

245672-2026 - Result

Spain – Advertising services – Servicios de agencia de marketing digital incluyendo community management de perfiles turísticos y servicios de agencia creativa de publicidad para Madrid Destino

Destino

OJ S 70/2026 10/04/2026

Contract or concession award notice – standard regime

Services

1. Buyer

1.1. Buyer

Official name: Madrid Destino Cultura Turismo y Negocio, S.A.

Email: contratacion@madrid-destino.com

Legal type of the buyer: Body governed by public law, controlled by a local authority

Activity of the contracting authority: Recreation, culture and religion

2. Procedure

2.1. Procedure

Title: Servicios de agencia de marketing digital incluyendo community management de perfiles turísticos y servicios de agencia creativa de publicidad para Madrid Destino

Description: Servicios de agencia de marketing digital incluyendo community management de perfiles turísticos y servicios de agencia creativa de publicidad para Madrid Destino

Procedure identifier: e8160ae3-3d52-4fb6-bb8d-df7883e340f1

Previous notice: 4aa7a88b-7311-4f3b-a2c6-53a1df45d385-01

Internal identifier: SP25-00291 / SP25-00292

Type of procedure: Open

2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79341000 Advertising services

2.1.2. Place of performance

Country subdivision (NUTS): Madrid (ES300)

Country: Spain

2.1.4. General information

Legal basis:

Directive 2014/24/EU

5. Lot

5.1. Lot: LOT-0001

Title: SP25-00291 Lote 1. Servicios de agencia de marketing digital incluyendo servicios de community management

Description: SP25-00291 Lote 1. Servicios de agencia de marketing digital incluyendo servicios de community management

Internal identifier: 1

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79340000 Advertising and marketing services

Additional classification (cpv): 79341000 Advertising services, 79341400 Advertising campaign services, 79342000 Marketing services

Options:

Description of the options: Posible prórroga de 24 meses o periodos inferiores

5.1.2. Place of performance

Country subdivision (NUTS): Madrid (ES300)

Country: Spain

5.1.5. Value

Estimated value excluding VAT: 646 751,12 EUR

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: Price

Description: 1. Oferta económica mensual servicios marketing digital incluyendo Community mangement.

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

Award criterion number: 35

Criterion:

Type: Quality

Description: 2.1. Mejoras. Realización de 2 producciones de 25 FOTOS extras.

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

Award criterion number: 20

Criterion:

Type: Quality

Description: 2.2. Mejoras. Crear landing page oficial en canal Mafengwo (China).

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

Award criterion number: 20

Criterion:

Type: Quality

Description: 1. Oferta técnica.

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

Award criterion number: 25

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: Madrid Destino Cultura Turismo y Negocio, S.A. - Tribunal Administrativo de Contratación Pública

Information about review deadlines: En los supuestos previstos en el artículo 44 de la LCSP, procederá con carácter potestativo la interposición del recurso administrativo especial en materia de contratación previo al contencioso-administrativo, en el plazo de 15 días hábiles, en los términos previstos en el artículo 50 de la LCSP. El órgano competente para conocer del recurso será el Tribunal Administrativo de Contratación Pública de la Comunidad de Madrid. Contra las actuaciones susceptibles de ser impugnadas mediante recurso especial, no procederá la interposición de recursos administrativos ordinarios
Organisation providing more information on the review procedures: Madrid Destino Cultura Turismo y Negocio, S.A. - Tribunal Administrativo de Contratación Pública

5.1. Lot: LOT-0002

Title: SP25-00292 Lote 2. Servicios de agencia creativa de publicidad

Description: SP25-00292 Lote 2. Servicios de agencia creativa de publicidad

Internal identifier: 2

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79340000 Advertising and marketing services

Additional classification (cpv): 79341000 Advertising services, 79341400 Advertising campaign services, 79342000 Marketing services

Options:

Description of the options: Posible prórroga de 24 meses o periodos inferiores

5.1.2. Place of performance

Country subdivision (NUTS): Madrid (ES300)

Country: Spain

5.1.5. Value

Estimated value excluding VAT: 649 473,06 EUR

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: Price

Description: 1. Oferta económica mensual Agencia creatividad y diseño.

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

Award criterion number: 35

Criterion:

Type: Quality

Description: 2.1. Mejoras. Aportación de 10 FOTOS artísticas.

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

Award criterion number: 10

Criterion:

Type: Quality

Description: 2.2. Mejoras. Producción de tres vídeos extras.

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

Award criterion number: 18

Criterion:

Type: Quality

Description: 2.3. Mejoras. Añadir otro perfil de Diseñador de arte junior.

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

Award criterion number: 12

Criterion:

Type: Quality

Description: 1. Oferta técnica.

