

Spain-Gijón: Advertising and marketing services
OJ S 22/2023 31/01/2023
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Sociedad Pública de Gestión y Promoción Turística y Cultural del Principado de Asturias S.A.U.

National registration number: A74177734

Postal address: Luis Moya Blanco, 261

Town: Gijón

NUTS code: ES120 Asturias

Postal code: 33203

Country: Spain

Contact person: Sociedad Pública de Gestión y Promoción Turística y Cultural del Principado de Asturias S.A.U.

E-mail: contratacion@turismoycultura.asturias.es

Telephone: +034 985185858

Fax: +034 985185578

Internet address(es):

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

Address of the buyer profile: <https://contrataciondelestado.es/wps/poc?uri=deeplink:perfilContratante&idBp=4kDiKZZIHtQQK2TEfXGy%2BA%3D%3D>

I.4. Type of the contracting authority

Body governed by public law

I.5. Main activity

General public services

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Servicio de conceptualización, diseño y ejecución de una estrategia digital de Inbound Marketing para el destino Asturias para los años 2022 – 2024

Reference number: CM 65/22

II.1.2. Main CPV code

79340000 Advertising and marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

Servicio de conceptualización, diseño y ejecución de una estrategia digital de Inbound Marketing para el destino Asturias para los años 2022 – 2024

II.1.6. Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Value excluding VAT: 198 000,00 EUR

II.2. Description

II.2.2. Additional CPV code(s)

72262000 Software development services, 79341000 Advertising services, 79342000 Marketing services, 79416000 Public relations services

II.2.3. Place of performance

NUTS code: ES120 Asturias

Main site or place of performance: Los trabajos se desarrollarán en las instalaciones del contratista Luis Moya Blanco, 261. Gijón. 33203

II.2.4. Description of the procurement

Servicio de conceptualización, diseño y ejecución de una estrategia digital de Inbound Marketing para el destino Asturias para los años 2022 – 2024

II.2.5. Award criteria

Quality criterion - Name: Estrategia de Inbound propuesta / Weighting: 10

Quality criterion - Name: Herramienta tecnológica puesta a disposición del contrato / Weighting : 30

Quality criterion - Name: Planificación y metodología de los trabajos / Weighting: 10

Cost criterion - Name: Plan de formación / Weighting: 10

Cost criterion - Name: Volumen de contenido a crear / Weighting: 10

Cost criterion - Name: Oferta económica / Weighting: 30

II.2.11. Information about options

Options: yes

Description of options:

Una vez llegado a su vencimiento el contrato no podrá ser prorrogado

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: [2022/S 181-512416](#)

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: CM 65/22

Title:

Servicio de conceptualización, diseño y ejecución de una estrategia digital de Inbound Marketing para el destino Asturias para los años 2022 – 2024

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: 5

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: IBEROMEDIA ACC, SL

National registration number: B90019498

Postal address: Plaza Nueva 10

Town: Sevilla

NUTS code: ES618 Sevilla

Postal code: 41001

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: 287 189,00 EUR

Total value of the contract/lot: 198 000,00 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 Administrativo Central de Recursos Contractuales

Postal address: Avenida General Perón, 38, planta 8
Town: Madrid
Postal code: 28020
Country: Spain
E-mail: tribunal_recursos.contratos@hacienda.gob.es
Telephone: +034 913491319

VI.4.4. Service from which information about the review procedure may be obtained

Official name: Sociedad Pública de Gestión y Promoción Turística y Cultural del Principado de Asturias S.A.U.
Postal address: Luis Moya Blanco, 261
Town: Gijón
Postal code: 33203
Country: Spain
E-mail: contratacion@turismoycultura.asturias.es
Telephone: +034 985185858

VI.5. Date of dispatch of this notice

26/01/2023