

Spain-Valencia: Advertising and marketing services

OJ S 88/2017 06/05/2017

Contract award notice

Services

Directive 2004/18/EC

Section I: Contracting authority

I.1. Name and addresses

Official name: Agència Valenciana del Turisme

Postal address: Castan Tobeñas, 77, torre II, planta 3ª, Ciudad Administrativa 9 d'Octubre

Town: Valencia

Postal code: 46018

Country: Spain

Contact person: Sección de Contratación

E-mail: contratacion_turisme@gva.es

Telephone: +34 961209800

Fax: +34 961209937

Internet address(es):General address of the contracting authority: www.contratacion.gva.es**I.2. Type of the contracting authority**

Body governed by public law

I.3. Main activity

Other: turismo

I.4. Contract award on behalf of other contracting authorities

The contracting authority is purchasing on behalf of other contracting authorities: no

Section II: Object of the contract

II.1. Description**II.1.1. Title**

Definición y desarrollo de una estrategia de marketing online de la Comunitat Valenciana 2017-2018.

II.1.2. Type of contract and place of performance or delivery

Services

Service category No 13: Advertising services

NUTS code

II.1.3. Information about a framework agreement or a dynamic purchasing system (DPS)**II.1.4. Short description of the contract or purchase(s)**

Definición y desarrollo de una estrategia de marketing online de la Comunitat Valenciana 2017-2018.

II.1.5. CPV code(s)

79340000 Advertising and marketing services, 79341000 Advertising services

II.1.6. Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: yes

II.2. Total value of the contract/lot

II.2.1. Total value of the contract/lot

Value: 1 283 660 EUR
excluding VAT

Section IV: Procedure

IV.1. Type of procedure

IV.1.1. Type of procedure

Open

IV.2. Award criteria

IV.2.1. Award criteria

The most economically advantageous tender in terms of

1. Precio. Weighting 60
2. Marketing de contenidos. Weighting 19
3. Publicidad online. Weighting 21

IV.2.2. Information about electronic auction

An electronic auction has been used: no

IV.3. Administrative information

IV.3.1. File reference number attributed by the contracting authority

20/16

IV.3.2. Previous publication concerning this procedure

Contract notice

Notice number in the OJ S: [2016/S 234-427536](#) of 3.12.2016

Section V: Award of contract

Contract No: 20/16

Lot title: Definición y desarrollo de una estrategia de marketing online de la Comunitat Valenciana 2016-2017

V.1. Date of conclusion of the contract

20.3.2017

V.2. Information about tenders

Number of tenders received: 4

Number of tenders received by electronic means: 0

V.3. Name and address of the contractor

Official name: Mec Mediterránea, S.A.

Postal address: c/ Naturalista Charles Darwin, 5, Parque Tecnológico

Town: Paterna

Postal code: 46980

Country: Spain

V.4. Information on value of the contract/lot

Initial estimated total value of the contract/lot:

Value: 1 283 660 EUR

excluding VAT

V.5. Information about subcontracting

The contract is likely to be subcontracted: yes

Value or proportion likely to be subcontracted to third parties:

Proportion: 60 %

Section VI: Complementary information

VI.1. Information about European Union funds

The procurement is related to a project and/or programme financed by European Union funds:

no

VI.2. Additional information

VI.3. Procedures for review

VI.3.1. Review body

Official name: Agència Valenciana del Turisme

Postal address: Castan Tobeñas, 77, Torre II

Town: Valencia

Postal code: 46018

Country: Spain

Telephone: +34 1209800

Fax: +34 1209801

VI.3.2. Review procedure

Precise information on deadline(s) for review procedures: El recurso especial en materia de contratación, regulado y previsto en los artículos 40 y siguientes del TRLCSP (Real Decreto Legislativo 3/2011, de 14 de noviembre), que será el aplicable contra el tipo de actos especificados en el apartado 2 del artículo 40, adoptadas en un procedimiento como el presente de adjudicación de un contrato sujeto a regulación armonizada, sin que proceda la interposición de los recursos administrativos ordinarios contra los mismos, y sin perjuicio de la posibilidad de formular, al tiempo de presentarse dicho recurso especial, o de forma independiente, con anterioridad a su interposición, la solicitud de adopción de medidas provisionales prevista en el artículo 43 del TRLCSP. El citado recurso podrá interponerse ante el Tribunal Administrativo Central de Recursos Contractuales, que será el competente para su resolución, en la dirección <http://www.minhafp.gob.es/es-ES/Servicios/Contratacion/TACRC/Paginas/Tribunal%20Administrativo%20Central%20de%20Recursos%20Contractuales.aspx>

VI.3.3. Service from which information about the review procedure may be obtained

VI.4. Date of dispatch of this notice

4.5.2017