

Spain-Santiago de Compostela: Advertising management services

OJ S 68/2023 05/04/2023

Contract notice

Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Agencia Turismo de Galicia
National registration number: Q1500394J
Postal address: Carretera Santiago-Noia, Km 3
Town: SANTIAGO DE COMPOSTELA
NUTS code: ES11 Galicia
Postal code: 15897
Country: Spain
Contact person: Agencia Turismo de Galicia
E-mail: contratacion-turismo.cpr@xunta.es
Telephone: +34 981547499

Internet address(es):

Main address: <https://www.contratosdegalicia.gal/licitacion?N=819744>
Address of the buyer profile: <https://www.contratosdegalicia.gal/licitacion?N=819744>

I.3. Communication

The procurement documents are available for unrestricted and full direct access, free of charge, at: <https://www.contratosdegalicia.es/licitacion?N=819744>
Additional information can be obtained from the abovementioned address
Tenders or requests to participate must be submitted electronically via: <https://silex.conselleriadefacenda.es>
Tenders or requests to participate must be submitted to the abovementioned address

I.4. Type of the contracting authority

Body governed by public law

I.5. Main activity

Other activity: FOMENTO DEL TURISMO DE GALICIA

Section II: Object

II.1. Scope of the procurement**II.1.1. Title**

ESTRATEGIA DE COMUNICACION EN LAS REDES SOCIALES DE TURISMO DE GALICIA
Reference number: 2023/42

II.1.2. Main CPV code

79341200 Advertising management services

II.1.3.

Type of contract

Services

II.1.4. Short description

Estrategia de comunicación en las redes sociales de Turismo de Galicia mediante la gestión de las cuentas en las redes sociales de Turismo de Galicia y Camino de Santiago, así como el desarrollo de acciones publicitarias en las propias redes para promover contenidos. El contrato incluye la producción de material escrito, fotográfico y audiovisual.

II.1.5. Estimated total value

Value excluding VAT: 500 000,00 EUR

II.1.6. Information about lots

This contract is divided into lots: no

II.2. Description

II.2.2. Additional CPV code(s)

79341200 Advertising management services

II.2.3. Place of performance

NUTS code: ES11 Galicia

Main site or place of performance: Galicia

II.2.4. Description of the procurement

Servicio de estrategia de comunicación en las redes sociales de Turismo de Galicia mediante la gestión de cuentas en las redes sociales de Turismo de Galicia y Camino de Santiago, así como desarrollo de acciones publicitarias en las propias redes para promover contenido.

II.2.5. Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.6. Estimated value

Value excluding VAT: 500 000,00 EUR

II.2.7. Duration of the contract, framework agreement or dynamic purchasing system

Duration in months: 24

This contract is subject to renewal: yes

Description of renewals:

Prorrogas:

Primera prorroga-100.000 €

Segunda prorroga-100.000 €

Tercera prorroga-100.000 €

II.2.10. Information about variants

Variants will be accepted: no

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 III: Legal, economic, financial and technical information

III.1. Conditions for participation

III.1.2. Economic and financial standing

Selection criteria as stated in the procurement documents

III.1.3. Technical and professional ability

Selection criteria as stated in the procurement documents

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: yes

IV.2. Administrative information

IV.2.2. Time limit for receipt of tenders or requests to participate

Date: 02/05/2023 Local time: 14:00

IV.2.3. Estimated date of dispatch of invitations to tender or to participate to selected candidates

IV.2.4. Languages in which tenders or requests to participate may be submitted

Spanish, Galician

IV.2.7. Conditions for opening of tenders

Date: 04/05/2023 Local time: 10:00

Place:

AGENCIA TURISMO DE GALICIA - Carretera Santiago-Noia, Km 3 15896 Santiago de Compostela (A Coruña)

Section VI: Complementary information

VI.1. Information about recurrence

This is a recurrent procurement: no

VI.2. Information about electronic workflows

Electronic invoicing will be accepted

VI.3. Additional information

VI.4. Procedures for review

VI.4.1.

Review body

Official name: Tribunal Administrativo de Contratación Pública de la Comunidad Autónoma de Galicia

Town: Santiago de Compostela

Postal code: 15781

Country: Spain

E-mail: tacgal@xunta.gal

Telephone: +34 881995480

VI.4.2. Body responsible for mediation procedures

Official name: AGENCIA TURISMO DE GALICIA

Postal address: Estrada Santiago- Noia, Km 3

Town: Santiago de Compostela

Postal code: 15897

Country: Spain

E-mail: contratacion-turismo.cpr@xunta.es

Telephone: +34 981547499

Internet address: <https://www.contratosdegalicia.gal/licitacion?N=819744>

VI.4.3. Review procedure

Precise information on deadline(s) for review procedures:

Recurso especial en materia de contratación: 15 días hábiles

VI.4.4. Service from which information about the review procedure may be obtained

Official name: Agencia Turismo de Galicia

Postal address: Estrada Santiago-Noia, km 3

Town: Santiago de Compostela

Postal code: 15897

Country: Spain

E-mail: contratacion-turismo.cpr@xunta.es

Telephone: +34 981547499

Internet address: <https://www.contratosdegalicia.gal/licitacion?N=819744>

VI.5. Date of dispatch of this notice

31/03/2023