

Spain-Valencia: Advertising and marketing services

OJ S 53/2022 16/03/2022

Contract notice**Services****Legal Basis:**

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Dirección General de la Fundación Palau de Les Arts Reina Sofía

National registration number: G97544829

Postal address: Avda. del Profesor López Piñero (Historiador de la Medicina), 1

Town: Valencia

NUTS code: ES523 Valencia/València

Postal code: 46013

Country: Spain

Contact person: Dirección General de la Fundación Palau de Les Arts Reina Sofía

E-mail: asoriano@lesarts.com

Telephone: +34 608590337

Internet address(es):Main address: <http://www.lesarts.com>Address of the buyer profile: <https://contrataciondelestado.es/wps/poc?uri=deeplink:perfilContratante&idBp=VtzA%2F9PmsV4BPRBxZ4nJ%2Fg%3D%3D>**I.3. Communication**The procurement documents are available for unrestricted and full direct access, free of charge, at: https://contrataciondelestado.es/wps/poc?uri=deeplink:detalle_licitacion&idEvl=K0IJKGhFS2UBPRBxZ4nJ%2Fg%3D%3D

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted to the abovementioned address

Electronic communication requires the use of tools and devices that are not generally

available. Unrestricted and full direct access to these tools and devices is possible, free of

charge, at: <https://contrataciondelestado.es/wps/poc?uri=deeplink:perfilContratante&idBp=VtzA%2F9PmsV4BPRBxZ4nJ%2Fg%3D%3D>**I.4. Type of the contracting authority**

Other type: Otras Entidades del Sector Público

I.5. Main activity

Education

Section II: Object

II.1. Scope of the procurement**II.1.1. Title**

Servicios de asesoramiento y apoyo para la ejecución del plan de marketing

Reference number: PA ARTS 081/22

II.1.2. Main CPV code

79340000 Advertising and marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

Servicios de asesoramiento y apoyo para la ejecución del plan de marketing

II.1.5. Estimated total value

Value excluding VAT: 277 000,00 EUR

II.1.6. Information about lots

This contract is divided into lots: yes

Tenders may be submitted for maximum number of lots: 2

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

servicio de consultoría global de marketing y comunicación: implementación, actualización del plan de acción, diseño y entrega de ideas/conceptos creativos que LES ARTS puede desarrollar, en el marco del plan existente, seguimiento de todas las acciones/iniciativas de marketing/comunicación.

Lot No: 1

II.2.2. Additional CPV code(s)

79340000 Advertising and marketing services, 79342200 Promotional services, 79413000 Marketing management consultancy services, 79415200 Design consultancy services, 79822500 Graphic design services

II.2.3. Place of performance

NUTS code: ES523 Valencia/València

II.2.4. Description of the procurement

servicio de consultoría global de marketing y comunicación: implementación, actualización del plan de acción, diseño y entrega de ideas/conceptos creativos que LES ARTS puede desarrollar, en el marco del plan existente, seguimiento de todas las acciones/iniciativas de marketing/comunicación.

II.2.5. Award criteria

Criteria below

Quality criterion - Name: Gestión de los comités de comunicación / Weighting: 5

Quality criterion - Name: Idea creativa de campañas para Les Arts / Weighting: 12

Quality criterion - Name: Ideas de marketing digital / Weighting: 11

Quality criterion - Name: Proceso creativo-éxito propuesta gráfica / Weighting: 4

Quality criterion - Name: Visión del marketing necesario para Les Arts / Weighting: 17

Price - Weighting: 51

II.2.6. Estimated value

Value excluding VAT: 55 000,00 EUR

II.2.7. Duration of the contract, framework agreement or dynamic purchasing system

Duration in months: 12

This contract is subject to renewal: yes

Description of renewals:
Posibilidad de 2 prórrogas de un año de duración cada una

II.2.10. Information about variants

Variants will be accepted: no

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

servicio de creatividad general: diseño, originales, adaptaciones de creatividades para todo tipo de soporte audio, visual o audiovisual necesario para la ejecución de la estrategia global de marketing y comunicación.

Lot No: 2

II.2.2. Additional CPV code(s)

79340000 Advertising and marketing services, 79342200 Promotional services, 79413000 Marketing management consultancy services, 79415200 Design consultancy services, 79822500 Graphic design services

II.2.3. Place of performance

NUTS code: ES523 Valencia/València

II.2.4. Description of the procurement

servicio de creatividad general: diseño, originales, adaptaciones de creatividades para todo tipo de soporte audio, visual o audiovisual necesario para la ejecución de la estrategia global de marketing y comunicación.

II.2.5. Award criteria

Criteria below

Quality criterion - Name: Boceto adaptado a las necesidades de Les Arts / Weighting: 15

Quality criterion - Name: Calidad en los trabajos realizados / Weighting: 17

Quality criterion - Name: Diseño digital / Weighting: 11

Quality criterion - Name: Proceso artístico-propuesta gráfica / Weighting: 6

Price - Weighting: 51

II.2.6. Estimated value

Value excluding VAT: 35 000,00 EUR

II.2.7. Duration of the contract, framework agreement or dynamic purchasing system

Duration in months: 12

This contract is subject to renewal: yes

Description of renewals:

Posibilidad de 2 prórrogas de un año de duración cada una

II.2.10. Information about variants

Variants will be accepted: no

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 III: Legal, economic, financial and technical information

III.1. Conditions for participation

III.1.1. Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers

List and brief description of conditions:

Capacidad de obrar

No prohibición para contratar

III.1.2. Economic and financial standing

List and brief description of selection criteria:

Cifra anual de negocio

III.1.3. Technical and professional ability

List and brief description of selection criteria:

- Trabajos realizados

- Técnicos o unidades técnicas

- Títulos académicos y profesionales del empresario y directivos, o responsables de la ejecución

III.2. Conditions related to the contract

III.2.2. Contract performance conditions

Promover el empleo de personas con dificultades particulares de inserción en el mercado laboral. Descripción: conforme a lo establecido en la cláusula trigésima del PCA

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: no

IV.2. Administrative information

IV.2.1. Previous publication concerning this procedure

Notice number in the OJ S: [2022/S 045-117239](#)

IV.2.2.

Time limit for receipt of tenders or requests to participate

Date: 11/04/2022 Local time: 14:30

IV.2.3. Estimated date of dispatch of invitations to tender or to participate to selected candidates**IV.2.4. Languages in which tenders or requests to participate may be submitted**

Spanish

IV.2.7. Conditions for opening of tenders

Date: 28/04/2022 Local time: 12:00

Place:

Microsoft Teams, Online

Datos de Dirección:

Calle: Avda Profesor López Piñero 1

CP: 46013

Población: València

País: España

Information about authorised persons and opening procedure: Descripción: Si desea asistir, a través Teams, envíe un mail a ajimenez@lesarts.com

Section VI: Complementary information

VI.1. Information about recurrence

This is a recurrent procurement: no

VI.3. Additional information**VI.4. Procedures for review****VI.4.1. Review body**

Official name: Palau de Les Arts "Reina Sofía"

Postal address: Avda Profesor López Piñero 1

Town: València

Postal code: 46013

Country: Spain

E-mail: asoriano@lesarts.com

Internet address: <https://www.lesarts.com/es/>

VI.5. Date of dispatch of this notice

11/03/2022