

Spain-Murcia: Advertising services
OJ S 63/2019 29/03/2019
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Instituto de Turismo de la Región de Murcia

National registration number: Q3000763G

Postal address: Avenida Juana Jugán, 2

Town: Murcia

NUTS code: ES620 Murcia

Postal code: 30006

Country: Spain

Contact person: Pilar Sabater Sánchez

E-mail: pilar.sabater@carm.es

Telephone: +34 968357761

Fax: +34 968357767

Internet address(es):

Main address: <https://goo.gl/2qT9JL>

I.4. Type of the contracting authority

Other type: Entidad pública empresarial

I.5. Main activity

Other activity: Turismo

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Servicio de agencia de medios para la planificación estratégica, compra de espacios publicitarios y ejecución de acciones publicitarias en nuevos mercados con conectividad directa con la Región de Murcia

Reference number: RC455-18

II.1.2. Main CPV code

79341000 Advertising services

II.1.3. Type of contract

Services

II.1.4. Short description

Servicio de agencia de medios para la planificación estratégica, compra de espacios publicitarios y ejecución de acciones publicitarias en nuevos mercados con conectividad directa con la Región de Murcia.

II.1.6. Information about lots

This contract is divided into lots: yes

II.1.7. Total value of the procurement

Value excluding VAT: 2 700 000,00 EUR

II.2. Description

II.2.1. Title

CONTRATACIÓN DE SERVICIO DE AGENCIA DE MEDIOS PARA LA PLANIFICACIÓN ESTRATÉGICA Y COMPRA DE ESPACIOS PUBLICITARIOS EN BARCELONA

Lot No: 1

II.2.2. Additional CPV code(s)

79341000 Advertising services

II.2.3. Place of performance

NUTS code: ES620 Murcia

II.2.4. Description of the procurement

SERVICIO DE AGENCIA DE MEDIOS PARA LA PLANIFICACIÓN ESTRATÉGICA Y COMPRA DE ESPACIOS PUBLICITARIOS EN BARCELONA

II.2.5. Award criteria

Quality criterion - Name: ESTRATEGIA DE ACCIONES DE BRANDING Y COMERCIALIZACIÓN EN CANALES B2C - / Weighting: 15

Quality criterion - Name: ESTRATEGIA Y PLANIFICACIÓN TÁCTICA DE ACCIONES PARA POSICIONAR EL DESTINO / Weighting: 25

Cost criterion - Name: EXPERIENCIA PROFESIONAL DEL EQUIPO DE TRABAJO SUPERIOR A LA MÍNIMA / Weighting: 25

Cost criterion - Name: PROPUESTA ECONÓMICA / Weighting: 25

Cost criterion - Name: COMISIÓN DE AGENCIA / Weighting: 10

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 AGENCIA DE MEDIOS PARA LA PLANIFICACIÓN ESTRATÉGICA Y COMPRA DE ESPACIOS PUBLICITARIOS EN COPENHAGUE.

Lot No: 2

II.2.2. Additional CPV code(s)

79341000 Advertising services

II.2.3. Place of performance

NUTS code: ES620 Murcia

II.2.4. Description of the procurement

SERVICIO DE AGENCIA DE MEDIOS PARA LA PLANIFICACIÓN ESTRATÉGICA Y COMPRA DE ESPACIOS PUBLICITARIOS EN COPENHAGUE.

II.2.5. Award criteria

Quality criterion - Name: ESTRATEGIA DE ACCIONES DE BRANDING Y COMERCIALIZACIÓN EN CANALES B2C - / Weighting: 15

Quality criterion - Name: ESTRATEGIA Y PLANIFICACIÓN TÁCTICA DE ACCIONES PARA POSICIONAR EL DESTINO / Weighting: 25

Cost criterion - Name: EXPERIENCIA PROFESIONAL DEL EQUIPO DE TRABAJO SUPERIOR A LA MÍNIMA / Weighting: 25

Cost criterion - Name: PROPUESTA ECONÓMICA / Weighting: 25

Cost criterion - Name: COMISIÓN DE AGENCIA / Weighting: 10

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 AGENCIA DE MEDIOS PARA LA PLANIFICACIÓN ESTRATÉGICA Y COMPRA DE ESPACIOS PUBLICITARIOS EN ASTURIAS

Lot No: 3

II.2.2. Additional CPV code(s)

