

Spain-Castellón de la Plana: Advertising campaign services
OJ S 11/2019 16/01/2019
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Patronato Provincial Turismo de Castellón

National registration number: P6200004G

Postal address: Avenida Vall d'Uixó, 25

Town: Castellón de la Plana

NUTS code: ES522 Castellón/Castelló

Postal code: 12004

Country: Spain

Contact person: Patronato Provincial Turismo de Castellón

E-mail: turismodecastellon@dipc.as.es

Telephone: +34 964359883

Fax: +34 964359870

Internet address(es):

Main address: <http://www.turismodecastellon.com>

Address of the buyer profile: <https://contrataciondelestado.es/wps/poc?uri=deeplink:perfilContratante&idBp=QIUtdkniWFwQK2TEfXGy%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

Campaña comunicación marca «Castellón Mediterráneo»

Reference number: 9/18

II.1.2. Main CPV code

79341400 Advertising campaign services

II.1.3. Type of contract

Services

II.1.4. Short description

Campaña comunicación marca «Castellón Mediterráneo».

II.1.6.

Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Value excluding VAT: 235 587,16 EUR

II.2. Description

II.2.3. Place of performance

NUTS code: ES522 Castellón/Castelló

II.2.4. Description of the procurement

Campaña comunicación marca «Castellón Mediterráneo».

II.2.5. Award criteria

Quality criterion - Name: Planteamiento estratégico y propuesta de actuaciones / Weighting: 32

Cost criterion - Name: Valoración de la eficacia del plan de medios / Weighting: 48

Cost criterion - Name: Oferta económica / Weighting: 20

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.2.8. 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: 9/18

Title:

Campaña comunicación marca «Castellón Mediterráneo»

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

26/11/2018

V.2.2. Information about tenders

Number of tenders received: 2

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

V.2.3. Name and address of the contractor

Official name: Zenith Br Media, S. A.

National registration number: A96974340

Postal address: Plaza del Ayuntamiento, 27, 2ª planta

Town: Valencia

NUTS code: ES España

Postal code: 46002

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: 277 685,95 EUR

Total value of the contract/lot: 235 587,16 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: Patronato Provincial de Turismo de Castellón

Postal address: Avenida Espronceda, 24

Town: Castellón de la Plana

Postal code: 12004

Country: Spain

E-mail: rpoles@dipcas.es

Telephone: +34 964359584

VI.5. Date of dispatch of this notice

14/01/2019