

**Spain-Madrid: Advertising and marketing services**

OJ S 20/2023 27/01/2023

Contract award notice

Services

**Legal Basis:**

Directive 2014/24/EU

**Section I: Contracting authority**

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**I.1. Name and addresses**

Official name: Secretaría General de la Fundación Internacional y para Iberoamérica de Administración Políticas Públicas

National registration number: G82053851

Postal address: Beatriz de Bobadilla, 18 - 4ª planta

Town: Madrid

NUTS code: ES300 Madrid

Postal code: 28040

Country: Spain

Contact person: Secretaría General de la Fundación Internacional y para Iberoamérica de Administración Políticas Públicas

E-mail: [juridico@fiiapp.es](mailto:juridico@fiiapp.es)

**Internet address(es):**

Main address: <http://www.fiiapp.org>

Address of the buyer profile: <https://contrataciondelestado.es/wps/poc?uri=deeplink:perfilContratante&idBp=B%2B%2FQftGhNVcQK2TEfXGy%2BA%3D%3D>

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

Other type: Otras Entidades del Sector Público

**I.5. Main activity**

General public services

**Section II: Object**

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**II.1. Scope of the procurement****II.1.1. Title**

Contratación mixta de servicios de estrategia audiovisual, grabación, edición y postproducción de materiales audiovisuales promocionales e informativos, retransmisión de eventos y suministro (accesorio) de licencias y software/hardware audiovisual

Reference number: SEGE-2022-019

**II.1.2. Main CPV code**

79340000 Advertising and marketing services

**II.1.3. Type of contract**

Services

**II.1.4. Short description**

Contratación mixta de servicios de estrategia audiovisual, grabación, edición y postproducción de materiales audiovisuales promocionales e informativos, retransmisión de eventos y suministro (accesorio) de licencias y software/hardware audiovisual

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

This contract is divided into lots: no

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

Value excluding VAT: 297 670,00 EUR

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

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

NUTS code: ES300 Madrid

Main site or place of performance: Conforme al apartado 20 del CCPC/ Beatriz de Bobadilla nº 18. Madrid. 28040

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

Contratación mixta de servicios de estrategia audiovisual, grabación, edición y postproducción de materiales audiovisuales promocionales e informativos, retransmisión de eventos y suministro (accesorio) de licencias y software/hardware audiovisual

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

Quality criterion - Name: CS1. Spot promocional o vídeo de campaña / Weighting: 15

Quality criterion - Name: CS2. Entrevista y videocomunicado / Weighting: 8

Quality criterion - Name: CS3. Pieza para redes sociales. / Weighting: 8

Quality criterion - Name: CS4. Vídeo animado. / Weighting: 8

Quality criterion - Name: CS5. Video streaming / Weighting: 10

Cost criterion - Name: CO2. Experiencia del perfil responsable de producción y coordinación del proyecto en funciones tales como gestión, organización y subcontratación de servicios en rodajes internacionales / Weighting: 26

Cost criterion - Name: CO1. Oferta Económica: / Weighting: 25

#### **II.2.11. Information about options**

Options: yes

Description of options:

Conforme al apartado 6 del CCP

#### **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.2.1. Previous publication concerning this procedure

Notice number in the OJ S: [2022/S 136-389358](#)

#### 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:** SEGE-2022-019

**Title:**

Contratación mixta de servicios de estrategia audiovisual, grabación, edición y postproducción de materiales audiovisuales promocionales e informativos, retransmisión de eventos y suministro (accesorio) de licencias y software/hardware audiovisual

A contract/lot is awarded: yes

### V.2. Award of contract

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

23/01/2023

#### V.2.2. Information about tenders

Number of tenders received: 6

Number of tenders received from SMEs: 0

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

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

Official name: IBERIAN MEDIA PRODUCTIONS SL

National registration number: B87289179

Postal address: C. de Ramón de Aguinaga, 18, 28028 Madrid

Town: Madrid

NUTS code: ES España

Postal code: 28028

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: 408 502,50 EUR

Total value of the contract/lot: 297 670,00 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: FIIAPP

Postal address: C/ Beatriz de Bobadilla, 18 - 4<sup>a</sup> planta

Town: Madrid

Postal code: 28040

Country: Spain

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

23/01/2023