

Italy-Cagliari: Advertising campaign services
OJ S 33/2023 15/02/2023
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: SardegnaCAT
Postal address: viale Trento 69
Town: Cagliari
NUTS code: ITG2 Sardegna
Postal code: 09100
Country: Italy
Contact person: Denise Salis
E-mail: desalis@regione.sardegna.it
Telephone: +39 0706062571

Internet address(es):

Main address: www.regione.sardegna.it
Address of the buyer profile: www.sardegnaecat.it

I.2. Information about joint procurement

The contract is awarded by a central purchasing body

I.4. Type of the contracting authority

Regional or local authority

I.5. Main activity

General public services

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Procedura aperta per l'affidamento del servizio integrato di progettazione e realizzazione di una campagna di promozione istituzionale della Regione Autonoma della Sardegna in Italia e all'estero

Reference number: 8637082

II.1.2. Main CPV code

79341400 Advertising campaign services

II.1.3. Type of contract

Services

II.1.4. Short description

Servizio integrato di progettazione e realizzazione di una campagna di promozione istituzionale della Regione Autonoma della Sardegna in Italia e all'estero, anche attraverso l'acquisizione di spazi pubblicitari per la diffusione di prodotti di comunicazione statici e dinamici

II.1.6. Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Value excluding VAT: 888 000,00 EUR

II.2. Description

II.2.3. Place of performance

NUTS code: IT Italia

II.2.4. Description of the procurement

Servizio integrato di progettazione e realizzazione di una campagna di promozione istituzionale della Regione Autonoma della Sardegna in Italia e all'estero, anche attraverso l'acquisizione di spazi pubblicitari per la diffusione di prodotti di comunicazione statici e dinamici

II.2.5. Award criteria

Quality criterion - Name: OEPV / Weighting: Offerta tecnica 80/100

Price - Weighting: 80/100 e 20/100

II.2.11. Information about options

Options: yes

Description of options:

Ripetizione ex art. 63, comma 5 D. Lgs. 50/2016 entro il triennio successivo alla stipula.

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: yes

IV.2. Administrative information

IV.2.1. Previous publication concerning this procedure

Notice number in the OJ S: [2022/S 131-373691](#)

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:

Servizio integrato di progettazione e realizzazione di una campagna di promozione istituzionale della Regione Autonoma della Sardegna in Italia e all'estero

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

09/01/2023

V.2.2. Information about tenders

Number of tenders received: 4

Number of tenders received by electronic means: 4

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

V.2.3. Name and address of the contractor

Official name: Life Longari Loman srl

Town: Bologna

NUTS code: ITH55 Bologna

Country: Italy

The contractor is an SME: no

V.2.4. Information on value of the contract/lot

Initial estimated total value of the contract/lot: 1 200 000,00 EUR

Total value of the contract/lot: 888 000,00 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: TAR Sardegna

Postal address: Via Sassari 17

Town: Cagliari

Postal code: 09124

Country: Italy

Telephone: +39 070679751

Internet address: <http://www.giustiziaamministrativa.it/italia/sardegna.htm>

VI.4.3. Review procedure

Precise information on deadline(s) for review procedures:

TAR Sardegna — art. 204 del D.Lgs. n. 50/2016

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

Official name: Direzione Generale della Centrale Regionale di committenza - Servizio Spesa
Comune

Postal address: Viale Trento 69

Town: Cagliari

Postal code: 09123

Country: Italy

VI.5. Date of dispatch of this notice

10/02/2023