

Spain-Gijón: Advertising campaign services
OJ S 47/2016 08/03/2016
Contract award notice
Services

Directive 2004/18/EC

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.

Postal address: Luis Moya Blanco, 261

Town: Gijón

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: recrea@recrea.asturias.es

Telephone: +34 985185858

Fax: +34 985185578

Internet address(es):

General address of the contracting authority: <http://www.recrea.asturias.es>

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

I.2. Type of the contracting authority

Body governed by public law

I.3. Main activity

General public services

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

Section II: Object of the contract

II.1. Description

II.1.1. Title

Servicio de publicidad, planificación estratégica de medios, compra de espacios publicitarios y evaluación de resultados de la campaña nacional de turismo del Principado de Asturias para el periodo 2015-2017.

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

Services

NUTS code ES España

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)

Servicio de publicidad, planificación estratégica de medios, compra de espacios publicitarios y

evaluación de resultados de la campaña nacional de turismo del Principado de Asturias para el periodo 2015-2017.

II.1.5. CPV code(s)

79341400 Advertising campaign services

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

II.2. Total value of the contract/lot

II.2.1. Total value of the contract/lot

Value: 2 200 000 EUR

Section IV: Procedure

IV.1. Type of procedure

IV.1.1. Type of procedure

Open

IV.2. Award criteria

IV.2.1. Award criteria

IV.2.2. Information about electronic auction

IV.3. Administrative information

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

SRT 08/15

IV.3.2. Previous publication concerning this procedure

Contract notice

Notice number in the OJ S: [2015/S 111-201452](#) of 11.6.2015

Section V: Award of contract

Contract No: SRT 08/15

V.1. Date of conclusion of the contract

14.10.2015

V.2. Information about tenders

Number of tenders received: 7

V.3. Name and address of the contractor

Official name: Gesmedia Consulting, S.A.

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

Total value of the procurement:

Value: 2 200 000 EUR

V.5. Information about subcontracting

Section VI: Complementary information

VI.1. Information about European Union funds

VI.2. Additional information

VI.3. Procedures for review

VI.3.1. Review body

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 (Principado de Asturias)

Postal code: 33203

Country: Spain

E-mail: srt@asturias.org

Telephone: +34 984493550

Fax: +34 984493551

VI.3.2. Review procedure

VI.3.3. 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: Gijón (Principado de Asturias)

Town: Gijón

Postal code: 33203

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VI.4. Date of dispatch of this notice

3.3.2016