

**Spain-Madrid: Advertising services**  
**OJ S 20/2024 29/01/2024**  
**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: Área de Gobierno de Vicealcaldía, Portavoz, Seguridad y Emergencias del Ayuntamiento de Madrid

Postal address: Calle Príncipe de Vergara, 140

Town: Madrid

NUTS code: ES300 Madrid

Postal code: 28002

Country: Spain

E-mail: [raevicealcaldia@madrid.es](mailto:raevicealcaldia@madrid.es)

**Internet address(es):**

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

**I.4. Type of the contracting authority**

Regional or local authority

**I.5. Main activity**

General public services

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**Section II: Object**

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

**II.1.1. Title**

Acuerdo marco de servicios de creación publicitaria declarada de gestión centralizada y de servicios de creación para las campañas institucionales de comunicación del Ayuntamiento de Madrid y sus Orga

Reference number: 145/2023/00612

**II.1.2. Main CPV code**

79341000 Advertising services

**II.1.3. Type of contract**

Services

**II.1.4. Short description**

La difusión en medios de comunicación de la publicidad institucional del Ayuntamiento de Madrid, requiere la contratación de los servicios de entidades que lleven a cabo esta creación publicitaria.El presente acuerdo marco se articula como un sistema de racionalización técnica de la contratación, mediante la conclusión de contratos basados, cuya celebración se articulará de acuerdo a las normas del artículo 220 de la Ley 9/2017, de 8 de noviembre, de Contratos del Sector Público, sin que el número de inserciones este previamente definido con

exactitud al tiempo de celebrar este acuerdo marco, por estar aquellas subordinadas a las necesidades de la Administración. Número y denominación de los lotes del acuerdo marco: Lote 1: Identidad y señalética. Este lote se podrá adjudicar a 2 adjudicatarios como máximo. Valor estimado: 300.000 euros. Lote 2: Diseño editorial y papelería. Este lote se podrá adjudicar a 2 adjudicatarios máximo. Valor estimado: 300.000 euros. Lote 3: Campañas informativa

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

This contract is divided into lots: yes

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

Value excluding VAT: 2 100 000,00 EUR

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

#### **II.2.1. Title**

Identidad y señalética.

Lot No: 1

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

79341000 Advertising services

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

NUTS code: ES300 Madrid

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

Identidad y señalética

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

Quality criterion - Name: Trabajo creativo. Claridad expositiva / Weighting: 9

Quality criterion - Name: Trabajo creativo. Ejecución / Weighting: 8

Quality criterion - Name: Trabajo creativo. Originalidad / Weighting: 8

Price - Weighting: 75

#### **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**

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

#### **II.2.1. Title**

Diseño editorial y papelería

Lot No: 2

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

79341000 Advertising services

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

NUTS code: ES300 Madrid

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

Diseño editorial y papelería

**II.2.5. Award criteria**

Quality criterion - Name: Trabajo creativo. Claridad expositiva / Weighting: 9

Quality criterion - Name: Trabajo creativo. Ejecución / Weighting: 8

Quality criterion - Name: Trabajo creativo. Originalidad / Weighting: 8

Price - Weighting: 75

**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**

**II.2. Description**

**II.2.1. Title**

Campañas informativas

Lot No: 3

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

79341000 Advertising services

**II.2.3. Place of performance**

NUTS code: ES300 Madrid

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

Campañas informativas

**II.2.5. Award criteria**

Quality criterion - Name: Trabajo creativo. Claridad expositiva / Weighting: 9

Quality criterion - Name: Trabajo creativo. Ejecución / Weighting: 8

Quality criterion - Name: Trabajo creativo. Originalidad / Weighting: 8

Price - Weighting: 75

**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**

The procurement involves the establishment of a framework agreement

#### **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 179-560311](#)

##### **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:** 145/2023/00612.L1.1

**Lot No:** 1

**Title:**

Lote 1 Identidad y Señalética Knom Design

A contract/lot is awarded: yes

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

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

09/01/2024

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

Number of tenders received: 7

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

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

Official name: Knom Design S.L.

Town: Madrid

NUTS code: ES300 Madrid

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: 300 000,00 EUR

Total value of the contract/lot: 300 000,00 EUR

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

### **Section V: Award of contract**

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**Contract No:** 145/2023/00612.L1.2

**Lot No:** 1

**Title:**

Lote 1 Identidad y Señalética MBrand Consulting

A contract/lot is awarded: yes

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

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

09/01/2024

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

Number of tenders received: 7

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

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

Official name: MBRAND CONSULTING, SL

Town: Logroño

NUTS code: ES230 La Rioja

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: 300 000,00 EUR

Total value of the contract/lot: 300 000,00 EUR

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

## **Section V: Award of contract**

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**Contract No:** 145/2023/00612.L2.1

**Lot No:** 2

**Title:**

Lote 2 Diseño Editorial y papelería. Romualdo Manuel Faura

A contract/lot is awarded: yes

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

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

09/01/2024

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

Number of tenders received: 7

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

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

Official name: Romualdo Manuel Faura Bernabé

Town: Murcia

NUTS code: ES620 Murcia

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: 300 000,00 EUR

Total value of the contract/lot: 300 000,00 EUR

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

### **Section V: Award of contract**

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**Contract No:** 145/2023/00612.L2.2

**Lot No:** 2

**Title:**

Lote 2 Diseño editorial y papelería Tres Tipos Gráficos

A contract/lot is awarded: yes

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

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

09/01/2024

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

Number of tenders received: 7

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

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

Official name: Tres Tipos Gráficos S.L.

