

Portugal-Lisbon: Advertising and marketing services
OJ S 9/2016 14/01/2016
Contract award notice
Services

Directive 2004/18/EC

Section I: Contracting authority

I.1. Name and addresses

Official name: Instituto do Turismo de Portugal, IP
Postal address: Rua Ivone Silva Lote 6
Town: Lisboa
Postal code: 1050-124
Country: Portugal
Contact person: <http://www.bizgov.pt>
For the attention of: Direção de apoio à venda
E-mail: info@turismodeportugal.pt
Telephone: +351 211140200
Fax: +351 211140829

I.2. Type of the contracting authority

Body governed by public law

I.3. Main activity

Economic and financial affairs

I.4. Contract award on behalf of other contracting authorities

The contracting authority is purchasing on behalf of other contracting authorities: no

Section II: Object of the contract

II.1. Description

II.1.1. Title

Contrato de aquisição de serviços.

II.1.2. Type of contract and place of performance or delivery

Services
Service category No 13: Advertising services
NUTS code

II.1.3. Information about a framework agreement or a dynamic purchasing system (DPS)

II.1.4. Short description of the contract or purchase(s)

Aquisição de serviços de conceção e implementação de um sistema integrado de produção e gestão de conteúdos para a comunicação do destino Portugal.

II.1.5. CPV code(s)

79340000 Advertising and marketing services

II.1.6. Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: no

II.2. Total value of the contract/lot

II.2.1. Total value of the contract/lot

Value: 297 900 EUR
excluding VAT

Section IV: Procedure

IV.1. Type of procedure

IV.1.1. Type of procedure

Open

IV.2. Award criteria

IV.2.1. Award criteria

The most economically advantageous tender in terms of

1. Qualidade técnica. Weighting 75
2. Preço. Weighting 25

IV.2.2. Information about electronic auction

An electronic auction has been used: no

IV.3. Administrative information

IV.3.1. File reference number attributed by the contracting authority

01/DAV/201502051

IV.3.2. Previous publication concerning this procedure

Contract notice

Notice number in the OJ S: [2015/S 158-290931](#) of 18.8.2015

Section V: Award of contract

Lot No: 3

- Lot title: Criação de narrativas sobre conteúdos turísticos

V.1. Date of conclusion of the contract

4.12.2015

V.2. Information about tenders

V.3. Name and address of the contractor

Official name: Wunderman Cato Johnson (Portugal) Serviços de Comunicação Direta, Lda

Postal address: Av. Eng. Duarte Pacheco, Torre 1, 9.º piso

Town: Lisboa

Postal code: 1070-101

Country: Portugal

V.4. Information on value of the contract/lot

Total value of the procurement:

Value: 297 900 EUR

excluding VAT

V.5. Information about subcontracting

Section VI: Complementary information

VI.1. Information about European Union funds

VI.2. Additional information

VI.3. Procedures for review

VI.3.1. Review body

VI.3.2. Review procedure

VI.3.3. Service from which information about the review procedure may be obtained

VI.4. Date of dispatch of this notice

11.1.2016