

**Spain-Madrid: Advertising services**  
**OJ S 23/2019 01/02/2019**  
**Contract award notice**  
**Services**

**Legal Basis:**

Directive 2014/24/EU

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**Section I: Contracting authority**

**I.1. Name and addresses**

Official name: Junta de Contratación del Ministerio de Asuntos Exteriores y Cooperación

National registration number: S2812001B

Postal address: Plaza de la Provincia, 1

Town: Madrid

NUTS code: ES300 Madrid

Postal code: 28071

Country: Spain

Contact person: Junta de Contratación del Ministerio de Asuntos Exteriores y Cooperación

E-mail: [junta.contratacion@maec.es](mailto:junta.contratacion@maec.es)

Telephone: +34 913799292

**Internet address(es):**

Main address: <https://contrataciondelestado.es>

Address of the buyer profile: <https://contrataciondelestado.es/wps/poc?uri=deeplink:perfilContratante&idBp=Ry8%2F2tKUmQwQK2TEfXGy%2BA%3D%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**

General public services

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**Section II: Object**

**II.1. Scope of the procurement**

**II.1.1. Title**

Elaboración de contenidos gráficos y audiovisuales para los medios de comunicación digitales del Ministerio de Asuntos Exteriores, Unión Europea y Cooperación

Reference number: 201822000005

**II.1.2. Main CPV code**

79341000 Advertising services

**II.1.3. Type of contract**

Services

**II.1.4. Short description**

Elaboración de contenidos gráficos y audiovisuales para los medios de comunicación digitales del Ministerio de Asuntos Exteriores, Unión Europea y Cooperación.

#### **II.1.6. Information about lots**

This contract is divided into lots: no

#### **II.1.7. Total value of the procurement**

Value excluding VAT: 260 047,50 EUR

### **II.2. Description**

#### **II.2.2. Additional CPV code(s)**

79415200 Design consultancy services, 79822500 Graphic design services, 79930000 Specialty design services

#### **II.2.3. Place of performance**

NUTS code: ES300 Madrid

#### **II.2.4. Description of the procurement**

Elaboración de contenidos gráficos y audiovisuales para los medios de comunicación digitales del Ministerio de Asuntos Exteriores, Unión Europea y Cooperación.

#### **II.2.5. Award criteria**

Quality criterion - Name: Banco de imágenes / Weighting: 5

Quality criterion - Name: Equipo de trabajo / Weighting: 10

Quality criterion - Name: Herramientas de archivo de materiales audiovisuales / Weighting: 5

Quality criterion - Name: Organización del trabajo / Weighting: 10

Quality criterion - Name: Propuesta creativa / Weighting: 10

Cost criterion - Name: Bolsa horas anuales extraordinarias y sin coste / Weighting: 10

Cost criterion - Name: Cargo fijo mensual / Weighting: 7.5

Cost criterion - Name: Coste en euros hora de trabajo creativo / Weighting: 40

Cost criterion - Name: Coste euros hora trabajo responsable de cuenta / Weighting: 2.5

#### **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**

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#### **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**

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**Contract No:** 201822000005

**Title:**

Elaboración de contenidos gráficos y audiovisuales para los medios de comunicación digitales del Ministerio de Asuntos Exteriores, Unión Europea y Cooperación

A contract/lot is awarded: yes

#### **V.2. Award of contract**

##### **V.2.1. Date of conclusion of the contract**

17/01/2019

##### **V.2.2. Information about tenders**

Number of tenders received: 19

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

##### **V.2.3. Name and address of the contractor**

Official name: Europublic Comunicación, S. L.

National registration number: B15611775

Postal address: C/ Ícaro Lians, 30

Town: Oleiros (La Coruña)

NUTS code: ES España

Postal code: 15179

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: 260 047,50 EUR

Total value of the contract/lot: 260 047,50 EUR

##### **V.2.5. Information about subcontracting**

### **Section VI: Complementary information**

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#### **VI.3. Additional information**

#### **VI.4. Procedures for review**

##### **VI.4.1. Review body**

Official name: Junta de Contratación del Ministerio de Asuntos Exteriores, Unión Europea y Cooperación

Postal address: Plaza de la Provincia, 1

Town: Madrid

Postal code: 28012

Country: Spain

E-mail: [dgse.juntadecontrata@maec.es](mailto:dgse.juntadecontrata@maec.es)

##### **VI.5.**

**Date of dispatch of this notice**

29/01/2019