

234715-2026 - Competition

Spain – Advertising campaign services – Servicio de estrategia, creación y producción de contenidos digitales

OJ S 67/2026 07/04/2026

Contract or concession notice – standard regime

Services

1. Buyer

1.1. Buyer

Official name: Departamento de la Presidencia

Email: contractacio.presidencia@gencat.cat

Legal type of the buyer: Regional authority

Activity of the contracting authority: General public services

2. Procedure

2.1. Procedure

Title: Servicio de estrategia, creación y producción de contenidos digitales

Description: Servicio de estrategia, creación y producción de contenidos digitales para la Dirección General de Difusión de la Generalitat de Catalunya

Procedure identifier: 2a95d803-5b0e-4044-a2d6-492c4ca7ddff

Type of procedure: Open

The procedure is accelerated: no

2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79341400 Advertising campaign services

2.1.2. Place of performance

Postal address: Sant Honorat, 1-3

Town: Barcelona

Postcode: 08002

Country subdivision (NUTS): Barcelona (ES511)

Country: Spain

2.1.3. Value

Estimated value excluding VAT: 2 300 000,00 EUR

2.1.4. General information

Legal basis:

Directive 2014/24/EU

2.1.6. Grounds for exclusion

Sources of grounds for exclusion: Procurement Document

5. Lot

5.1. Lot: LOT-0001

Title: Servicio de estrategia, creación y producción de contenidos digitales

Description: Servicio de estrategia, creación y producción de contenidos digitales para la Dirección General de Difusión de la Generalitat de Catalunya

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79341400 Advertising campaign services

5.1.2. Place of performance

Country subdivision (NUTS): Barcelona (ES511)

Country: Spain

5.1.3. Estimated duration

Duration: 8 Months

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): yes

5.1.9. Selection criteria

Sources of selection criteria: Procurement Document

5.1.10. Award criteria

Criterion:

Type: Quality

Description: Criterios de adjudicación sometidos a juicio de valor

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

Award criterion number: 49

Criterion:

Type: Price

Description: Precio

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

Award criterion number: 25

Criterion:

Type: Quality

Description: Resto de criterios de valoración automática

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

Award criterion number: 26

5.1.11. Procurement documents

Address of the procurement documents: <https://contractaciopublica.gencat.cat/perfil/presidencia>

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Required

Address for submission: <https://contractaciopublica.gencat.cat/perfil/presidencia>

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

Electronic catalogue: Not allowed

Deadline for receipt of tenders: 04/05/2026 14:00:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Duration during which the tender must remain valid: 8 Months

Terms of contract:

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

Electronic invoicing: Required

Electronic ordering will be used: yes

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

5.1.16. Further information, mediation and review

Review organisation: Tribunal Catalán de Contratos del Sector Público

Information about review deadlines: De acuerdo con el artículo 44.2 LCSP, contra esta resolución de adjudicación se puede interponer potestativamente recurso especial en materia de contratación o bien recurso contencioso-administrativo. El recurso especial en materia de contratación debe interponerse ante el órgano de contratación o el órgano competente para su resolución, en el plazo de 15 días hábiles a contar según lo establecido en el artículo 50 LCSP. Si se opta por interponer directamente recurso contencioso-administrativo, este recurso debe interponerse ante la Sala de lo Contencioso-Administrativo del Tribunal Superior de Justicia de Cataluña, en el plazo de dos meses a contar desde el día siguiente a la notificación o, en su caso, de la publicación del acto impugnado, de acuerdo con los artículos 10.1 y 46 de la Ley 29/1998, de 13 de julio, reguladora de la jurisdicción contencioso-administrativa.

Organisation providing more information on the review procedures: Servicio de Contratación

8. Organisations

8.1. ORG-0001

Official name: Departamento de la Presidencia

Registration number: S0811001G

Postal address: c. Sant Honorat, 1-3.

Town: Barcelona

Postcode: 08002

Country subdivision (NUTS): Barcelona (ES511)

Country: Spain

Contact point: Servicio de Contratación

Email: contractacio.presidencia@gencat.cat

Telephone: +34 934024858

Internet address: <https://contractaciopublica.gencat.cat/perfil/presidencia>

Buyer profile: <https://contractaciopublica.cat/ca/perfils-contractant/detall/202037?categoria=0>

Roles of this organisation:

Buyer

8.1. ORG-0002

Official name: Tribunal Catalán de Contratos del Sector Público

Registration number: A09021959

Postal address: Carrer del Foc, 57

Town: Barcelona

Postcode: 08038
Country subdivision (NUTS): Barcelona (ES511)
Country: Spain
Email: tccsp@gencat.cat
Telephone: +34 938842038

Roles of this organisation:

Review organisation

8.1. ORG-0003

Official name: Servicio de Contratación
Registration number: A09006098
Postal address: Sant Honorat, 1-3
Town: Barcelona
Postcode: 08002
Country subdivision (NUTS): Barcelona (ES511)
Country: Spain
Email: contractacio.presidencia@gencat.cat
Telephone: +34 934024858
Fax: +34 934024675
Internet address: <http://contractaciopublica.gencat.cat/perfil/presidencia>

Roles of this organisation:

Organisation providing more information on the review procedures

8.1. ORG-0000

Official name: Publications Office of the European Union
Registration number: PUBL
Town: Luxembourg
Postcode: 2417
Country subdivision (NUTS): Luxembourg (LU000)
Country: Luxembourg
Email: ted@publications.europa.eu
Telephone: +352 29291
Internet address: <https://op.europa.eu>

Roles of this organisation:

TED eSender

Notice information

Notice identifier/version: f651cf57-4d60-4e38-b1df-c39b0624b854 - 01
Form type: Competition
Notice type: Contract or concession notice – standard regime
Notice subtype: 16
Notice dispatch date: 02/04/2026 09:29:25 (UTC+00:00) Western European Time, GMT
Languages in which this notice is officially available: Spanish
Notice publication number: 234715-2026
OJ S issue number: 67/2026
Publication date: 07/04/2026