

Spain-Miranda de Ebro: Marketing services
OJ S 81/2022 26/04/2022
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: AYUNTAMIENTO DE MIRANDA DE EBRO

National registration number: P0922400G

Postal address: PLAZA DE ESPAÑA, 8

Town: MIRANDA DE EBRO

NUTS code: ES412 Burgos

Postal code: 09200

Country: Spain

Contact person: FLORENCIO PEREZ ANTUNEZ

E-mail: fpa@mirandadeebro.es

Telephone: +34 947349110

Fax: +34 947349128

Internet address(es):

Main address: www.mirandadeebro.es

I.4. Type of the contracting authority

Regional or local authority

I.5. Main activity

General public services

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Promoción económica de Miranda de Ebro "Miranda Empresas"

Reference number: 2021/00005869L

II.1.2. Main CPV code

79342000 Marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

Contrato dirigido tanto a la planificación de la estrategia de desarrollo local como a su desarrollo y promoción a través de la página web y redes sociales, producción audiovisual de vídeos así como la asistencia a ferias, eventos y toma de contacto con clusters considerados de interés para el desarrollo del proyecto

II.1.6. Information about lots

This contract is divided into lots: yes

II.1.7. Total value of the procurement

Value excluding VAT: 150 559,56 EUR

II.2. Description

II.2.1. Title

Planificación estratégica de desarrollo local

Lot No: 1

II.2.2. Additional CPV code(s)

79342200 Promotional services

II.2.3. Place of performance

NUTS code: ES412 Burgos

II.2.4. Description of the procurement

Planificación y desarrollo de la promoción industrial de Miranda de Ebro a través de la Oficina de Desarrollo Municipal "Miranda Empresas", contemplando, entre otros muchos aspectos, la atención, orientación y acompañamiento a empresarios interesados a implantarse en la localidad, la propuesta y gestión de soluciones integrales a las empresas, la interlocución para agilizar las gestiones administrativas, la promoción Industrial externas, etc.

II.2.5. Award criteria

Cost criterion - Name: Oferta económica / Weighting: 30

Cost criterion - Name: Experiencia del personal / Weighting: 70

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

II.2. Description

II.2.1. Title

Producción audiovisual

Lot No: 2

II.2.2. Additional CPV code(s)

79342200 Promotional services

II.2.3. Place of performance

NUTS code: ES412 Burgos

II.2.4. Description of the procurement

Elaboración del contenido audiovisual vinculado a la actualidad de "Miranda Empresas" para su difusión a través de diversas plataformas digitales.

II.2.5. Award criteria

Cost criterion - Name: Oferta económica / Weighting: 70

Cost criterion - Name: Mejora en el número de actuaciones a realizar / Weighting: 30

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

II.2. Description

II.2.1. Title

Promoción, eventos, representación y misiones comerciales
Lot No: 3

II.2.2. Additional CPV code(s)

79342200 Promotional services

II.2.3. Place of performance

NUTS code: ES412 Burgos

II.2.4. Description of the procurement

Asistencia a ferias y foros de interés para el proyecto "Miranda Empresas, potencial las relaciones con vehículos de difusión y clusters, así como la atención a los medios de comunicación, gestión de entrevistas y elaboración de contenidos para éstos.

II.2.5. Award criteria

Cost criterion - Name: Oferta económica / Weighting: 70

Cost criterion - Name: Mejora en el número de actuaciones a realizar / Weighting: 30

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

II.2. Description

II.2.1. Title

Gestión web, programación y marketing on line
Lot No: 4

II.2.2. Additional CPV code(s)

79340000 Advertising and marketing services

II.2.3. Place of performance

NUTS code: ES412 Burgos

II.2.4. Description of the procurement

Mantenimiento y gestión de la página web de "Miranda Empresas", dotándola de contenido

II.2.5. Award criteria

Price

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: [2021/S 251-667153](#)

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: 5869-1

Lot No: 1

Title:

Planificación estratégica de desarrollo local

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

28/03/2022

V.2.2. Information about tenders

Number of tenders received: 1

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

V.2.3. Name and address of the contractor

Official name: Roberto Martínez de Salinas Estébanez

Town: Miranda de Ebro

NUTS code: ES412 Burgos
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: 149 642,43 EUR
Total value of the contract/lot: 58 545,11 EUR

V.2.5. Information about subcontracting

Section V: Award of contract

Contract No: 5869-2

Lot No: 2

Title:

Producción audiovisual

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

28/03/2022

V.2.2. Information about tenders

Number of tenders received: 1

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

V.2.3. Name and address of the contractor

Official name: Roberto Ladrero Santamaría

Town: Miranda de Ebro

NUTS code: ES412 Burgos

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: 101 352,00 EUR

Total value of the contract/lot: 36 300,00 EUR

V.2.5. Information about subcontracting

Section V: Award of contract

Contract No: 5869-3

Lot No: 3

Title:

Promoción, eventos, representación y misiones comerciales

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

28/03/2022

V.2.2. Information about tenders

Number of tenders received: 1

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

V.2.3. Name and address of the contractor

Official name: Salvador Benito Andrés

Town: Miranda de Ebro

NUTS code: ES412 Burgos

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: 85 902,00 EUR

Total value of the contract/lot: 34 297,45 EUR

V.2.5. Information about subcontracting**Section V: Award of contract**

Contract No: 5869-4

Lot No: 4

Title:

Gestión web, programación y marketing on line

A contract/lot is awarded: yes

V.2. Award of contract**V.2.1. Date of conclusion of the contract**

21/04/2022

V.2.2. Information about tenders

Number of tenders received: 3

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

V.2.3. Name and address of the contractor

Official name: Nicolás Benito Andrés

Town: Miranda de Ebro

NUTS code: ES412 Burgos

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: 76 010,91 EUR

Total value of the contract/lot: 21 417,00 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 de Castilla y León

Postal address: Plaza de la Catedral, 5

Town: Zamora

Postal code: 49001

Country: Spain

E-mail: tribunalcontratoscyl@cccyl.es

Telephone: +34 980559800

VI.5. Date of dispatch of this notice

21/04/2022