

Spain-Tolosa: Advertising and marketing 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: Ayuntamiento de Tolosa - Ayuntamiento de Tolosa

National registration number: P2007600F

Postal address: Plaza Zaharra 6A. 20400 Tolosa (Gipuzkoa)

Town: Tolosa

NUTS code: ES212 Gipuzkoa

Postal code: 20400

Country: Spain

Contact person: Comunicación

E-mail: kontratazioa@tolosa.eus

Telephone: +34 943654466

Internet address(es):

Main address: <http://tolosa.eus/>

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

Servicio para atender las necesidades estructurales de comunicación de las diferentes áreas del Ayuntamiento de Tolosa.

Reference number: 2022SABI0008

II.1.2. Main CPV code

79340000 Advertising and marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

Servicio para atender las necesidades estructurales de comunicación de las diferentes áreas del Ayuntamiento de Tolosa.

II.1.6. Information about lots

This contract is divided into lots: yes

II.1.7. Total value of the procurement

Value excluding VAT: 607 209,38 EUR

II.2. Description**II.2.1. Title**

Lote 1

Lot No: 1

II.2.2. Additional CPV code(s)

79340000 Advertising and marketing services, 79341000 Advertising services, 79341400 Advertising campaign services

II.2.3. Place of performance

NUTS code: ES212 Gipuzkoa

Main site or place of performance: ES212 - Gipuzkoa

II.2.4. Description of the procurement

Servicio de asesoramiento comunicativo de las áreas en el día a día y elaboración de contenidos escritos.

II.2.5. Award criteria

Quality criterion - Name: Experiencia / Weighting: 20,00

Quality criterion - Name: Servicio presencial / Weighting: 5,00

Quality criterion - Name: Memoria técnica / Weighting: 45,00

Cost criterion - Name: Precio / Weighting: 30,00

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**

Lote 2

Lot No: 2

II.2.2. Additional CPV code(s)

79340000 Advertising and marketing services, 79341000 Advertising services, 79341400 Advertising campaign services

II.2.3. Place of performance

NUTS code: ES212 Gipuzkoa

Main site or place of performance: ES212 - Gipuzkoa

II.2.4. Description of the procurement

Servicio de atención a las necesidades de elementos de diseño gráfico de las diferentes áreas municipales.

II.2.5. Award criteria

Quality criterion - Name: Memoria técnica / Weighting: 45,00

Quality criterion - Name: Experiencia / Weighting: 15,00

Quality criterion - Name: Tiempo maximo respuesta / Weighting: 5,00

Quality criterion - Name: Tiempo maximo respuesta 2 / Weighting: 5,00

Cost criterion - Name: Precio / Weighting: 30,00

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

Lote 3

Lot No: 3

II.2.2. Additional CPV code(s)

79340000 Advertising and marketing services, 79341000 Advertising services, 79341400 Advertising campaign services

II.2.3. Place of performance

NUTS code: ES212 Gipuzkoa

Main site or place of performance: ES212 - Gipuzkoa

II.2.4. Description of the procurement

Servicios y elementos audiovisuales y colección fotográfica.

II.2.5. Award criteria

Quality criterion - Name: Memoria técnica / Weighting: 45,00

Cost criterion - Name: Precio / Weighting: 55,00

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 Accelerated procedure Justification:

De conformidad con lo dispuesto en el artículo 119 LCSP, dado que este expediente corresponde a un contrato cuya celebración responde a una necesidad inaplazable y cuya adjudicación es

preciso acelerar por razones de interés público, ha sido declarado de urgencia por el órgano de contratación.

Dado lo cual, el expediente goza de preferencia para su despacho. Por ello, y de conformidad con lo

dispuesto en la letra b) del apartado 3) del artículo 156 LCSP, las proposiciones de las empresas licitadoras

se presentarán exclusivamente por medios electrónicos, durante el plazo de VEINTE (20) DÍAS

NATURALES, a contar desde el día siguiente a la fecha de publicación del anuncio de licitación del contrato

en el perfil del contratante.

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: [2022/S 207-591416](#)

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

Lot No: 1

Title:

Lote 1

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

01/02/2023

V.2.2. Information about tenders

Number of tenders received: 2

Number of tenders received from SMEs: 2

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 0

Number of tenders received by electronic means: 2

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

V.2.3. Name and address of the contractor

Official name: ADAKI DISEINUA ETA PUBLIZITATEA , S.L.

Town: Ezkio-Itsaso

NUTS code: ES212 Gipuzkoa

Country: Spain

The contractor is an SME: yes

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

Total value of the contract/lot: 75 344,00 EUR

V.2.5. Information about subcontracting

Section V: Award of contract

Contract No: 2

Lot No: 2

Title:

Lote 2

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

01/02/2023

V.2.2. Information about tenders

Number of tenders received: 2

Number of tenders received from SMEs: 2

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 0

Number of tenders received by electronic means: 2

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

V.2.3. Name and address of the contractor

Official name: GAZTAÑAGA MALUMBRES, JON

Town: Ibarra

NUTS code: ES212 Gipuzkoa

Country: Spain

The contractor is an SME: yes

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

Total value of the contract/lot: 169 850,00 EUR

V.2.5. Information about subcontracting

Section V: Award of contract

Contract No: 3

Lot No: 3

Title:

Lote 3

A contract/lot is awarded: no

V.1. Information on non-award

The contract/lot is not awarded

No tenders or requests to participate were received or all were rejected

Section VI: Complementary information

VI.3. Additional information

VI.4. Procedures for review

VI.4.1. Review body

Official name: Órgano Administrativo de Recursos Contractuales

Town: Vitoria-Gasteiz

Country: Spain

E-mail: oararc@euskadi.eus

VI.5. Date of dispatch of this notice

10/02/2023