

Spain-Madrid: Advertising services
OJ S 100/2017 26/05/2017
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Junta de Contratación del Ministerio de Economía y Competitividad

National registration number: S2800568D

Postal address: Paseo de la Castellana, 162

Town: Madrid

NUTS code: ES300 Madrid

Postal code: 28046

Country: Spain

Contact person: Junta de Contratación del Ministerio de Economía y Competitividad

E-mail: junta.contratacion@mineco.es

Telephone: +34 916037649

Fax: +34 916038851

Internet address(es):

Main address: <https://contrataciondelestado.es>

Address of the buyer profile: <https://contrataciondelestado.es/wps/poc?uri=deeplink:perfilContratante&idBp=QRp7HFbAWiIQK2TEfXGy%2BA%3D%3D>

I.4. Type of the contracting authority

Ministry or any other national or federal authority, including their regional or local subdivisions

I.5. Main activity

Economic and financial affairs

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Contratación del servicio de una campaña de comunicación de la Deuda del Estado de la Secretaría General del Tesoro y Política Financiera.

Reference number: J16.026.04

II.1.2. Main CPV code

79341000 Advertising services

II.1.3. Type of contract

Services

II.1.4. Short description

Contratación del servicio de una campaña de comunicación de la Deuda del Estado de la Secretaría General del Tesoro y Política Financiera.

II.1.6. Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Value excluding VAT: 740 000,00 EUR

II.2. Description

II.2.3. Place of performance

NUTS code: ES España

Main site or place of performance: Las actuaciones contempladas en el apartado VI.2.v del PPT se realizarán en las dependencias de la Secretaría General del Tesoro y Política Financiera en el P.º del Prado, nº 6.

II.2.4. Description of the procurement

Contratación del servicio de una campaña de comunicación de la Deuda del Estado de la Secretaría General del Tesoro y Política Financiera.

II.2.5. Award criteria

Quality criterion - Name: Distribución de los valores del Tesoro: Plan de mantenimiento del canal de compra-venta / Weighting: 3

Quality criterion - Name: Estrategia creativa internacional para 2017/2018 / Weighting: 20

Quality criterion - Name: Estrategia creativa nacional para 2017/2018 / Weighting: 20

Quality criterion - Name: Programa de trabajo / Weighting: 6

Quality criterion - Name: Servicio de mejora y asesoramiento web / Weighting: 2

Price - Weighting: 49

II.2.11. Information about options

Options: yes

Description of options:

Sí, existe posibilidad de prórroga.

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: [2017/S 001-001232](#)

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: J16.026.04

Title:

Contratación del servicio de una campaña de comunicación de la Deuda del Estado de la Secretaría General del Tesoro y Política Financiera.

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

16/05/2017

V.2.2. Information about tenders

Number of tenders received: 5

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

V.2.3. Name and address of the contractor

Official name: Ogilvyone Worldwide, S.A.

National registration number: A08301731

Postal address: Bolivia 68

Town: Barcelona

NUTS code: ES511 Barcelona

Postal code: 08018

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: 826 446,28 EUR

Total value of the contract/lot: 740 000,00 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: Registro General del Ministerio de Economía y Competitividad

Postal address: Paseo de la Castellana, nº 162, planta baja

Town: Madrid

Postal code: 28046

Country: Spain

VI.5.

Date of dispatch of this notice

23/05/2017