

265677-2026 - Competition

Spain – Advertising and marketing services – Servicio delegado de gestión de Marketing Digital
OJ S 75/2026 17/04/2026
Contract or concession notice – standard regime
Services

1. Buyer

1.1. Buyer

Official name: Presidencia de la Agencia de Estrategia Turística de las Islas Baleares (AETIB)

Email: juridico@aetib.caib.es

Legal type of the buyer: Public undertaking, controlled by a regional authority

Activity of the contracting authority: General public services

2. Procedure

2.1. Procedure

Title: Servicio delegado de gestión de Marketing Digital

Description: Servicio delegado de gestión de Marketing Digital

Procedure identifier: 5ff34e85-2b5c-4453-b7f7-da7e9b1a2a1d

Internal identifier: 011/2026

Type of procedure: Open

The procedure is accelerated: no

2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79340000 Advertising and marketing services

2.1.2. Place of performance

Country subdivision (NUTS): Mallorca (ES532)

Country: Spain

2.1.3. Value

Estimated value excluding VAT: 892 561,98 EUR

2.1.4. General information

Legal basis:

Directive 2014/24/EU

2.1.6. Grounds for exclusion

Sources of grounds for exclusion: Notice

Corruption: Incumplimiento normativa vigente

Arrangement with creditors: Incumplimiento normativa vigente

5. Lot

5.1. Lot: LOT-0000

Title: Servicio delegado de gestión de Marketing Digital

Description: Servicio delegado de gestión de Marketing Digital

Internal identifier: 011/2026

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79340000 Advertising and marketing services

5.1.2. Place of performance

Country subdivision (NUTS): Mallorca (ES532)

Country: Spain

5.1.3. Estimated duration

Start date: 01/06/2026

Duration: 1 Year

5.1.4. Renewal

Maximum renewals: 4

Other information about renewals: Posibilidad de prórroga por cuatro períodos anuales

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): no

5.1.7. Strategic procurement

Aim of strategic procurement: No strategic procurement

Approach to reducing environmental impacts: Other

Social objective promoted: Other

5.1.9. Selection criteria

Sources of selection criteria: Notice

Criterion: General yearly turnover

Description of selection criterion: Cifra anual de negocio

5.1.10. Award criteria

Criterion:

Type: Quality

Description: Certificaciones Google.

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

Award criterion number: 5

Criterion:

Type: Quality

Description: Certificado compromiso sostenibilidad.

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

Award criterion number: 5

Criterion:

Type: Price

Description: Oferta económica.

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

Award criterion number: 50

Criterion:

Type: Quality

Description: Equipo de trabajo.

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

Award criterion number: 10

Criterion:

Type: Quality

Description: Plan de Marketing.

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

Award criterion number: 30

5.1.11. Procurement documents

Address of the procurement documents: https://contrataciondelestado.es/wps/poc?uri=deeplink:detalle_licitacion&idEvl=FD7lbqg2YKHZAq95uGTrDQ%3D%3D

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Required

Address for submission: https://contrataciondelestado.es/wps/poc?uri=deeplink:detalle_licitacion&idEvl=FD7lbqg2YKHZAq95uGTrDQ%3D%3D

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

Electronic catalogue: Not allowed

Deadline for receipt of tenders: 15/05/2026 23:59:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Duration during which the tender must remain valid: 6 Months

Information about public opening:

Opening date: 25/05/2026 10:00:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Terms of contract:

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

Electronic invoicing: Allowed

Electronic ordering will be used: no

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: Presidencia de la Agencia de Estrategia Turística de las Islas Baleares (AETIB) - Tribunal Administrativo Central de Recursos Contractuales

Information about review deadlines: Fecha provisional

8. Organisations

8.1. ORG-0001

Official name: Presidencia de la Agencia de Estrategia Turística de las Islas Baleares (AETIB)

Registration number: 21231210166881

Registration number: Q5755004H

Town: Palma

Postcode: 07121

Country subdivision (NUTS): Mallorca (ES532)

Country: Spain

Contact point: Presidencia de la Agencia de Estrategia Turística de las Islas Baleares (AETIB)

Email: juridico@aetib.caib.es

Telephone: +34 971176699

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

Other contact points:

Official name: Tribunal Administrativo Central de Recursos Contractuales

Town: Madrid

Postcode: 28020

Country subdivision (NUTS): Madrid (ES300)

Country: Spain

Roles of this organisation:

Buyer

Review organisation

Notice information

Notice identifier/version: a42cc7c2-ee29-4f97-bde9-1f3f604c83ee - 01

Form type: Competition

Notice type: Contract or concession notice – standard regime

Notice subtype: 16

Notice dispatch date: 16/04/2026 09:18:43 (UTC+02:00) Eastern European Time, Central European Summer Time

Languages in which this notice is officially available: Spanish

Notice publication number: 265677-2026

OJ S issue number: 75/2026

Publication date: 17/04/2026