

Spain – Advertising and marketing services – Servicio consistente en la gestión integral de las Redes Sociales del Instituto de Turismo de la Región de Murcia
OJ S 62/2025 28/03/2025
Contract or concession notice – standard regime
Services

1. Buyer

1.1. Buyer

Official name: Instituto de Turismo de la Región de Murcia (ITREM)

Email: contratacion-itrem@listas.carm.es

Legal type of the buyer: Body governed by public law, controlled by a regional authority

Activity of the contracting authority: General public services

2. Procedure

2.1. Procedure

Title: Servicio consistente en la gestión integral de las Redes Sociales del Instituto de Turismo de la Región de Murcia

Description: Procedimiento abierto sujeto a regulación armonizada dividido en dos lotes.

Procedure identifier: 8ae53df0-2f09-43f7-a51f-02b90c363591

Internal identifier: RC1690

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

2.1.2. Place of performance

Country subdivision (NUTS): Murcia (ES620)

Country: Spain

2.1.3. Value

Estimated value excluding VAT: 738 000,00 EUR

2.1.4. General information

Legal basis:

Directive 2014/24/EU

2.1.5. Terms of procurement

Terms of submission:

Maximum number of lots for which one tenderer can submit tenders: 2

Terms of contract:

Maximum number of lots for which contracts can be awarded to one tenderer: 2

2.1.6. Grounds for exclusion

Money laundering or terrorist financing: Los motivos recogidos en el DEUC

5. Lot

5.1. Lot: LOT-0001

Title: Servicio consistente en la gestión de las redes sociales de promoción turística en español y en inglés, y las redes institucionales del ITREM

Description: La gestión de las redes sociales de promoción turística en español y en inglés, y las redes institucionales del ITREM

Internal identifier: 1

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79340000 Advertising and marketing services

5.1.2. Place of performance

Country subdivision (NUTS): Murcia (ES620)

Country: Spain

5.1.4. Renewal

Maximum renewals: 2

5.1.5. Value

Estimated value excluding VAT: 588 000,00 EUR

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

Criterion:

Type: Suitability to pursue the professional activity

Description: Capacidad de obrar

Use of this criterion: Used

Criterion:

Type: Economic and financial standing

Description: Cifra anual de negocio

Use of this criterion: Used

Criterion:

Type: Technical and professional ability

Description: Trabajos realizados

Use of this criterion: Used

5.1.10. Award criteria

Criterion:

Type: Quality

Description: Capacidad de respuesta. . Realización de vídeos cortos redes Turismo Región de Murcia.

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

Award criterion number: 20,00

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

Award criterion number: 8,00

Criterion:

Type: Quality

Description: Oferta económica. . Realización de vídeos cortos redes Visit Región de Murcia.

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

Award criterion number: 19,00

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

Award criterion number: 8,00

Criterion:

Type: Quality

Description: .Caso práctico con calendario para las redes de ITREM.

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

Award criterion number: 5,00

Criterion:

Type: Quality

Description: .Caso práctico con calendario para Turismo Región de Murcia.

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

Award criterion number: 5,00

Criterion:

Type: Quality

Description: .Caso práctico con calendario para Visit Región de Murcia.

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

Award criterion number: 5,00

Criterion:

Type: Quality

Description: Propuesta estratégica y táctica. Posibles mejoras para las redes de Itrem.

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

Award criterion number: 10,00

Criterion:

Type: Quality

Description: Propuesta estratégica y táctica. Posibles mejoras para las redes de Turismo Región de Murcia.

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

Award criterion number: 10,00

Criterion:

Type: Quality

Description: Propuesta estratégica y táctica. Posibles mejoras para las redes de Visit Región de Murcia.

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

Award criterion number: 10,00

5.1.11. Procurement documents

Languages in which the procurement documents are officially available: Spanish

Address of the procurement documents: https://contrataciondelestado.es/wps/poc?uri=deeplink:detalle_licitacion&idEvl=CFJgUvq0jtE%2Bk2oCbDoslw%3D%3D

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Required

Languages in which tenders or requests to participate may be submitted: Spanish

Electronic catalogue: Not allowed

Deadline for receipt of tenders: 28/04/2025 23:59:00 (UTC+2) Eastern European Time, Central European Summer Time
Deadline until which the tender must remain valid: 2 Months
Information about public opening:
Opening date: 29/04/2025 12:30:00 (UTC+2) Eastern European Time, Central European Summer Time
Opening date: 21/05/2025 12:00:00 (UTC+2) Eastern European Time, Central European Summer Time
Opening date: 08/05/2025 10:00:00 (UTC+2) Eastern European Time, Central European Summer Time
Place: NSTITUTO DE TURISMO DE LA REGIÓN DE MURCIA - presencial
Place: NSTITUTO DE TURISMO DE LA REGIÓN DE MURCIA - presencial
Place: NSTITUTO DE TURISMO DE LA REGIÓN DE MURCIA - presencial
Terms of contract:
The execution of the contract must be performed within the framework of sheltered employment programmes: No
Conditions relating to the performance of the contract: conciliación del trabajo y la vida familiar.
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
Electronic auction: no

5.1.16. Further information, mediation and review

Review organisation: Instituto de Turismo de la Región de Murcia (ITREM) - Tribunal Administrativo Central de Recursos Contractuales
Information about review deadlines: hasta 2025-04-16+02:00
Organisation providing more information on the review procedures: Instituto de Turismo de la Región de Murcia (ITREM) - INSTITUTO DE TURISMO DE LA REGIÓN DE MURCIA

