

Spain-Santiago de Compostela: Advertising services
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: Agencia Turismo de Galicia
National registration number: Q1500394J
Postal address: Carretera Santiago-Noia, kilómetro 3
Town: Santiago de Compostela
NUTS code: ES11 Galicia
Postal code: 15897
Country: Spain
Contact person: Agencia Turismo de Galicia
E-mail: contratacion-turismo.cpr@xunta.es
Telephone: +34 981547499

Internet address(es):

Main address: <https://www.contratosdegalicia.gal/resultadoAnuncios.jsp?N=729028>
Address of the buyer profile: <https://www.contratosdegalicia.gal/resultadoAnuncios.jsp?N=729028>

I.4. Type of the contracting authority

Body governed by public law

I.5. Main activity

Other activity: Fomento del turismo de Galicia

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Contrato basado en Acuerdo Marco para el servicio de elaboración, producción y plan de medios de la campaña de promoción de Galicia durante 2020, recuperación de turismo
Reference number: 2020/036

II.1.2. Main CPV code

79341000 Advertising services

II.1.3. Type of contract

Services

II.1.4. Short description

Formular la estrategia, planificar las inserciones y comprar los medios necesarios para desarrollar una campaña publicitaria para apoyar la recuperación del sector turístico gallego y promocionar Galicia como destino.

II.1.6. Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Value excluding VAT: 1 753 818,18 EUR

II.2. Description

II.2.3. Place of performance

NUTS code: ES España

II.2.4. Description of the procurement

Formular la estrategia, planificar las inserciones y comprar los medios necesarios para desarrollar una campaña publicitaria para apoyar la recuperación del sector turístico gallego y promocionar Galicia como destino.

II.2.5. Award criteria

Quality criterion - Name: Criterios relativos a aspectos cualitativos / Weighting: 50

Price - Weighting: 50

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

Competitive procedure with negotiation

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: yes

IV.2. Administrative information

IV.2.1. Previous publication concerning this procedure

Notice number in the OJ S: [2019/S 226-554513](#)

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

Title:

Contrato basado en acuerdo marco para el servicio de elaboración, producción y plan de medios de la campaña de promoción de Galicia durante 2020, recuperación do turismo

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

19/06/2020

V.2.2. Information about tenders

Number of tenders received: 3

Number of tenders received from SMEs: 3

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

V.2.3. Name and address of the contractor

Official name: Imaxe Intermedia, S. A.

National registration number: A15764723

Town: A Coruña

NUTS code: ES España

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: 1 753 818,18 EUR

Total value of the contract/lot: 1 753 818,18 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 de Contratación Pública de la Comunidad Autónoma de Galicia

Town: Santiago de Compostela

Postal code: 15781

Country: Spain

E-mail: tacgal@xunta.gal

Telephone: +34 881995480

VI.4.2. Body responsible for mediation procedures

Official name: Agencia Turismo de Galicia

Postal address: Estrada Santiago-Noia, kilómetro 3

Town: Santiago de Compostela

Postal code: 15897

Country: Spain

E-mail: contratacion-turismo.cpr@xunta.es

Telephone: +34 981547499

Internet address: <https://www.contratosdegalicia.gal/resultadoAnuncios.jsp?N=729028>

VI.4.3. Review procedure

Precise information on deadline(s) for review procedures:

Recurso especial en materia de contratación: quince días hábiles.

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

Official name: Agencia Turismo de Galicia

Postal address: Estrada Santiago-Noia, kilómetro 3

Town: Santiago de Compostela

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Country: Spain

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VI.5. Date of dispatch of this notice

02/02/2021