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

Award criterion number: 25

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: Madrid Destino Cultura Turismo y Negocio, S.A. - Tribunal

Administrativo de Contratación Pública

Information about review deadlines: En los supuestos previstos en el artículo 44 de la LCSP, procederá con carácter potestativo la interposición del recurso administrativo especial en materia de contratación previo al contencioso-administrativo, en el plazo de 15 días hábiles, en los términos previstos en el artículo 50 de la LCSP. El órgano competente para conocer del recurso será el Tribunal Administrativo de Contratación Pública de la Comunidad de Madrid.

Contra las actuaciones susceptibles de ser impugnadas mediante recurso especial, no procederá la interposición de recursos administrativos ordinarios

Organisation providing more information on the review procedures: Madrid Destino Cultura Turismo y Negocio, S.A. - Tribunal Administrativo de Contratación Pública

6. Results

Value of all contracts awarded in this notice: 334 656,00 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: JAZZ ALTERNATIVE THINKING S.L.U.

Tender:

Tender identifier: REF TEN-0001/LOT-0001

Identifier of lot or group of lots: LOT-0001

Value of the tender: 211 800,00 EUR

The tender was ranked: no

Subcontracting: No

Contract information:

Identifier of the contract: SP25-00291

Date on which the winner was chosen: 05/03/2026

Date of the conclusion of the contract: 08/04/2026

6.1.4. Statistical information

Received tenders or requests to participate:

Type of received submissions: Tenders submitted electronically

Number of tenders or requests to participate received: 10

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 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 micro, small or medium tenderers

Number of tenders or requests to participate received: 8

Type of received submissions: Tenders

Number of tenders or requests to participate received: 10

Range of tenders:

Value of the lowest admissible tender: 6 500,00 EUR

Value of the highest admissible tender: 12 875,00 EUR

6.1. Result lot identifier: LOT-0002

Winner selection status: At least one winner was chosen.

6.1.2. Information about winners

Winner:

Official name: CU Código Visual SL

Tender:

Tender identifier: REF TEN-0002/LOT-0002

Identifier of lot or group of lots: LOT-0002

Value of the tender: 122 856,00 EUR

The tender was ranked: no

Subcontracting: No

Contract information:

Identifier of the contract: SP25-00292

Date on which the winner was chosen: 05/03/2026

Date of the conclusion of the contract: 08/04/2026

6.1.4. Statistical information

Received tenders or requests to participate:

Type of received submissions: Tenders submitted electronically

Number of tenders or requests to participate received: 6

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 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 micro, small or medium tenderers

Number of tenders or requests to participate received: 4

Type of received submissions: Tenders

Number of tenders or requests to participate received: 6

Range of tenders:

Value of the lowest admissible tender: 5 118,41 EUR

Value of the highest admissible tender: 12 950,00 EUR

8. Organisations

8.1. ORG-0001

Official name: Madrid Destino Cultura Turismo y Negocio, S.A.

Registration number: 51011230144883

Registration number: A84073105

Town: Madrid

Postcode: 28015

Country subdivision (NUTS): Madrid (ES300)

Country: Spain

Contact point: Madrid Destino Cultura Turismo y Negocio, S.A.

Email: contratacion@madrid-destino.com

Telephone: +34 915787758

Internet address: <http://www.madrid-destino.com>

Buyer profile: <https://contrataciondelestado.es/wps/poc?uri=deeplink:perfilContratante&idBp=W%2BdqcvboyqQK2TEfXGy%2BA%3D%3D>

Other contact points:

Official name: Tribunal Administrativo de Contratación Pública

Town: Madrid

Postcode: 28010

Country subdivision (NUTS): Madrid (ES300)

Country: Spain

Internet address: <http://www.madrid.org/es/tacp>

Other contact points:

Official name: Tribunal Administrativo de Contratación Pública

Town: Madrid

Postcode: 28010

Country subdivision (NUTS): Madrid (ES300)

Country: Spain

Internet address: <http://www.madrid.org/es/tacp>

Roles of this organisation:

Buyer

Review organisation

Organisation providing more information on the review procedures

8.1. ORG-0002

Official name: JAZZ ALTERNATIVE THINKING S.L.U.

Size of the economic operator: Micro, small, or medium

Registration number: B64335276

Town: Madrid

Postcode: 28010

Country subdivision (NUTS): Madrid (ES300)

Country: Spain

Email: david.marin@tinkle.es

Telephone: 917021010

Roles of this organisation:

Tenderer

Beneficial owner:

Nationality of the owner: Spain

Winner of these lots: LOT-0001

8.1. ORG-0003

Official name: CU Código Visual SL

Size of the economic operator: Micro, small, or medium

Registration number: B81535148

Town: Madrid

Postcode: 28028

Country subdivision (NUTS): Madrid (ES300)

Country: Spain

Email: licitaciones@codigovisual.com

Telephone: 914091039

Roles of this organisation:

Tenderer

Beneficial owner:

Nationality of the owner: Spain

Winner of these lots: LOT-0002

Notice information

Notice identifier/version: eca76b5a-ae3a-4434-93b1-ad752b63c2bc - 01

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