5.1. Lot: LOT-0002

Title: Servicio consistente en la gestión de las redes sociales de promoción turística del producto gastronómico 1001 Sabores Región de Murcia y las redes institucionales de CCT
Description: La gestión de las redes sociales de promoción turística del producto gastronómico 1001 Sabores Región de Murcia y las redes institucionales de CCT
Internal identifier: 2

5.1.1. Purpose

Main nature of the contract: Services
Main classification (cpv): 79340000 Advertising and marketing services

5.1.2. Place of performance

Country subdivision (NUTS): Murcia (ES620)
Country: Spain

5.1.4. Renewal

Maximum renewals: 2

5.1.5. Value

Estimated value excluding VAT: 150 000,00 EUR

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

Criterion:

Type: Suitability to pursue the professional activity

Description: Capacidad de obrar

Use of this criterion: Used

Criterion:

Type: Economic and financial standing

Description: Cifra anual de negocio

Use of this criterion: Used

Criterion:

Type: Technical and professional ability

Description: Trabajos realizados

Use of this criterion: Used

5.1.10. Award criteria

Criterion:

Type: Quality

Description: Capacidad de respuesta. . Realización de vídeos cortos 1.001 Sabores Región de Murcia.

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

Award criterion number: 20,00

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

Award criterion number: 8,00

Criterion:

Type: Quality

Description: Oferta económica. . Realización de vídeos cortos redes CCT Murcia.

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

Award criterion number: 19,00

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

Award criterion number: 8,00

Criterion:

Type: Quality

Description: Caso práctico con calendario para 1.001 Sabores Región de Murcia.

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

Award criterion number: 7,50

Criterion:

Type: Quality

Description: Caso práctico con calendario para CCT Región de Murcia.

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

Award criterion number: 7,50

Criterion:

Type: Quality

Description: Propuesta estratégica y táctica. Posibles mejoras para las redes de 1.001 Sabores Región de Murcia.

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

Award criterion number: 15,00

Criterion:

Type: Quality

Description: Propuesta estratégica y táctica. Posibles mejoras para las redes de CCT Murcia.

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

Award criterion number: 15,00

5.1.11. Procurement documents

Languages in which the procurement documents are officially available: Spanish

Address of the procurement documents: https://contrataciondelestado.es/wps/poc?uri=deeplink:detalle_licitacion&idEvl=CFJgUvq0jtE%2Bk2oCbDoslw%3D%3D

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Required

Languages in which tenders or requests to participate may be submitted: Spanish

Electronic catalogue: Not allowed

Deadline for receipt of tenders: 28/04/2025 23:59:00 (UTC+2) Eastern European Time, Central European Summer Time

Deadline until which the tender must remain valid: 2 Months

Information about public opening:

Opening date: 29/04/2025 12:30:00 (UTC+2) Eastern European Time, Central European Summer Time

Opening date: 21/05/2025 12:00:00 (UTC+2) Eastern European Time, Central European Summer Time

Opening date: 08/05/2025 10:00:00 (UTC+2) Eastern European Time, Central European Summer Time

Place: NSTITUTO DE TURISMO DE LA REGIÓN DE MURCIA - presencial

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Place: NSTITUTO DE TURISMO DE LA REGIÓN DE MURCIA - presencial

Terms of contract:

The execution of the contract must be performed within the framework of sheltered employment programmes: No

Conditions relating to the performance of the contract: conciliación del trabajo y la vida familiar.

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

Electronic auction: no

5.1.16. Further information, mediation and review

Review organisation: Instituto de Turismo de la Región de Murcia (ITREM) - Tribunal Administrativo Central de Recursos Contractuales

Information about review deadlines: hasta 2025-04-16+02:00

8. Organisations

8.1. ORG-0001

Official name: Instituto de Turismo de la Región de Murcia (ITREM)

Registration number: 51261750169935

Registration number: Q3000763G

Town: Murcia

Postcode: 30006

Country subdivision (NUTS): Murcia (ES620)

Country: Spain

Contact point: Instituto de Turismo de la Región de Murcia (ITREM)

Email: contratacion-itrem@listas.carm.es

Telephone: 968357761

Buyer profile: <https://contrataciondelestado.es/wps/poc?uri=deeplink:perfilContratante&idBp=LQqfUsDW%2FgSiEJrVRqloyA%3D%3D>

Other contact points:

Official name: INSTITUTO DE TURISMO DE LA REGIÓN DE MURCIA

Town: Murcia

Postcode: 30006

Country: Spain

Telephone: 968357732

Internet address: <https://contrataciondelestado.es/wps/portal/plataforma>

Other contact points:

Official name: Tribunal Administrativo Central de Recursos Contractuales

Town: Madrid

Postcode: 28020

Country subdivision (NUTS): Madrid (ES300)

Country: Spain

Telephone: 913491441

Internet address: <https://www.hacienda.gob.es/es-ES/Areas%20Tematicas/Contratacion/TACRC/Paginas/Tribunal%20Administrativo%20Central%20de%20Recursos%20Contractuales.aspx>

Roles of this organisation:

Buyer

Review organisation

Organisation providing more information on the review procedures

Notice information

Notice identifier/version: 22981d7e-c679-4b08-b1b3-259f0584a9cd - 01

Form type: Competition

Notice type: Contract or concession notice – standard regime

Notice subtype: 16

Notice dispatch date: 26/03/2025 15:26:49 (UTC+1) Central European Time, Western European Summer Time

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