

**P-Lisbon: advertising campaign services**  
**OJ S 38/2012 24/02/2012**  
**Contract award notice**  
**Services**

**Directive 2004/18/EC**

**Section I: Contracting authority**

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**I.1. Name and addresses**

Official name: ICP-Autoridade Nacional de Comunicações

National registration number: 502017368

Postal address: Avenida José Malhoa, 12

Town: Lisboa

Postal code: 1099-017

Country: Portugal

For the attention of: Catarina Morgado

E-mail: [catarina.morgado@anacom.pt](mailto:catarina.morgado@anacom.pt)

Telephone: +351 217211000

Fax: +351 217211001

**Internet address(es):**

General address of the contracting authority: <http://www.anacom.pt>

**I.2. Type of the contracting authority**

Body governed by public law

**I.3. Main activity**

Other: Regulação e Supervisão da área da comunicações

**I.4. Contract award on behalf of other contracting authorities**

The contracting authority is purchasing on behalf of other contracting authorities: no

**Section II: Object of the contract**

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**II.1. Description**

**II.1.1. Title**

Prestação de serviços.

**II.1.2. Type of contract and place of performance or delivery**

Services

Service category No 13: Advertising services

NUTS code PT171 Grande Lisboa

**II.1.3. Information about a framework agreement or a dynamic purchasing system (DPS)**

**II.1.4. Short description of the contract or purchase(s)**

Concepção, produção e implementação de uma campanha pedagógica sobre a televisão digital terrestre.

**II.1.5. CPV code(s)**

79341400 Advertising campaign services

#### **II.1.6. Information about the Government Procurement Agreement (GPA)**

The procurement is covered by the Government Procurement Agreement: no

#### **II.2. Total value of the contract/lot**

##### **II.2.1. Total value of the contract/lot**

Value: 978 547,01 EUR  
excluding VAT

### **Section IV: Procedure**

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#### **IV.1. Type of procedure**

##### **IV.1.1. Type of procedure**

Open

#### **IV.2. Award criteria**

##### **IV.2.1. Award criteria**

The most economically advantageous tender in terms of

1. Qualidade técnica da proposta. Weighting 54
2. Plano de meios. Weighting 42
3. Preço do serviço concepção e produção de campanha. Weighting 4

##### **IV.2.2. Information about electronic auction**

An electronic auction has been used: no

#### **IV.3. Administrative information**

##### **IV.3.1. File reference number attributed by the contracting authority**

PA00120110000444

##### **IV.3.2. Previous publication concerning this procedure**

###### **Contract notice**

Notice number in the OJ S: [2011/S 135-224999](#) of 16.7.2011

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

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Contract No: 91/2011

Lot title: Prestação de serviços.

#### **V.1. Date of conclusion of the contract**

12.10.2011

#### **V.2. Information about tenders**

Number of tenders received: 15

Number of tenders received by electronic means: 15

#### **V.3. Name and address of the contractor**

Official name: FUEL Publicidade, Lda

Postal address: Pavilhão das Exposições, Zona de Intervenção da Expo, 98 Alameda dos Oceanos, It 2.11/01. E

Town: Lisboa

Postal code: 1990-223

Country: Portugal

Telephone: +351 218937110

Internet address: [www.fuel.pt](http://www.fuel.pt)

**V.4. Information on value of the contract/lot**

Total value of the procurement:

Value: 978 547,01 EUR

excluding VAT

**V.5. Information about subcontracting**

The contract is likely to be subcontracted: no

**Section VI: Complementary information**

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**VI.1. Information about European Union funds**

The procurement is related to a project and/or programme financed by European Union funds:

no

**VI.2. Additional information**

**VI.3. Procedures for review**

**VI.3.1. Review body**

Official name: ICP-Autoridade Nacional de Comunicações

Postal address: Avenida José Malhoa, 12

Town: Lisboa

Postal code: 1099-017

Country: Portugal

E-mail: [info@anacom.pt](mailto:info@anacom.pt)

Telephone: +351 217211000

Fax: +351 217211001

Internet address: [www.anacom.pt](http://www.anacom.pt)

**VI.3.2. Review procedure**

**VI.3.3. Service from which information about the review procedure may be obtained**

Official name: ICP-Autoridade Nacional de Comunicações

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Internet address: [www.anacom.pt](http://www.anacom.pt)

**VI.4. Date of dispatch of this notice**

22.2.2012