

Spain-Barcelona: Marketing services

OJ S 55/2023 17/03/2023

Contract notice

Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Agencia Catalana de Turismo

National registration number: S0800470G

Postal address: Passeig de Gràcia 105, 3a. Planta

Town: Barcelona

NUTS code: ES511 Barcelona

Postal code: 08008

Country: Spain

Contact person: Agencia Catalana de Turismo

E-mail: contractacio.act@gencat.cat

Telephone: +34 934849900

Fax: +34 934849888

Internet address(es):

Main address: <http://act.gencat.cat/>

Address of the buyer profile: <https://contractaciopublica.cat/ca/perfils-contractant/detall/ACT>

I.3. Communication

The procurement documents are available for unrestricted and full direct access, free of charge, at: <https://contractaciopublica.cat/ca/perfils-contractant/detall/ACT>

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted electronically via:

<https://contractaciopublica.cat/ca/perfils-contractant/detall/ACT>

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

I.4. Type of the contracting authority

Other type: Organismo de derecho público/privado

I.5. Main activity

Other activity: Turismo

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Servicios de asesoramiento estratégico y técnico para definir la estrategia y ejecución del plan de acciones de marketing digital de los mercados internacionales

Reference number: ACT-2023-00003

II.1.2.

Main CPV code

79342000 Marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

Servicio de asesoramiento estratégico y técnico que se encargue de definir la estrategia de marketing digital de los mercados internacionales, adaptándola a las particularidades culturales de cada uno de estos mercados, y de la ejecución de un plan de acciones de marketing digital adecuado a los tres canales objeto de la licitación: CRM, Web y Redes Sociales

II.1.5. Estimated total value

Value excluding VAT: 2 658 985,84 EUR

II.1.6. Information about lots

This contract is divided into lots: no

II.2. Description**II.2.2. Additional CPV code(s)**

79341000 Advertising services

II.2.3. Place of performance

NUTS code: AR Argentina

NUTS code: AT Österreich

NUTS code: AU Australia

NUTS code: BE Belgique / België

NUTS code: BR Brazil

NUTS code: CA Canada

NUTS code: CH Schweiz / Suisse / Svizzera

NUTS code: CN China

NUTS code: CZ Česko

NUTS code: DE Deutschland

NUTS code: DK Danmark

NUTS code: FI Suomi / Finland

NUTS code: FR France

NUTS code: HK Hong Kong

NUTS code: ID Indonesia

NUTS code: IE Éire / Ireland

NUTS code: IN India

NUTS code: IT Italia

NUTS code: JP Japan

NUTS code: KR South Korea

NUTS code: MY Malaysia

NUTS code: NL Nederland

NUTS code: NO Norge

NUTS code: NZ New Zealand

NUTS code: PH Philippines

NUTS code: RU Russia

NUTS code: SE Sverige

NUTS code: SG Singapore
NUTS code: SK Slovensko
NUTS code: TH Thailand
NUTS code: TW Taiwan
NUTS code: UK United Kingdom
NUTS code: US United States
NUTS code: VN Vietnam

Main site or place of performance: Los mercados que son objeto de la licitación son los que constan especificados en los pliegos.

II.2.4. Description of the procurement

Servicio de asesoramiento estratégico y técnico que se encargue de definir la estrategia de marketing digital de los mercados internacionales, adaptándola a las particularidades culturales de cada uno de estos mercados, y de la ejecución de un plan de acciones de marketing digital adecuado a los tres canales objeto de la licitación: 1. CRM: mediante un plan de e-mail marketing y un plan de campañas de captación y generación de leads. 2. WEB: mediante el diseño y actualización del contenido de landings específicas por mercados. 3. REDES SOCIALES: mediante la elección de las redes sociales más adecuadas por mercado y de la publicación y dinamización de contenidos en dichas redes.

II.2.5. Award criteria

Criteria below

Quality criterion - Name: Calificación técnica del equipo de trabajo del proyecto / Weighting: 5

Quality criterion - Name: Calidad técnica del proyecto / Weighting: 6

Quality criterion - Name: Propuesta de acciones de soporte / Weighting: 64

Price - Weighting: 25

II.2.6. Estimated value

Value excluding VAT: 2 658 985,84 EUR

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

Start: 01/07/2023 End: 31/12/2023

This contract is subject to renewal: yes

Description of renewals:

Plazo de duración: la duración del contrato se iniciará el 1 de julio de 2023 o des de la fecha de firma del contrato, si ésta es posterior al 1 de julio de 2023, i hasta el 31 de diciembre de 2024. Posibilidad de prórrogas y plazo: sí, anualmente, como máximo de 2 anualidades (2025 / 2026).

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.1.2. Economic and financial standing

Selection criteria as stated in the procurement documents

III.1.3. Technical and professional ability

Selection criteria as stated in the procurement documents

III.2. Conditions related to the contract

III.2.3. Information about staff responsible for the performance of the contract

Obligation to indicate the names and professional qualifications of the staff assigned to performing the contract

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: yes

IV.2. Administrative information

IV.2.1. Previous publication concerning this procedure

Notice number in the OJ S: [2022/S 122-347034](#)

IV.2.2. Time limit for receipt of tenders or requests to participate

Date: 17/04/2023 Local time: 12:00

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

Catalan, Spanish

IV.2.7. Conditions for opening of tenders

Date: 26/04/2023 Local time: 09:15

Place:

Telemática mediante herramienta Teams

Information about authorised persons and opening procedure: Personas en representación de las empresas licitadoras

Section VI: Complementary information

VI.1. Information about recurrence

This is a recurrent procurement: no

VI.2. Information about electronic workflows

Electronic invoicing will be accepted

VI.3. Additional information

VI.4. Procedures for review

VI.4.1. Review body

Official name: Tribunal Catalán de Contratos del Sector Público

Postal address: Via Laietana, 14

Town: Barcelona

Postal code: 08003

Country: Spain

E-mail: tccsp@gencat.cat

Telephone: +34 934024600

Fax: +34 935676346

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

VI.4.2. Body responsible for mediation procedures

Official name: Tribunal Catalán de Contratos del Sector Público

Postal address: Via Laietana, 14

Town: Barcelona

Postal code: 08003

Country: Spain

E-mail: tccsp@gencat.cat

Telephone: +34 934024600

Fax: +34 935676346

Internet address: <http://act.gencat.cat>

VI.4.3. Review procedure

Precise information on deadline(s) for review procedures:

De acuerdo con lo que se dispone en el artículo 50 de la Ley 9/2017, de 8 de noviembre, de Contratos del Sector Público, por la que se transponen al ordenamiento jurídico español las Directivas del Parlamento Europeo y del Consejo 2014/23/UE y 2014/24/UE, de 26 de febrero de 2014.

VI.4.4. Service from which information about the review procedure may be obtained

Official name: Tribunal Catalán de Contratos del Sector Público

Postal address: Via Laietana, 14

Town: Barcelona

Postal code: 08003

Country: Spain

E-mail: tccsp@gencat.cat

Telephone: +34 934024600

Fax: +34 935676346

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

VI.5. Date of dispatch of this notice

14/03/2023