

113854-2026 - Contract modification

Spain – Advertising services – PLANIFICACIÓN Y COMPRA DE ESPACIOS PUBLICITARIOS PARA LA PROMOCIÓN TURÍSTICA DEL DESTINO ANDALUCÍA Y DEL DEPORTE A NIVEL, PROVINCIAL, REGIONAL Y NACIONAL PARA 2024

OJ S 33/2026 17/02/2026

Contract modification notice - Change notice

1. Buyer

1.1. Buyer

Official name: Empresa Pública para la Gestión del Turismo y del Deporte de Andalucía, S.A.

Email: contratacion@andalucia.org

2. Procedure

2.1. Procedure

Title: PLANIFICACIÓN Y COMPRA DE ESPACIOS PUBLICITARIOS PARA LA PROMOCIÓN TURÍSTICA DEL DESTINO ANDALUCÍA Y DEL DEPORTE A NIVEL, PROVINCIAL, REGIONAL Y NACIONAL PARA 2024

Description: PLANIFICACIÓN Y COMPRA DE ESPACIOS PUBLICITARIOS PARA LA PROMOCIÓN TURÍSTICA DEL DESTINO ANDALUCÍA Y DEL DEPORTE A NIVEL, PROVINCIAL, REGIONAL Y NACIONAL PARA 2024

Procedure identifier: 54efbb84-20b6-4e09-8495-2314511d65c5

Internal identifier: C101-06PM-0224-0006

2.1.1. Purpose

Main classification (cpv): 79341000 Advertising services

2.1.2. Place of performance

Country: Spain

Anywhere in the given country

2.1.4. General information

Legal basis:

Directive 2014/24/EU

5. Lot

5.1. Lot: LOT-0001

Title: Lote 1: Prensa impresa, medios digitales, Televisión y Radio

Description: Lote 1: Prensa impresa, medios digitales, Televisión y Radio

Internal identifier: C101-06PM-0224-0006 - Lote 1

5.1.1. Purpose

Main classification (cpv): 79341000 Advertising services

5.1.2. Place of performance

Country: Spain

Anywhere in the given country

5.1.3. Estimated duration

Duration: 8 Months

5.1.6. General information

Procurement Project not financed with EU Funds.

The procurement is covered by the Government Procurement Agreement (GPA): no

5.1.15. Techniques

Framework agreement:

No framework agreement

5.1.16. Further information, mediation and review

Mediation organisation: Tribunal Administrativo de Recursos Contractuales

Review organisation: Tribunal Administrativo de Recursos Contractuales

Information about review deadlines: Quince días hábiles a contar a partir del día siguiente de la notificación de esta adjudicación

Organisation providing more information on the review procedures: Tribunal Administrativo de Recursos Contractuales

5.1. Lot: LOT-0002

Title: Lote 2: Exterior y Cine

Description: Lote 2: Exterior y Cine

Internal identifier: C101-06PM-0224-0006 - Lote 2

5.1.1. Purpose

Main classification (cpv): 79341000 Advertising services

5.1.2. Place of performance

Country: Spain

Anywhere in the given country

5.1.3. Estimated duration

Duration: 8 Months

5.1.6. General information

Procurement Project not financed with EU Funds.

The procurement is covered by the Government Procurement Agreement (GPA): no

5.1.15. Techniques

Framework agreement:

No framework agreement

5.1.16. Further information, mediation and review

Mediation organisation: Tribunal Administrativo de Recursos Contractuales

Review organisation: Tribunal Administrativo de Recursos Contractuales

Information about review deadlines: Quince días hábiles a contar a partir del día siguiente de la notificación de esta adjudicación

Organisation providing more information on the review procedures: Tribunal Administrativo de Recursos Contractuales

6. Results

Value of all contracts awarded in this notice: 3 558 677,68 EUR

6.1. Result lot identifier: LOT-0001

6.1.2. Information about winners

Winner:

Official name: CARAT ESPAÑA S.A.U

Tender:

Tender identifier: CARAT ESPAÑA, S.A.

Identifier of lot or group of lots: LOT-0001

Value of the tender: 3 131 636,36 EUR

Contract information:

Identifier of the contract: C101-06PM-0224-0006 - Lote 1

Title: Lote 1: Prensa impresa, medios digitales, Televisión y Radio

Date on which the winner was chosen: 08/07/2024

Date of the conclusion of the contract: 01/08/2024

6.1. Result lot identifier: LOT-0002

6.1.2. Information about winners

Winner:

Official name: M&C Saatchi Madrid, S.L.

