

**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, km 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](mailto:contratacion-turismo.cpr@xunta.es)  
Telephone: +34 981547499

**Internet address(es):**

Main address: <https://www.contratosdegalicia.gal/resultadoAnuncios.jsp?N=801012>  
Address of the buyer profile: <https://www.contratosdegalicia.gal/resultadoAnuncios.jsp?N=801012>

**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 el Acuerdo Marco del servicio de elaboración, producción y plan de medios de la campaña de promoción de los recursos naturales, culturales y gastronómicos de Galicia durante Navidad

**II.1.2. Main CPV code**

79341000 Advertising services

**II.1.3. Type of contract**

Services

**II.1.4. Short description**

Contrato basado en el Acuerdo Marco del servicio de elaboración, producción y plan de medios de la campaña de promoción de los recursos naturales, culturales y gastronómicos de Galicia durante Navidad.

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

This contract is divided into lots: no

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

Value excluding VAT: 655 274,80 EUR

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

#### **II.2.2. Additional CPV code(s)**

79341000 Advertising services

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

NUTS code: ES España

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

Contrato basado en el Acuerdo Marco del servicio de elaboración, producción y plan de medios de la campaña de promoción de los recursos naturales, culturales y gastronómicos de Galicia durante Navidad.

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

Quality criterion - Name: Criterios 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

---

### Contract No: 1

A contract/lot is awarded: yes

### V.2. Award of contract

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

11/12/2020

#### 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: Avante Evolución de Medios, S. L. U.

National registration number: B70509971

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

Total value of the contract/lot: 655 274,80 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](mailto: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, km 3

Town: Santiago de Compostela

Postal code: 15897

Country: Spain

E-mail: [contratacion-turismo.cpr@xunta.es](mailto:contratacion-turismo.cpr@xunta.es)

Telephone: +34 981547499

Internet address: <https://www.contratosdegalicia.gal/resultadoAnuncios.jsp?N=801012>

**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, km 3

Town: Santiago de Compostela

Postal code: 15897

Country: Spain

E-mail: [contratacion-turismo.cpr@xunta.es](mailto:contratacion-turismo.cpr@xunta.es)

Telephone: +34 981547499

Internet address: <https://www.contratosdegalicia.gal/resultadoAnuncios.jsp?N=801012>

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

02/02/2021