

Spain-Oviedo: Advertising and marketing services
OJ S 12/2022 18/01/2022
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Presidencia de la Confederación Hidrográfica del Cantábrico

National registration number: Q3317001J

Postal address: Plaza de España, 2

Town: Oviedo

NUTS code: ES120 Asturias

Postal code: 33007

Country: Spain

Contact person: Presidencia de la Confederación Hidrográfica del Cantábrico

E-mail: sg.servicio.contratacion@chcantabrico.es

Telephone: +34 985968400

Fax: +34 985968405

Internet address(es):

Main address: <http://www.chcantabrico.es>

Address of the buyer profile: <https://contrataciondelestado.es/wps/poc?uri=deeplink:perfilContratante&idBp=TJWyL5ANbHg%3D>

I.4. Type of the contracting authority

Ministry or any other national or federal authority, including their regional or local subdivisions

I.5. Main activity

Environment

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Servicio de actuaciones de comunicación y divulgación de la Confederación Hidrográfica del Cantábrico, O.A. 2021-2023

Reference number: N1.908.016/8811

II.1.2. Main CPV code

79340000 Advertising and marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

Servicio de actuaciones de comunicación y divulgación de la Confederación Hidrográfica del Cantábrico, O.A. 2021-2023

II.1.6. Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Value excluding VAT: 159 600,00 EUR

II.2. Description

II.2.2. Additional CPV code(s)

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

II.2.3. Place of performance

NUTS code: ES España

Main site or place of performance: Prestación de los servicios - en oficinas del consultor, salvo aquellas que se deben prestar en la sede de la Confederación Hidrográfica del Cantábrico.PI. de España, 2. Oviedo. 33007

II.2.4. Description of the procurement

Servicio de actuaciones de comunicación y divulgación de la Confederación Hidrográfica del Cantábrico, O.A. 2021-2023

II.2.5. Award criteria

Quality criterion - Name: 1. Análisis general de la oferta técnica / Weighting: 5

Quality criterion - Name: 2. Análisis de la planificación de los trabajos / Weighting: 7.5

Quality criterion - Name: 3. Análisis inicial de la situación / Weighting: 7.5

Quality criterion - Name: 4. Análisis de la propuesta inicial / Weighting: 20

Cost criterion - Name: 6. Experiencia licenciado C. de la información / Weighting: 10

Cost criterion - Name: 7. Experiencia licenciado/grado marketing... / Weighting: 10

Cost criterion - Name: 5. Precio / Weighting: 40

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: [2021/S 183-476336](#)

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: 09-2021-II

Title:

Servicio de actuaciones de comunicación y divulgación de la Confederación Hidrográfica del Cantábrico, O.A. 2021-2023

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

11/01/2022

V.2.2. Information about tenders

Number of tenders received: 7

Number of tenders received from SMEs: 7

Number of tenders received by electronic means: 7

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

V.2.3. Name and address of the contractor

Official name: EUROSTAR MEDIAGROUP, S.L.

National registration number: B83500132

Postal address: Velázquez, 50 - 6ª planta

Town: Madrid

NUTS code: ES300 Madrid

Postal code: 28001

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: 227 994,09 EUR

Total value of the contract/lot: 159 600,00 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: Tribunal Administrativo Central de Recursos Contractuales

Postal address: Avda. General Perón, 38

Town: Madrid
Postal code: 28020
Country: Spain

VI.5. Date of dispatch of this notice

13/01/2022