79341000 Advertising services

II.2.3. Place of performance

NUTS code: ES620 Murcia

II.2.4. Description of the procurement

SERVICIO DE AGENCIA DE MEDIOS PARA LA PLANIFICACIÓN ESTRATÉGICA Y COMPRA DE ESPACIOS PUBLICITARIOS EN ASTURIAS

II.2.5. Award criteria

Quality criterion - Name: ESTRATEGIA DE ACCIONES DE BRANDING Y COMERCIALIZACIÓN EN CANALES B2C - / Weighting: 15

Quality criterion - Name: ESTRATEGIA Y PLANIFICACIÓN TÁCTICA DE ACCIONES PARA POSICIONAR EL DESTINO / Weighting: 25

Cost criterion - Name: EXPERIENCIA PROFESIONAL DEL EQUIPO DE TRABAJO SUPERIOR A LA MÍNIMA / Weighting: 25

Cost criterion - Name: PROPUESTA ECONÓMICA / Weighting: 25

Cost criterion - Name: COMISIÓN DE AGENCIA EN % / Weighting: 10

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 AGENCIA DE MEDIOS PARA LA PLANIFICACIÓN ESTRATÉGICA Y COMPRA DE ESPACIOS PUBLICITARIOS EN ROMA.

Lot No: 4

II.2.2. Additional CPV code(s)

79341000 Advertising services

II.2.3. Place of performance

NUTS code: ES620 Murcia

II.2.4. Description of the procurement

SERVICIO DE AGENCIA DE MEDIOS PARA LA PLANIFICACIÓN ESTRATÉGICA Y COMPRA DE ESPACIOS PUBLICITARIOS EN ROMA.

II.2.5. Award criteria

Quality criterion - Name: ESTRATEGIA DE ACCIONES DE BRANDING Y COMERCIALIZACIÓN EN CANALES B2C - / Weighting: 15

Quality criterion - Name: ESTRATEGIA Y PLANIFICACIÓN TÁCTICA DE ACCIONES PARA POSICIONAR EL DESTINO / Weighting: 25

Cost criterion - Name: EXPERIENCIA PROFESIONAL DEL EQUIPO DE TRABAJO SUPERIOR A LA MÍNIMA / Weighting: 25

Cost criterion - Name: PROPUESTA ECONÓMICA / Weighting: 25

Cost criterion - Name: COMISIÓN DE AGENCIA EN % / Weighting: 10

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 AGENCIA DE MEDIOS PARA LA PLANIFICACIÓN ESTRATÉGICA Y COMPRA DE ESPACIOS PUBLICITARIOS EN PARÍS.

Lot No: 5

II.2.2. Additional CPV code(s)

79341000 Advertising services

II.2.3. Place of performance

NUTS code: ES620 Murcia

II.2.4. Description of the procurement

SERVICIO DE AGENCIA DE MEDIOS PARA LA PLANIFICACIÓN ESTRATÉGICA Y COMPRA DE ESPACIOS PUBLICITARIOS EN PARÍS.

II.2.5. Award criteria

Quality criterion - Name: ESTRATEGIA DE ACCIONES DE BRANDING Y COMERCIALIZACIÓN EN CANALES B2C - / Weighting: 15

Quality criterion - Name: ESTRATEGIA Y PLANIFICACIÓN TÁCTICA DE ACCIONES PARA POSICIONAR EL DESTINO / Weighting: 25

Cost criterion - Name: EXPERIENCIA PROFESIONAL DEL EQUIPO DE TRABAJO SUPERIOR A LA MÍNIMA / Weighting: 25

Cost criterion - Name: PROPUESTA ECONÓMICA / Weighting: 25

Cost criterion - Name: COMISIÓN DE AGENCIA EN % / Weighting: 10

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 AGENCIA DE MEDIOS PARA LA PLANIFICACIÓN ESTRATÉGICA Y COMPRA DE ESPACIOS PUBLICITARIOS EN DÜSSELDORF.

Lot No: 6

II.2.2. Additional CPV code(s)

79341000 Advertising services

II.2.3. Place of performance

NUTS code: ES620 Murcia

II.2.4. Description of the procurement

SERVICIO DE AGENCIA DE MEDIOS PARA LA PLANIFICACIÓN ESTRATÉGICA Y COMPRA DE ESPACIOS PUBLICITARIOS EN DÜSSELDORF.

