

195396-2026 - Competition

Spain – Advertising and marketing services – Servicios de diseño, estrategia, asesoría, creatividad, definición de medios y estudio de resultados de la Campaña "La transición energética en España. Cadena de valor."

OJ S 56/2026 20/03/2026

Contract or concession notice – standard regime

Services

1. Buyer

1.1. Buyer

Official name: Dirección General del Instituto para la Diversificación y Ahorro de la Energía (IDAE)

Email: 440@idaes.es

Legal type of the buyer: Central government authority

Activity of the contracting authority: General public services

2. Procedure

2.1. Procedure

Title: Servicios de diseño, estrategia, asesoría, creatividad, definición de medios y estudio de resultados de la Campaña "La transición energética en España. Cadena de valor."

Description: Se trata de contratar los servicios de diseño, estrategia, asesoría, creatividad, definición de medios y estudios de resultados de la campaña "La transición energética en España. Cadena de valor."

Procedure identifier: 4ed2c628-f4e5-41f7-8f5f-a6bda55e3285

Previous notice: ab9409a6-6a0e-42c8-9f50-df82b5a50c0a-01

Internal identifier: CONTR/2026/011

Type of procedure: Open

The procedure is accelerated: no

2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79340000 Advertising and marketing services

Additional classification (cpv): 79341000 Advertising services

2.1.2. Place of performance

Country subdivision (NUTS): Madrid (ES300)

Country: Spain

2.1.3. Value

Estimated value excluding VAT: 400 000,00 EUR

2.1.4. General information

Legal basis:

Directive 2014/24/EU

2.1.6. Grounds for exclusion

Sources of grounds for exclusion: Notice

Corruption: Y todos los establecidos en la legislación vigente

5. Lot

5.1. Lot: LOT-0000

Title: Servicios de diseño, estrategia, asesoría, creatividad, definición de medios y estudio de resultados de la Campaña "La transición energética en España. Cadena de valor."

Description: Se trata de contratar los servicios de diseño, estrategia, asesoría, creatividad, definición de medios y estudios de resultados de la campaña "La transición energética en España. Cadena de valor.

Internal identifier: CONTR/2026/011

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79340000 Advertising and marketing services

Additional classification (cpv): 79341000 Advertising services

5.1.2. Place of performance

Country subdivision (NUTS): Madrid (ES300)

Country: Spain

5.1.3. Estimated duration

Duration: 10 Months

5.1.6. General information

Reserved participation:

Participation is not reserved.

Procurement Project not financed with EU Funds.

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

5.1.9. Selection criteria

Sources of selection criteria: Notice

Criterion: Other economic or financial requirements

Description of selection criterion: Otros

5.1.10. Award criteria

Criterion:

Type: Price

Description: Oferta económica.

Category of award weight criterion: Weight (points, exact)

Award criterion number: 30

Criterion:

Type: Quality

Description: Creatividad y materiales.

Category of award weight criterion: Weight (points, exact)

Award criterion number: 20

Criterion:

Type: Quality

Description: Evaluación de campaña.

Category of award weight criterion: Weight (points, exact)

Award criterion number: 3

Criterion:

Type: Quality

Description: Innovación y originalidad.
Category of award weight criterion: Weight (points, exact)
Award criterion number: 10

Criterion:

Type: Quality
Description: Mix de medios.
Category of award weight criterion: Weight (points, exact)
Award criterion number: 3

Criterion:

Type: Quality
Description: Propuesta de diseño y estrategia general.
Category of award weight criterion: Weight (points, exact)
Award criterion number: 34

5.1.11. Procurement documents

Address of the procurement documents: https://contrataciondelestado.es/wps/poc?uri=deeplink:detalle_licitacion&idEvl=toCIXdq7qfxSYrkJkLIFdw%3D%3D

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Required
Address for submission: https://contrataciondelestado.es/wps/poc?uri=deeplink:detalle_licitacion&idEvl=toCIXdq7qfxSYrkJkLIFdw%3D%3D
Languages in which tenders or requests to participate may be submitted: Spanish
Electronic catalogue: Not allowed
Deadline for receipt of tenders: 22/04/2026 10:00:00 (UTC+02:00) Eastern European Time, Central European Summer Time
Duration during which the tender must remain valid: 10 Months
Information about public opening:
Opening date: 13/05/2026 11:30:00 (UTC+02:00) Eastern European Time, Central European Summer Time
Terms of contract:
The execution of the contract must be performed within the framework of sheltered employment programmes: No
Electronic invoicing: Required
Electronic ordering will be used: no
Electronic payment will be used: yes

5.1.15. Techniques

Framework agreement:

No framework agreement

Information about the dynamic purchasing system:

No dynamic purchase system

5.1.16. Further information, mediation and review

Review organisation: Dirección General del Instituto para la Diversificación y Ahorro de la Energía (IDAE) - IDAE
Information about review deadlines: hasta 2026-04-13+02:00
Organisation providing more information on the review procedures: Dirección General del Instituto para la Diversificación y Ahorro de la Energía (IDAE) - IDAE

8. Organisations

8.1. ORG-0001

Official name: Dirección General del Instituto para la Diversificación y Ahorro de la Energía (IDAE)

Registration number: 10000200000412

Registration number: Q2820009E

Town: Madrid

Postcode: 28004

Country subdivision (NUTS): Madrid (ES300)

Country: Spain

Contact point: Dirección General del Instituto para la Diversificación y Ahorro de la Energía (IDAE)

Email: 440@idae.es

Telephone: 914564988

Fax: 915230414

Internet address: <http://www.idae.es>

Buyer profile: <https://contrataciondelestado.es/wps/poc?uri=deeplink:perfilContratante&idBp=Sh7TDTsiNU0%3D>

Other contact points:

Official name: IDAE

Town: Madrid

Postcode: 28004

Country subdivision (NUTS): Madrid (ES300)

Country: Spain

Email: 440@idae.es

Telephone: 914564900

Internet address: <https://www.idae.es/home>

Other contact points:

Official name: IDAE

Town: Madrid

Postcode: 28004

Country subdivision (NUTS): Madrid (ES300)

Country: Spain

Email: 440@idae.es

Telephone: 914564900

Internet address: <https://www.idae.es/home>

Roles of this organisation:

Buyer

Review organisation

Organisation providing more information on the review procedures

Notice information

Notice identifier/version: d1b33770-3617-4a32-92f9-06d1b555f6cc - 01

Form type: Competition

Notice type: Contract or concession notice – standard regime

Notice subtype: 16

Notice dispatch date: 19/03/2026 13:50:57 (UTC+01:00) Central European Time, Western European Summer Time
Languages in which this notice is officially available: Spanish
Notice publication number: 195396-2026
OJ S issue number: 56/2026
Publication date: 20/03/2026