Tender:

Tender identifier: M&C SAATCHI MADRID, S.L.

Identifier of lot or group of lots: LOT-0002

Value of the tender: 427 041,32 EUR

Contract information:

Identifier of the contract: C101-06PM-0224-0006 - Lote 2

Title: Lote 2: Exterior y Cine

Date on which the winner was chosen: 08/07/2024

Date of the conclusion of the contract: 01/08/2024

7. Modification

7.1. Modification

Identifier of the previous contract award notice: 518662-2024

Identifier of the modified contract: C101-06PM-0224-0006 - Lote 1

Reason for modification: Need for additional works, services or supplies by the original contractor.

Description: Modificación conforme a la DA33ª de la LCSP cuando las necesidades reales fuesen superiores a las estimadas inicialmente

7.1.1. Change

Description of modifications: Modificación conforme a la DA33ª de la LCSP cuando las necesidades reales fuesen superiores a las estimadas inicialmente. Se amplía el precio del contrato en 599.102,56 euros, IVA no incluido

8. Organisations

8.1. ORG-0001

Official name: Empresa Pública para la Gestión del Turismo y del Deporte de Andalucía, S.A.

Registration number: A-93/090744

Postal address: Calle Compañía, 40

Town: Málaga
Postcode: 29008
Country subdivision (NUTS): Málaga (ES617)
Country: Spain
Email: contratacion@andalucia.org
Telephone: 951299300
Internet address: https://www.juntadeandalucia.es/haciendayadministracionpublica/apl/pdc_sirec/perfiles-licitaciones/detalle-perfil.jsf?perfilContratante=TYC05
Information exchange endpoint (URL): <https://sirecftdpriexp.chap.juntadeandalucia.es/licitacion-electronica/index.action>

Roles of this organisation:

Buyer

8.1. ORG-0002

Official name: Tribunal Administrativo de Recursos Contractuales
Registration number: S4111001F
Postal address: Calle Barcelona 4-6
Town: Sevilla
Postcode: 41001
Country subdivision (NUTS): Sevilla (ES618)
Country: Spain
Email: tarcja@juntadeandalucia.es
Telephone: +34671530856

Roles of this organisation:

Review organisation

Organisation providing more information on the review procedures

Mediation organisation

8.1. ORG-0003

Official name: CARAT ESPAÑA S.A.U
Registration number: A28343358
Postal address: Avda. General Perón 40 (Edificio Perón, 40) módulo B planta 3º
Town: MADRID
Postcode: 28020
Country subdivision (NUTS): Madrid (ES300)
Country: Spain
Email: raquel.sanfelipe@carat.com
Telephone: +34913536200

Roles of this organisation:

Tenderer

Winner of these lots: LOT-0001

8.1. ORG-0004

Official name: M&C Saatchi Madrid, S.L.
Registration number: B84428754
Postal address: C/Gran Vía, 27 - 3ª Planta
Town: MADRID
Postcode: 28013
Country subdivision (NUTS): Madrid (ES300)
Country: Spain
Email: maria.muinos@mcsaatchi.com

Telephone: +34913600247

Roles of this organisation:

Tenderer

Winner of these lots: LOT-0002

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

10. Change

Version of the previous notice to be changed

:

351102-2025

Main reason for change

:

Information updated

Description

:

Se publica la prórroga del contrato correspondiente a Planificación y compra de espacios publicitarios: Lote 2: Exterior y Cine, formalizado con M&C SAATCHI MADRID, S.L. prevista e pliegos y en el contrato (595.041,31 € IVA no incluido); y se publica la ampliación de la prórroga conforme a la DA33ª de la LCSP dado que las necesidades reales han resultado ser superiores a las estimadas inicialmente (119.008,26 € IVA no incluido)

Notice information

Notice identifier/version: 5fbb6659-48a9-4d4c-b25f-7308f5b1d79b - 01

Form type: Contract modification

Notice type: Contract modification notice

Notice subtype: 38

Notice dispatch date: 16/02/2026 09:40:00 (UTC+00:00) Western European Time, GMT

Languages in which this notice is officially available: Spanish

Notice publication number: 113854-2026

OJ S issue number: 33/2026

Publication date: 17/02/2026