

## 237058-2026 - Result

Spain – Advertising campaign services – Contratación de las actuaciones necesarias para desarrollar y ejecutar la campaña anual de comunicación de la solidaridad intergeneracional en Euskadi

OJ S 68/2026 08/04/2026

Contract or concession award notice – standard regime  
Services

### 1. Buyer

---

#### 1.1. Buyer

Official name: Gobierno Vasco - Bienestar, Juventud y Reto Demográfico

Email: [contratos-bjrd@euskadi.eus](mailto:contratos-bjrd@euskadi.eus)

Legal type of the buyer: Regional authority

Activity of the contracting authority: General public services

### 2. Procedure

---

#### 2.1. Procedure

Title: Contratación de las actuaciones necesarias para desarrollar y ejecutar la campaña anual de comunicación de la solidaridad intergeneracional en Euskadi

Description: Contratación de las actuaciones necesarias para desarrollar y ejecutar la campaña anual de comunicación de la solidaridad intergeneracional en Euskadi

Procedure identifier: b9a63b8d-b7e5-450b-b5f0-6ad4df2809ca

Internal identifier: 22/2025-GC

Type of procedure: Open

The procedure is accelerated: no

Main features of the procedure: Abierto

##### 2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79341400 Advertising campaign services

Additional classification (cpv): 79340000 Advertising and marketing services, 79342000 Marketing services

##### 2.1.2. Place of performance

Country subdivision (NUTS): Bizkaia (ES213)

Country: Spain

##### 2.1.2. Place of performance

Country subdivision (NUTS): Araba/Álava (ES211)

Country: Spain

##### 2.1.2. Place of performance

Country subdivision (NUTS): Gipuzkoa (ES212)

Country: Spain

##### 2.1.3. Value

Estimated value excluding VAT: 311 880,00 EUR

#### 2.1.4. General information

**Legal basis:**

Directive 2014/24/EU

## 5. Lot

---

### 5.1. Lot: LOT-0001

Title: Contratación de las actuaciones necesarias para desarrollar y ejecutar la campaña anual de comunicación de la solidaridad intergeneracional en Euskadi

Description: Contratación de las actuaciones necesarias para desarrollar y ejecutar la campaña anual de comunicación de la solidaridad intergeneracional en Euskadi

Internal identifier: 1285433

#### 5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79341400 Advertising campaign services

Additional classification (cpv): 79340000 Advertising and marketing services, 79342000

Marketing services

#### 5.1.2. Place of performance

Country subdivision (NUTS): Bizkaia (ES213)

Country: Spain

#### 5.1.2. Place of performance

Country subdivision (NUTS): Araba/Álava (ES211)

Country: Spain

#### 5.1.2. Place of performance

Country subdivision (NUTS): Gipuzkoa (ES212)

Country: Spain

#### 5.1.3. Estimated duration

Duration: 24 Months

#### 5.1.4. Renewal

Maximum renewals: 2

Other information about renewals: Dos posibles prórrogas de 12 meses cada una de ellas

#### 5.1.6. General information

Procurement Project not financed with EU Funds.

The procurement is covered by the Government Procurement Agreement (GPA): no

#### 5.1.10. Award criteria

**Criterion:**

Type: Cost

Description: Precio

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

Award criterion number: 45

**Criterion:**

Type: Quality

Description: Número recursos audiovisuales de apoyo a contenidos para las redes sociales

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

Award criterion number: 6

**Criterion:**

Type: Quality

Description: Propuesta Técnica

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

Award criterion number: 49

**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: Órgano Administrativo de Recursos Contractuales

Information about review deadlines: 15 días hábiles

Organisation providing additional information about the procurement procedure: Gobierno Vasco - Bienestar, Juventud y Reto Demográfico

## 6. Results

---

Value of all contracts awarded in this notice: 397 811,40 EUR

**6.1. Result lot identifier: LOT-0001**

Winner selection status: At least one winner was chosen.

**6.1.2. Information about winners****Winner:**

Official name: SORMEN KOMUNIKAZIOA, S.L.

**Tender:**

Tender identifier: 2243666

Identifier of lot or group of lots: LOT-0001

Value of the tender: 125 000,00 EUR

Subcontracting: No

**Contract information:**

Identifier of the contract: 22/2025-GC26769\_00001

Title: Contratación de las actuaciones necesarias para desarrollar y ejecutar la campaña anual de comunicación de la solidaridad intergeneracional en Euskadi

Date of the conclusion of the contract: 31/03/2026

**6.1.3. Non-winning tenderers****Non-winning tenderers**

:

Official name: NU COMUNICACIÓN, S.L.L.

