

Spain-Vitoria-Gasteiz: Advertising management services
OJ S 9/2024 12/01/2024
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Gobierno Vasco

National registration number: S4833001C

Postal address: Donostia-San Sebastián 1

Town: VITORIA-GASTEIZ

NUTS code: ES21 País Vasco

Postal code: 01010

Country: Spain

Contact person: Miguel Unzalu

E-mail: m-unzalu@euskadi.eus

Telephone: +945 018931

Internet address(es):

Main address: www.contratacion.euskadi.eus

Address of the buyer profile: www.contratacion.euskadi.eus

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

SERVICIOS PROFESIONALES PARA LA PLANIFICACION ESTRATEGICA Y COMPRA DE ESPACIOS PUBLICITARIOS

Reference number: C02/001/2023

II.1.2. Main CPV code

79341200 Advertising management services

II.1.3. Type of contract

Services

II.1.4. Short description

SERVICIOS PROFESIONALES PARA LA PLANIFICACION ESTRATEGICA Y COMPRA DE ESPACIOS PUBLICITARIOS

II.1.6.

Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Value excluding VAT: 2 262 165,28 EUR

II.2. Description

II.2.3. Place of performance

NUTS code: ES21 País Vasco

II.2.4. Description of the procurement

SERVICIOS PROFESIONALES PARA LA PLANIFICACION ESTRATEGICA Y COMPRA DE ESPACIOS PUBLICITARIOS

II.2.5. Award criteria

Quality criterion - Name: PROPUESTA DE FUNCIONAMIENTO/METODOLOGÍA DE TRABAJO / Weighting: 10

Quality criterion - Name: PROPUESTA DE SEGUIMIENTO ECONÓMICO O CONTABLE / Weighting: 5

Quality criterion - Name: PROPUESTA DE PLANIFICACION DE UNA CAMPAÑA PUBLICITARIA / Weighting: 15

Price - Weighting: 70

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

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: [2023/S 103-324245](#)

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: C02/001/2023

Title:

SERVICIOS PROFESIONALES PARA LA PLANIFICACION ESTRATEGICA Y COMPRA DE ESPACIOS PUBLICITARIOS

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

08/01/2024

V.2.2. Information about tenders

Number of tenders received: 5

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

V.2.3. Name and address of the contractor

Official name: PUBLICIDAD HEDATU,S.L.U.

National registration number: B20075024

Postal address: Alameda del Boulevard, 7 -1B

Town: DONOSTIA-SAN SEBASTIAN

NUTS code: ES21 País Vasco

Postal code: 20003

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: 4 524 330,56 EUR

Total value of the contract/lot: 2 262 165,28 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: ORGANO ADMINISTRATIVO DE RECURSO CONTRACTUALES

Postal address: DONOSTIA - SAN SEBASTIAN Nº 1

Town: VITORIA-GASTEIZ

Postal code: 01010

Country: Spain

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

Official name: ORGANO ADMINISTRATIVO DE RECURSO CONTRACTUALES

Postal address: DONOSTIA - SAN SEBASTIAN Nº 1

Town: VITORIA-GASTEIZ

Postal code: 01010

Country: Spain

VI.5. Date of dispatch of this notice
08/01/2024