

**Spain-Barcelona: Advertising and marketing services**

OJ S 90/2021 10/05/2021

**Contract notice****Services****Legal Basis:**

Directive 2014/24/EU

**Section I: Contracting authority**

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**I.1. Name and addresses**

Official name: Fundació del Gran Teatre del Liceu

National registration number: G60754223

Town: Barcelona

NUTS code: ES511 Barcelona

Postal code: 08002

Country: Spain

Contact person: Elionor Villen

E-mail: [contractacio@liceubarcelona.cat](mailto:contractacio@liceubarcelona.cat)**Internet address(es):**Main address: <https://www.liceubarcelona.cat>**I.3. Communication**The procurement documents are available for unrestricted and full direct access, free of charge, at: <https://contractaciopublica.gencat.cat/perfil/FGTL>

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted electronically via:

<https://contractaciopublica.gencat.cat/perfil/FGTL>**I.4. Type of the contracting authority**

Other type: Fundación

**I.5. Main activity**

Recreation, culture and religion

**Section II: Object**

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

Servicio de una agencia de medios para el diseño de la estrategia y plan de medios de la FGTL, negociación, contratación de espacios publicitarios, análisis y seguimiento de campañas publicitarias

Reference number: T2021-MKT-048-SE

**II.1.2. Main CPV code**

79340000 Advertising and marketing services

**II.1.3. Type of contract**

Services

#### **II.1.4. Short description**

Servicio de una agencia de medios para el diseño de la estrategia y plan de medios de la FGTL, negociación, contratación de espacios publicitarios, análisis y seguimiento de campañas publicitarias de la fundación.

#### **II.1.5. Estimated total value**

Value excluding VAT: 3 589 315,80 EUR

#### **II.1.6. Information about lots**

This contract is divided into lots: no

### **II.2. Description**

#### **II.2.2. Additional CPV code(s)**

79341000 Advertising services, 79342000 Marketing services, 79341400 Advertising campaign services

#### **II.2.3. Place of performance**

NUTS code: ES511 Barcelona

#### **II.2.4. Description of the procurement**

Servicio de una agencia de medios para el diseño de la estrategia y plan de medios de la FGTL, negociación, contratación de espacios publicitarios, análisis y seguimiento de campañas publicitarias de la fundación.

#### **II.2.5. Award criteria**

Criteria below

Quality criterion - Name: Propuesta de plan de medios / Weighting: 30

Price - Weighting: 70

#### **II.2.6. Estimated value**

Value excluding VAT: 3 589 315,80 EUR

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

Duration in months: 12

This contract is subject to renewal: yes

Description of renewals:

Se establecen tres posibles prórrogas anuales.

#### **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**

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#### **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**

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

Date: 04/06/2021 Local time: 10:00

#### **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**

Catalan, Spanish

#### **IV.2.6. Minimum time frame during which the tenderer must maintain the tender**

Duration in months: 4 (from the date stated for receipt of tender)

#### **IV.2.7. Conditions for opening of tenders**

Date: 04/06/2021 Local time: 10:00

Place:

Apertura del sobre número 2: se llevará a cabo en sesión privada mediante la herramienta del Sobre Digital una vez revisada y previa enmienda, en su caso, de la documentación del sobre número 1 (documentación general).

Apertura del sobre número 3 (criterios automáticos): se informará oportunamente en el Perfil del Contratante.

## **Section VI: Complementary information**

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### **VI.1. Information about recurrence**

This is a recurrent procurement: no

### **VI.3. Additional information**

### **VI.4. Procedures for review**

#### **VI.4.1. Review body**

Official name: Tribunal Català de Contractes

Town: Barcelona

Country: Spain

**VI.4.3. Review procedure**

Precise information on deadline(s) for review procedures:

Quince días hábiles a partir del día siguiente a aquel en que se haya publicado en el Perfil del Contratante el anuncio de licitación.

**VI.5. Date of dispatch of this notice**

05/05/2021