Subcontracting: No

**Non-winning tenderers**

:

Official name: KONEKTA COMUNICACION Y MARKETING SOCIAL SL

Subcontracting: No

**6.1.4. Statistical information****Received tenders or requests to participate:**

Type of received submissions: Tenders

Number of tenders or requests to participate received: 3  
Type of received submissions: Tenders from micro, small or medium tenderers  
Number of tenders or requests to participate received: 3  
Type of received submissions: Tenders from tenderers registered in other European Economic Area countries than the country of the buyer  
Number of tenders or requests to participate received: 0  
Type of received submissions: Tenders from tenders registered in countries outside of the European Economic Area  
Number of tenders or requests to participate received: 0  
Type of received submissions: Tenders submitted electronically  
Number of tenders or requests to participate received: 3

## 8. Organisations

---

### 8.1. ORG-0001

Official name: Órgano Administrativo de Recursos Contractuales  
Registration number: 112280.0  
Postal address: Donostia-San Sebastián, 1 01010 Vitoria-Gasteiz  
Town: Vitoria-Gasteiz  
Postcode: 01010  
Country subdivision (NUTS): Araba/Álava (ES211)  
Country: Spain  
Email: [oararc@euskadi.eus](mailto:oararc@euskadi.eus)  
Telephone: +34 945019595

**Roles of this organisation:**

Review organisation

### 8.1. ORG-0003

Official name: Gobierno Vasco - Bienestar, Juventud y Reto Demográfico  
Registration number: S4833001C  
Postal address: Dpto. Bienestar, Juventud y Reto Demográfico. Dirección de Gabinete y Comunicación. Donostia - San Sebastian, 1 Araba/Álava - Vitoria-Gasteiz 01010  
Town: Vitoria-Gasteiz  
Postcode: 01003  
Country subdivision (NUTS): Araba/Álava (ES211)  
Country: Spain  
Contact point: Leire Martín Guergué  
Email: [contratos-bjrd@euskadi.eus](mailto:contratos-bjrd@euskadi.eus)  
Telephone: +34 945016424

Internet address: <https://www.contratacion.euskadi.eus>

Buyer profile: <https://www.contratacion.euskadi.eus/>

**Roles of this organisation:**

Buyer

Organisation providing additional information about the procurement procedure

### 8.1. ORG-0005

Official name: SORMEN KOMUNIKAZIOA, S.L.  
Size of the economic operator: Micro  
Registration number: B95760328  
Postal address: CALLE RODRIGUEZ ARIAS 23-6ª PLANTA, DPTO. 5

Town: Bilbao  
Postcode: 48011  
Country subdivision (NUTS): Bizkaia (ES213)  
Country: Spain  
Email: [info@sormen.eus](mailto:info@sormen.eus)  
Telephone: +34 944019059

**Roles of this organisation:**

Tenderer

**Winner of these lots: LOT-0001**

**8.1. ORG-0006**

Official name: NU COMUNICACIÓN, S.L.L.  
Size of the economic operator: Small  
Registration number: B20696167  
Postal address: Paseo de Colon 46  
Town: Donostia / San Sebastián  
Postcode: 20002  
Country subdivision (NUTS): Gipuzkoa (ES212)  
Country: Spain  
Email: [nu@sitio.nu](mailto:nu@sitio.nu)  
Telephone: +34 943326966

**Roles of this organisation:**

Tenderer

**8.1. ORG-0007**

Official name: KONEKTA COMUNICACION Y MARKETING SOCIAL SL  
Size of the economic operator: Micro  
Registration number: B56633563  
Postal address: ZABALBIDE, 73-1D  
Town: Bilbao  
Postcode: 48007  
Country subdivision (NUTS): Bizkaia (ES213)  
Country: Spain  
Email: [info@konektacomunicacion.com](mailto:info@konektacomunicacion.com)  
Telephone: +34 607980899

**Roles of this organisation:**

Tenderer

## Notice information

---

Notice identifier/version: f73b87f5-8f1c-4ee0-aef6-0f506797e06d - 01  
Form type: Result  
Notice type: Contract or concession award notice – standard regime  
Notice subtype: 29  
Notice dispatch date: 07/04/2026 12:30:02 (UTC+02:00) Eastern European Time, Central European Summer Time  
Languages in which this notice is officially available: Spanish  
Notice publication number: 237058-2026  
OJ S issue number: 68/2026  
Publication date: 08/04/2026