Town: Madrid

NUTS code: ES300 Madrid

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: 300 000,00 EUR

Total value of the contract/lot: 300 000,00 EUR

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

### **Section V: Award of contract**

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**Contract No:** 145/2023/00612.L3.1

**Lot No:** 3

**Title:**

Lote 3 Campañas informativas Aka Estudio

A contract/lot is awarded: yes

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

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

09/01/2024

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

Number of tenders received: 20

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

##### **V.2.3.**

**Name and address of the contractor**

Official name: Aka estudio Creativo, S.L.

Town: Murcia

NUTS code: ES620 Murcia

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: 1 500 000,00 EUR

Total value of the contract/lot: 1 500 000,00 EUR

**V.2.5. Information about subcontracting****Section V: Award of contract**

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**Contract No:** 145/2023/00612.L3.2

**Lot No:** 3

**Title:**

Lote 3 Campañas Informativas. Eteria

A contract/lot is awarded: yes

**V.2. Award of contract****V.2.1. Date of conclusion of the contract**

09/01/2024

**V.2.2. Information about tenders**

Number of tenders received: 20

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

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

Official name: Eteria Marketing y Comunicación S.L

Town: Gijón

NUTS code: ES120 Asturias

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: 1 500 000,00 EUR

Total value of the contract/lot: 1 500 000,00 EUR

**V.2.5. Information about subcontracting****Section V: Award of contract**

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**Contract No:** 145/2023/00612.L3.3

**Lot No:** 3

**Title:**

Lote 3 Diseño editorial. Koln Studio

A contract/lot is awarded: yes

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

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

09/01/2024

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

Number of tenders received: 20

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

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

Official name: KOLN STUDIO S.L.

Town: Madrid

NUTS code: ES300 Madrid

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: 1 500 000,00 EUR

Total value of the contract/lot: 1 500 000,00 EUR

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

## **Section V: Award of contract**

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**Contract No:** 145/2023/00612.L3.4

**Lot No:** 3

**Title:**

Lote 3 Diseño Editorial. María Rosa Carmona

A contract/lot is awarded: yes

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

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

09/01/2024

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

Number of tenders received: 20

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

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

Official name: María Rosa Carmona Díaz

Town: Madrid

NUTS code: ES300 Madrid

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: 1 500 000,00 EUR

Total value of the contract/lot: 1 500 000,00 EUR

## V.2.5. Information about subcontracting

### Section V: Award of contract

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**Contract No:** 145/2023/00612.L3.5

**Lot No:** 3

**Title:**

Lote 3. Diseño editorial Pencil Ilustradores

A contract/lot is awarded: yes

## V.2. Award of contract

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

09/01/2024

### V.2.2. Information about tenders

Number of tenders received: 20

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

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

Official name: PENCIL ILUSTRADORES S.L.

Town: Valladolid

NUTS code: ES418 Valladolid

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: 1 500 000,00 EUR

Total value of the contract/lot: 1 500 000,00 EUR

## V.2.5. Information about subcontracting

### Section V: Award of contract

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**Contract No:** 145/2023/00612.L3.6

**Lot No:** 3

**Title:**

Lote 3 Diseño editorial Rodrigo y Asociados

A contract/lot is awarded: yes

## V.2. Award of contract

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

09/01/2024

### V.2.2. Information about tenders

Number of tenders received: 20

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

### V.2.3.

**Name and address of the contractor**

Official name: RODRIGO Y ASOCIADOS PUBLICIDAD Y COMUNICACION S.A.

Town: Madrid

NUTS code: ES300 Madrid

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: 1 500 000,00 EUR

Total value of the contract/lot: 1 500 000,00 EUR

**V.2.5. Information about subcontracting****Section V: Award of contract**

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**Contract No:** 145/2023/00612.L3.7

**Lot No:** 3

**Title:**

Lote 3 Diseño editorial. Una de bravas

A contract/lot is awarded: yes

**V.2. Award of contract****V.2.1. Date of conclusion of the contract**

09/01/2024

**V.2.2. Information about tenders**

Number of tenders received: 20

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

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

Official name: Una de Bravas S.L.

Town: Madrid

NUTS code: ES300 Madrid

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: 1 500 000,00 EUR

Total value of the contract/lot: 1 500 000,00 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: Tribunal Administrativo de Contratación Pública de la Comunidad de Madrid

Town: Madrid

Country: Spain

**VI.5. Date of dispatch of this notice**

24/01/2024