

Spain-Barcelona: Marketing management consultancy services

OJ S 91/2021 11/05/2021

Contract notice

Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Barcelona de Serveis Municipals, S. A.

National registration number: A08765919

Postal address: C/ Calàbria, 66

Town: Barcelona

NUTS code: ES España

Postal code: 08015

Country: Spain

E-mail: ajcc@bsmsa.cat

Telephone: +34 938875020

Fax: +34 934092366

Internet address(es):

Main address: <http://contractaciopublica.gencat.cat/perfil/BSM/customProf>

I.3. Communication

The procurement documents are available for unrestricted and full direct access, free of charge, at: <http://contractaciopublica.gencat.cat/perfil/BSM/customProf>

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted electronically via: <https://seucontractacio.bsmsa.cat/licitacion>

I.4. Type of the contracting authority

Other type: Poder adjudicador no Administración Pública

I.5. Main activity

General public services

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Contrato relativo al asesoramiento SEO y SEM para los diferentes negocios y actividades de BSM

Reference number: 2021MK0139AC

II.1.2. Main CPV code

79413000 Marketing management consultancy services

II.1.3. Type of contract

Services

II.1.4. Short description

Asesoramiento en temas de marketing digital para enfocar correctamente las acciones derivadas del «Plan de marketing» de los negocios de BSM o campañas puntuales, medir la efectividad de las inversiones y reorientar la estrategia.

II.1.5. Estimated total value

Value excluding VAT: 410 400,00 EUR

II.1.6. Information about lots

This contract is divided into lots: yes
Tenders may be submitted for all lots

II.2. Description

II.2.1. Title

Barcelona de Serveis Municipals, S. A.
Lot No: 1

II.2.2. Additional CPV code(s)

79413000 Marketing management consultancy services

II.2.3. Place of performance

NUTS code: ES511 Barcelona

II.2.4. Description of the procurement

Asesoramiento SEO y SEM para Barcelona de Serveis Municipals, S. A.

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: 351 810,00 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:
Ver Pliego de Cláusulas Particulares.

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

II.2. Description

II.2.1. Title

Parc d'Atraccions del Tibidabo, S. A.
Lot No: 2

II.2.2. Additional CPV code(s)

79413000 Marketing management consultancy services

II.2.3. Place of performance

NUTS code: ES511 Barcelona

II.2.4. Description of the procurement

Asesoramiento SEO y SEM para Parc d'Atraccions del Tibidabo, S. A.

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: 58 590,00 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:

Ver Pliego de Cláusulas Particulares.

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

Date: 07/06/2021 Local time: 11:00

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: 07/06/2021 Local time: 13:00

Section VI: Complementary information

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

Postal address: Vía Laietana, 14

Town: Barcelona

Postal code: 08002

Country: Spain

VI.5. Date of dispatch of this notice

06/05/2021