

112647-2026 - Competition

Spain – Advertising and marketing services – Servicios de asesoramiento, gestión de la estrategia de comunicación, relaciones públicas, coordinación y redacción de contenidos en soportes off/on line, producción audiovisual.

OJ S 33/2026 17/02/2026

Contract or concession notice – standard regime

Services

1. Buyer

1.1. Buyer

Official name: Ayuntamiento de Barcelona

Email: contractacio_recursos@bcn.cat

Legal type of the buyer: Local authority

Activity of the contracting authority: General public services

2. Procedure

2.1. Procedure

Title: Servicios de asesoramiento, gestión de la estrategia de comunicación, relaciones públicas, coordinación y redacción de contenidos en soportes off/on line, producción audiovisual.

Description: Servicios de asesoramiento, gestión de la estrategia de comunicación, relaciones públicas, coordinación y redacción de contenidos en soportes off/on line, producción audiovisual.

Procedure identifier: 7e74fcdd-4559-4ad0-a376-090eb92e88ce

Previous notice: 620043-2025

Internal identifier: 001_25004040

Type of procedure: Open

The procedure is accelerated: no

2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79340000 Advertising and marketing services

2.1.2. Place of performance

Postal address: Pl. Sant Miquel, 3-5

Town: Barcelona

Postcode: 08002

Country subdivision (NUTS): Barcelona (ES511)

Country: Spain

Additional information: España

2.1.4. General information

Legal basis:

Directive 2014/24/EU

2.1.6. Grounds for exclusion

Sources of grounds for exclusion: Procurement Document

5. Lot

5.1. Lot: LOT-0001

Title: Servicios de asesoramiento, gestión de la estrategia de comunicación, relaciones públicas, coordinación y redacción de contenidos en soportes off/on line, producción audiovisual.

Description: Servicios de asesoramiento, gestión de la estrategia de comunicación, relaciones públicas, coordinación y redacción de contenidos en soportes off/on line, producción audiovisual.

Internal identifier: 001_25004040

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79340000 Advertising and marketing services

5.1.2. Place of performance

Country subdivision (NUTS): Barcelona (ES511)

Country: Spain

5.1.3. Estimated duration

Duration: 12 Months

5.1.6. General information

Reserved participation:

Participation is not reserved.

Procurement Project not financed with EU Funds.

The procurement is covered by the Government Procurement Agreement (GPA): yes

5.1.9. Selection criteria

Sources of selection criteria: Procurement Document

5.1.11. Procurement documents

Languages in which the procurement documents are officially available: Catalan

Deadline for requesting additional information: 27/02/2026 23:59:59 (UTC+01:00) Central European Time, Western European Summer Time

Address of the procurement documents: <https://licitacions.bcn.cat>

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Required

Address for submission: <https://seuelectronica.ajuntament.barcelona.cat/licitacioelectronica>

Languages in which tenders or requests to participate may be submitted: Spanish

Electronic catalogue: Required

Deadline for receipt of tenders: 03/03/2026 23:59:59 (UTC+01:00) Central European Time, Western European Summer Time

Duration during which the tender must remain valid: 3 Months

Terms of contract:

The execution of the contract must be performed within the framework of sheltered employment programmes: No

A non-disclosure agreement is required: no

Electronic invoicing: Required

Electronic ordering will be used: yes

Electronic payment will be used: yes

5.1.15. Techniques

Framework agreement:

No framework agreement

Information about the dynamic purchasing system:

No dynamic purchase system

5.1.16. Further information, mediation and review

Review organisation: Tribunal Catalán de Contratos del Sector Público

Information about review deadlines: ver pliegos

Organisation providing additional information about the procurement procedure: Ayuntamiento de Barcelona

Organisation providing offline access to the procurement documents: Ayuntamiento de Barcelona

Organisation providing more information on the review procedures: Ayuntamiento de Barcelona

Organisation receiving requests to participate: Ayuntamiento de Barcelona

Organisation processing tenders: Ayuntamiento de Barcelona

8. Organisations

8.1. ORG-0001

Official name: Ayuntamiento de Barcelona

Registration number: P0801900B

Postal address: Pl. Sant Miquel, 4-5, planta 5a. Edifici Novíssim

Town: Barcelona

Postcode: 08002

Country subdivision (NUTS): Barcelona (ES511)

Country: Spain

Email: contractacio_recursos@bcn.cat

Telephone: 934027000

Internet address: www.bcn.cat/perfildecontractant

Buyer profile: <https://seuelectronica.ajuntament.barcelona.cat/licitacioelectronica>

Roles of this organisation:

Buyer

Organisation providing additional information about the procurement procedure

Organisation providing offline access to the procurement documents

Organisation receiving requests to participate

Organisation processing tenders

Organisation providing more information on the review procedures

8.1. ORG-0002

Official name: Tribunal Catalán de Contratos del Sector Público

Registration number: S-0811001G

Town: Barcelona

Postcode: 08038

Country subdivision (NUTS): Barcelona (ES511)

Country: Spain

Email: tccsp@economia.gencat.cat

Telephone: 938876200

Internet address: <https://contractacio.gencat.cat/ca/contacte/tccsp/>

Roles of this organisation:

Review organisation

8.1. ORG-0000

Official name: Publications Office of the European Union

Registration number: PUBL

Town: Luxembourg

Postcode: 2417

Country subdivision (NUTS): Luxembourg (LU000)

Country: Luxembourg

Email: ted@publications.europa.eu

Telephone: +352 29291

Internet address: <https://op.europa.eu>

Roles of this organisation:

TED eSender

Notice information

Notice identifier/version: a31dac4a-bb5f-46f4-8c41-7abfbf6eee79 - 01

Form type: Competition

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