

Spain-Barcelona: Advertising campaign services

OJ S 14/2024 19/01/2024

Contract notice

Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: INSTITUT CATALÀ DE FINANCES

National registration number: Q58550551

Postal address: Gran Via de les Corts Catalanes 635 6^a planta

Town: BARCELONA

NUTS code: ES511 Barcelona

Postal code: 08010

Country: Spain

Contact person: Gran Via de les Corts Catalanes, 635, 6a planta, 08010 Barcelona

E-mail: evagasulla@icf.cat

Telephone: +34 933428410

Fax: +34 934873787

Internet address(es):

Main address: <http://www.icf.cat/ca/inici/>

Address of the buyer profile: https://contractaciopublica.gencat.cat/ecofin_pscp/AppJava/ca_ES/cap.pscp?reqCode=viewDetail&idCap=203568

I.3. Communication

The procurement documents are available for unrestricted and full direct access, free of charge, at: <http://contractaciopublica.gencat.cat/perfil/ICF>

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted to the abovementioned address

I.4. Type of the contracting authority

Body governed by public law

I.5. Main activity

Economic and financial affairs

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Exp. 02/2024: Contratación de los servicios de creatividad, conceptualización, diseño y producción de campañas de publicidad institucionales y de producto para el grupo ICF

Reference number: Exp. 02/2024

II.1.2. Main CPV code

79341400 Advertising campaign services

II.1.3. Type of contract

Services

II.1.4. Short description

El objeto de este contrato son los servicios de creatividad, conceptualización, diseño y producción de campañas de comunicación institucional y de producto, por parte del grupo ICF, según las características y condiciones definidas en el Pliego de Prescripciones técnicas de la licitación.

II.1.5. Estimated total value

Value excluding VAT: 1 232 500,00 EUR

II.1.6. Information about lots

This contract is divided into lots: no

II.2. Description

II.2.3. Place of performance

NUTS code: ES511 Barcelona

II.2.4. Description of the procurement

El objeto de este contrato son los servicios de creatividad, conceptualización, diseño y producción de campañas de comunicación institucional y de producto, por parte del grupo ICF, según las características y condiciones definidas en el Pliego de Prescripciones técnicas de la licitación.

II.2.5. Award criteria

Criteria below

Quality criterion - Name: Valoración técnica de las propuestas de campaña de notoriedad y de campaña de producto / Weighting: 45

Price - Weighting: 55

II.2.6. Estimated value

Value excluding VAT: 1 232 500,00 EUR

II.2.7. Duration of the contract, framework agreement or dynamic purchasing system

Duration in months: 24

This contract is subject to renewal: yes

Description of renewals:

Posibilidad de prorrogar el contrato hasta un máximo de 3 años más.

II.2.10. Information about variants

Variants will be accepted: no

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

Presupuesto base de licitación: 596.530,00 € (493.000,00 € + 103.530,00 € correspondientes al 21% de IVA).

Section III: Legal, economic, financial and technical information

III.1. Conditions for participation

III.1.2. Economic and financial standing

Selection criteria as stated in the procurement documents

III.1.3. Technical and professional ability

Selection criteria as stated in the procurement documents

III.2. Conditions related to the contract

III.2.2. Contract performance conditions

De acuerdo con los pliegos de la licitación

III.2.3. Information about staff responsible for the performance of the contract

Obligation to indicate the names and professional qualifications of the staff assigned to performing the contract

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: yes

IV.2. Administrative information

IV.2.2. Time limit for receipt of tenders or requests to participate

Date: 14/02/2024 Local time: 23:59

IV.2.3. Estimated date of dispatch of invitations to tender or to participate to selected candidates

IV.2.4. Languages in which tenders or requests to participate may be submitted

Catalan

IV.2.7. Conditions for opening of tenders

Date: 22/02/2024 Local time: 09:00

Place:

Virtual.

Section VI: Complementary information

VI.1. Information about recurrence

This is a recurrent procurement: no

VI.2. Information about electronic workflows

Electronic ordering will be used

Electronic invoicing will be accepted

Electronic payment will be used

VI.3. Additional information

VI.4. Procedures for review

VI.4.1. Review body

Official name: Tribunal Català de Contractes del Sector Públic

Postal address: Via Laietana, 14

Town: Barcelona

Postal code: 08003

Country: Spain

VI.4.3. Review procedure

Precise information on deadline(s) for review procedures:

Revisar información del PCAP

VI.5. Date of dispatch of this notice

15/01/2024