II.2.5. Award criteria

Quality criterion - Name: ESTRATEGIA DE ACCIONES DE BRANDING Y COMERCIALIZACIÓN EN CANALES B2C - / Weighting: 15

Quality criterion - Name: ESTRATEGIA Y PLANIFICACIÓN TÁCTICA DE ACCIONES PARA POSICIONAR EL DESTINO / Weighting: 25

Cost criterion - Name: EXPERIENCIA PROFESIONAL DEL EQUIPO DE TRABAJO SUPERIOR A LA MÍNIMA / Weighting: 25

Cost criterion - Name: PROPUESTA ECONÓMICA / Weighting: 25

Cost criterion - Name: COMISIÓN DE AGENCIA EN % / Weighting: 10

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

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: [2018/S 140-320792](#)

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

Lot No: 1

Title:

Contratación de servicio de agencia de medios para la planificación estratégica y compra de espacios publicitarios en Barcelona

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

22/01/2019

V.2.2. Information about tenders

Number of tenders received: 2

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

V.2.3. Name and address of the contractor

Official name: Portavoz Comunicaciones Integradas

Town: Murcia

NUTS code: ES620 Murcia

Country: Spain

The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 2 700 000,00 EUR

Total value of the contract/lot: 118 500,00 EUR

V.2.5. Information about subcontracting

Section V: Award of contract

Contract No: 2

Lot No: 2

Title:

Servicio de agencia de medios para la planificación estratégica y compra de espacios publicitarios en Copenhague

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

05/02/2019

V.2.2. Information about tenders

Number of tenders received: 2

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

V.2.3. Name and address of the contractor

Official name: Proximia Havas, S. L.

Town: Madrid

NUTS code: ES300 Madrid

Country: Spain

The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 2 700 000,00 EUR

Total value of the contract/lot: 118 500,00 EUR

V.2.5. Information about subcontracting

Section V: Award of contract

Contract No: 3

Lot No: 3

Title:

Servicio de agencia de medios para la planificación estratégica y compra de espacios publicitarios en Asturias

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

29/01/2019

V.2.2. Information about tenders

Number of tenders received: 2

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

V.2.3. Name and address of the contractor

Official name: Gestión de Medios, S. A.

Town: San Sebastián

NUTS code: ES212 Gipuzkoa

Country: Spain

The contractor is an SME: no

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

Initial estimated total value of the contract/lot: 2 700 000,00 EUR

Total value of the contract/lot: 148 964,70 EUR

V.2.5. Information about subcontracting**Section V: Award of contract**

Contract No: 4

Lot No: 4

Title:

Servicio de agencia de medios para la planificación estratégica y compra de espacios publicitarios en Roma

A contract/lot is awarded: yes

V.2. Award of contract**V.2.1. Date of conclusion of the contract**

29/01/2019

V.2.2. Information about tenders

Number of tenders received: 3

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

V.2.3. Name and address of the contractor

Official name: OTS Media, S. A.

Town: Madrid

NUTS code: ES300 Madrid

Country: Spain

The contractor is an SME: no

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

Initial estimated total value of the contract/lot: 2 700 000,00 EUR

Total value of the contract/lot: 122 300,00 EUR

V.2.5. Information about subcontracting**Section V: Award of contract**

Contract No: 5

Lot No: 5

Title:

Servicio de agencia de medios para la planificación estratégica y compra de espacios publicitarios en París

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

22/01/2019

V.2.2. Information about tenders

Number of tenders received: 4

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

V.2.3. Name and address of the contractor

Official name: Irismedia Agencias de Medios, S. L.

Town: Madrid

NUTS code: ES300 Madrid

Country: Spain

The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 2 700 000,00 EUR

Total value of the contract/lot: 137 235,00 EUR

V.2.5. Information about subcontracting

Section V: Award of contract

Contract No: 6

Lot No: 6

Title:

Servicio de agencia de medios para la planificación estratégica y compra de espacios publicitarios en Düsseldorf

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

18/02/2019

V.2.2. Information about tenders

Number of tenders received: 4

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

V.2.3. Name and address of the contractor

Official name: Carat España, S. A.

Town: Madrid

NUTS code: ES300 Madrid

Country: Spain

The contractor is an SME: no

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

Initial estimated total value of the contract/lot: 2 700 000,00 EUR

Total value of the contract/lot: 133 905,00 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: Tribunal Administrativo Central de Recursos Contractuales

Town: Madrid

Country: Spain

VI.5. Date of dispatch of this notice

25/03/2019