

Spain-Palma: Business services: law, marketing, consulting, recruitment, printing and security

OJ S 25/2021 05/02/2021

Contract award notice

Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Presidencia de la Agencia de Estrategia Turística de las Islas Baleares (AETIB)

National registration number: Q5755004H

Postal address: C/ Rita Levi, s/n

Town: Palma

NUTS code: ES532 Mallorca

Postal code: 07121

Country: Spain

Contact person: Presidencia de la Agencia de Estrategia Turística de las Islas Baleares (AETIB)

E-mail: juridico@aetib.caib.es

Telephone: +34 971176699

Internet address(es):

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

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

I.4. Type of the contracting authority

Regional or local authority

I.5. Main activity

General public services

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Marketing online para la plataforma web Illesbalears.travel de la Agencia de Estrategia Turística de les Illes Balears (AETIB)

Reference number: 058/2020

II.1.2. Main CPV code

79000000 Business services: law, marketing, consulting, recruitment, printing and security

II.1.3. Type of contract

Services

II.1.4. Short description

Marketing online para la plataforma web Illesbalears.travel de la Agencia de Estrategia Turística de les Illes Balears (AETIB).

II.1.6. Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Value excluding VAT: 170 000,00 EUR

II.2. Description

II.2.2. Additional CPV code(s)

79340000 Advertising and marketing services, 79341000 Advertising services

II.2.3. Place of performance

NUTS code: ES532 Mallorca

Main site or place of performance: C/ Rita Levi, s/n, 07121 Palma.

II.2.4. Description of the procurement

Marketing online para la plataforma web Illesbalears.travel de la Agencia de Estrategia Turística de les Illes Balears (AETIB).

II.2.5. Award criteria

Quality criterion - Name: Criterios de caracter social / Weighting: 5

Quality criterion - Name: Otras mejoras / Weighting: 5

Quality criterion - Name: Propuesta de articulo, experiencia o ruta sobre temática SET / Weighting: 10

Quality criterion - Name: Propuesta de informe de seguimiento de LPI mensual con memoria ilustrada / Weighting: 5

Quality criterion - Name: Propuesta tecnica de planificacion de campaña escogida / Weighting: 10

Quality criterion - Name: Propuesta técnica de campaña publicitaria enfocada a SET / Weighting: 10

Cost criterion - Name: Canales de adquisición de trafico / Weighting: 6

Cost criterion - Name: Crecimiento del tráfico: número de usuarios / Weighting: 16

Cost criterion - Name: Mejora del comportamiento del usuario / Weighting: 12

Cost criterion - Name: Precio media de producción de un contenido / Weighting: 21

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: [2020/S 130-319225](#)

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: 058/2020

Title:

Marketing online para la plataforma web Illesbalears.travel de la Agencia de Estrategia Turística de les Illes Balears (AETIB)

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

08/01/2021

V.2.2. Information about tenders

Number of tenders received: 6

Number of tenders received from SMEs: 5

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

V.2.3. Name and address of the contractor

Official name: 6tems Comunicació Interactiva, S. L.

National registration number: B17738956

Postal address: C/ Cerdanya, 1, Polígono Industrial Carrilet

Town: Cassá de la Selva (Girona)

NUTS code: ES España

Postal code: 17244

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: 170 000,00 EUR

Total value of the contract/lot: 170 000,00 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 Central de Recursos Contractuales

Postal address: Avenida General Perón, 38

Town: Madrid

Postal code: 28071

Country: Spain

VI.5. Date of dispatch of this notice

01/02/2021