEDER) en el Marco Del Programa Operativo Plurirregional de España 2014-2020. 2 Lotes

Reference number: 1402

II.1.2. Main CPV code

79341200 Advertising management services

II.1.3. Type of contract

Services

II.1.4. Short description

Servicio de Comunicación y Difusión General de Información y Publicidad "Plan de Transferencias de Buenas Prácticas y Comunicación" de la Estrategia de Desarrollo Urbano Sostenible Integrado (EDUSI) de Jerez 2022, promovida por el Ayuntamiento de Jerez de la Frontera, cofinanciada en 80% por (FEDER) en el Marco Del Programa Operativo Plurirregional de España 2014-2020. 2 Lotes

II.1.6. Information about lots

This contract is divided into lots: yes

II.1.7. Total value of the procurement

Value excluding VAT: 198 998,03 EUR

II.2. Description

II.2.1. Title

Campañas de Comunicación en Radio, TV, Prensa digital e impresa.
Lot No: 1

II.2.2. Additional CPV code(s)

79341400 Advertising campaign services, 79341200 Advertising management services, 92111220 Advertising video-tape production, 92111260 Information video-tape production

II.2.3. Place of performance

NUTS code: ES612 Cádiz

II.2.4. Description of the procurement

Campañas de Comunicación en Radio, TV, Prensa digital e impresa.

II.2.5. Award criteria

Cost criterion - Name: 2. Aumento días de Campaña / Weighting: 49
Cost criterion - Name: 1. Mejor oferta económica / Weighting: 51

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: EDUSI

II.2.14. Additional information

II.2. Description

II.2.1. Title

Producción de Vídeos y ejecución de campañas publicidad Redes Sociales.
Lot No: 2

II.2.2. Additional CPV code(s)

92111220 Advertising video-tape production, 79341200 Advertising management services, 79341400 Advertising campaign services, 92111260 Information video-tape production

II.2.3. Place of performance

NUTS code: ES612 Cádiz

II.2.4. Description of the procurement

Producción de Vídeos y ejecución de campañas publicidad Redes Sociales.

II.2.5. Award criteria

Cost criterion - Name: 2. Mayor número de Producción de vídeos. / Weighting: 17

Cost criterion - Name: 3. Mayor número de Producción de Microvideos. / Weighting: 17

Cost criterion - Name: 4. Mayor número de inserciones de microvideos en facebook e instagram / Weighting: 17

Cost criterion - Name: 1. Mejor oferta económica Lote 2 / Weighting: 49

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: EDUSI

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: [2022/S 159-453714](#)

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: 1

Lot No: 1

Title:

Campañas de Comunicación en Radio, TV, Prensa digital e impresa.

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1.

Date of conclusion of the contract

28/12/2022

V.2.2. Information about tenders

Number of tenders received: 5

Number of tenders received from SMEs: 4

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

V.2.3. Name and address of the contractor

Official name: NF AGENCIA DE MEDIOS INDEPENDIENTE, S.L.U

National registration number: B91346890

Postal address: C/ Judería, 2. Edif. Vega 2, 2º 3A.

Town: Camas

NUTS code: ES España

Postal code: 41900

Country: Spain

The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 280 991,74 EUR

Total value of the contract/lot: 198 998,03 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 Jerez

Postal address: Calle Consistorio

Town: Jerez de la Frontera

Postal code: 11403

Country: Spain

VI.4.3. Review procedure

Precise information on deadline(s) for review procedures:

Plazo de Presentación: 2022-09-16

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

Official name: Ayuntamiento de Jerez

Postal address: Consistorio, 15

Town: Jerez de la Frontera

Postal code: 11403

Country: Spain

VI.5. Date of dispatch of this notice

29/12/2022