

Spain-Malaga: Advertising and marketing services
OJ S 77/2021 21/04/2021
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Empresa Pública para la Gestión del Turismo y del Deporte de Andalucía, S. A.

National registration number: A-93/090744

Postal address: C/ Compañía, 40

Town: Málaga

NUTS code: ES617 Málaga

Postal code: 29008

Country: Spain

Contact person: C/ Compañía, 40

E-mail: contratacion@andalucia.org

Telephone: +34 951299300

Internet address(es):

Main address: <http://www.juntadeandalucia.es/contratacion>

I.4. Type of the contracting authority

Other type: Empresa pública

I.5. Main activity

Other activity: Promocionar el turismo y el deporte

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Realización de la creatividad y producción de la nueva campaña de publicidad del destino Andalucía

Reference number: C101-06GL-1020-0097

II.1.2. Main CPV code

79340000 Advertising and marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

Realización de la creatividad y producción de la nueva campaña de publicidad del destino Andalucía.

II.1.6. Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Value excluding VAT: 3 447 500,00 EUR

II.2. Description

II.2.3. Place of performance

NUTS code: ES61 Andalucía

II.2.4. Description of the procurement

Realización de la creatividad y producción de la nueva campaña de publicidad del destino Andalucía.

II.2.5. Award criteria

Quality criterion - Name: Los recogidos en el Pliego de Cláusulas Particulares / Weighting: 80
Price - Weighting: 20

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: [2020/S 210-513550](#)

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

Contract No: Único

Title:

Realización de la creatividad y producción de la nueva campaña de publicidad del destino Andalucía

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

31/03/2021

V.2.2. Information about tenders

Number of tenders received: 14

Number of tenders received from SMEs: 7

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 0

Number of tenders received by electronic means: 14

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

V.2.3. Name and address of the contractor

Official name: Dec Comunicación, S. A.

Town: Barcelona

NUTS code: ES511 Barcelona

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: 3 500 000,00 EUR

Total value of the contract/lot: 3 447 500,00 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 de Recursos Contractuales

Town: Sevilla

Country: Spain

VI.5. Date of dispatch of this notice

16/04/2021