65203-2020 - Result

Spain-Seville: Advertising campaign services
OJ S 28/2020 10/02/2020
Contract award notice
Services

Legal Basis:
Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses
Official name: Limpieza Pública y Protección Ambiental, Sociedad Anónima Municipal (Lipasam)
Postal address: C/ Virgen de la Oliva, s/n
Town: Sevilla
NUTS code: ES618 Sevilla
Postal code: 41011
Country: Spain
Contact person: Departamento de Contratación
E-mail: licitaciones@lipasam.es
Telephone: +34 955478000
Fax: +34 955478091
Internet address(es):
Main address: http://www.lipasam.es/
Address of the buyer profile: https://contrataciondelestado.es/

I.4. Type of the contracting authority
Other type: Sociedad anónima municipal unipersonal

I.5. Main activity
General public services

Section II: Object

II.1. Scope of the procurement

II.1.1. Title
Contratación de los recursos necesarios para el desarrollo de un plan de medios durante 2019-2020
Reference number: C.E. 24/2019

II.1.2. Main CPV code
79341400 Advertising campaign services

II.1.3. Type of contract
Services

II.1.4. Short description
Contratación de los recursos necesarios para el desarrollo de un plan de medios durante 2019-2020.

II.1.6. Information about lots
This contract is divided into lots: yes

II.1.7. Total value of the procurement
Value excluding VAT: 530 775,00 EUR

II.2. Description

II.2.1. Title
Adaptación y producción de soportes publicitarios para el desarrollo de un plan de medios
Lot No: 1

II.2.2. Additional CPV code(s)
79341400 Advertising campaign services

II.2.3. Place of performance
NUTS code: ES618 Sevilla

II.2.4. Description of the procurement
Adaptación y producción de soportes publicitarios para el desarrollo de un plan de medios.

II.2.5. Award criteria
Quality criterion - Name: Valorados mediante juicio de valor / Weighting: 49
Price - Weighting: 51

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

II.2. Description

II.2.1. Title
Diseño y desarrollo de un plan de medios. Contratación de soportes publicitarios y acciones de marketing digital para el desarrollo de las campañas que conforman el plan de medios
Lot No: 2

II.2.2. Additional CPV code(s)
79341400 Advertising campaign services

II.2.3. Place of performance
NUTS code: ES618 Sevilla

II.2.4. Description of the procurement
Diseño y desarrollo de un plan de medios. Contratación de soportes publicitarios y acciones de marketing digital para el desarrollo de las campañas que conforman el plan de medios.

II.2.5. Award criteria
Quality criterion - Name: Criterios técnicos. Mayor número de contactos o impactos totales de las inserciones ofertadas / Weighting: 40
Price - Weighting: 60

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: 2019/S 160-394558

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

Lot No: 1

Title:

Adaptación y producción de soportes publicitarios para el desarrollo de un plan de medios

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract
21/01/2020

V.2.2. Information about tenders
Number of tenders received: 7
The contract has been awarded to a group of economic operators: no

V.2.3. Name and address of the contractor
Official name: Creaciones Activa La Agencia, S. L.
Town: Sevilla
NUTS code: ES618 Sevilla
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: 350 000,00 EUR
Total value of the contract/lot: 130 775,00 EUR

V.2.5. Information about subcontracting

Section V: Award of contract

Contract No: 2

Lot No: 2

Title:
Diseño y desarrollo de un plan de medios. Contratación de soportes publicitarios y acciones de marketing digital para el desarrollo de las campañas que conforman el plan de medios

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract
21/01/2020

V.2.2. Information about tenders
Number of tenders received: 8
The contract has been awarded to a group of economic operators: no

V.2.3. Name and address of the contractor
Official name: Proxmia Havas
Town: Madrid
NUTS code: ES300 Madrid
Country: Spain
The contractor is an SME: no

V.2.4. Information on value of the contract/lot
Initial estimated total value of the contract/lot: 800 000,00 EUR
Total value of the contract/lot: 400 000,00 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 Recursos Contractuales Ayuntamiento de Sevilla
Postal address: C/ Francisco Carrión Mejías, 3, local 4
Town: Sevilla
Postal code: 41003
Country: Spain
E-mail: tribunal.recursos@sevilla.org
Internet address: http://www.sevilla.org/

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

Official name: Tribunal Recursos Contractuales Ayuntamiento de Sevilla

Postal address: C/ Francisco Carrión Mejías, 3, local 4

Town: Sevilla

Postal code: 41003

Country: Spain

E-mail: tribunal.recursos@sevilla.org

Internet address: http://www.sevilla.org

VI.5. Date of dispatch of this notice

06/02/2020