

Spain-Canarias: Marketing services

OJ S 86/2023 03/05/2023

Contract notice

Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Auditorio de Tenerife

National registration number: A38543252

Postal address: Avda, de la Constitución, 1

Town: Canarias

NUTS code: ES709 Tenerife

Postal code: 38003

Country: Spain

Contact person: Pablo Molina de León

E-mail: contratacion@auditoriodetenerife.com

Internet address(es):

Main address: <http://www.auditoriodetenerife.com>

I.3. Communication

The procurement documents are available for unrestricted and full direct access, free of charge, at: <https://community.vortal.biz/PRODPublic/Tendering/ContractNoticeManagement/Index>

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted electronically via: <https://community.vortal.biz/Public/contract-notice-view/PT1.NTC.2369441/>

I.4. Type of the contracting authority

Other type: AdministracionAutonomica

I.5. Main activity

Recreation, culture and religion

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Lic 9/590/2023 - Servicios de creatividad, diseño, maquetación, producción y desarrollo de campañas de publicidad de marketing

Reference number: 590/2023

II.1.2. Main CPV code

79342000 Marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

El objeto del contrato será el servicio de creatividad, diseño, maquetación, producción y desarrollo de campañas de publicidad de marketing online

II.1.5. Estimated total value

Value excluding VAT: 128 000,00 EUR

II.1.6. Information about lots

This contract is divided into lots: yes

Tenders may be submitted for maximum number of lots: 2

II.2. Description

II.2.1. Title

Lote 1

Lot No: 1

II.2.2. Additional CPV code(s)

79342000 Marketing services

II.2.3. Place of performance

NUTS code: ES70 Canarias

Main site or place of performance: Av de la Constitucion 1 38003 Santa Cruz de Tenerife

II.2.4. Description of the procurement

Lote 1

II.2.5. Award criteria

Criteria below

Quality criterion - Name: Calidad (Subjetivo) / Weighting: 10,000000

Quality criterion - Name: Calidad (Subjetivo) / Weighting: 3,000000

Quality criterion - Name: Calidad (Subjetivo) / Weighting: 2,000000

Quality criterion - Name: Calidad (Subjetivo) / Weighting: 45,000000

Price - Weighting: 40,000000

II.2.6. Estimated value

Value excluding VAT: 90 000,00 EUR

II.2.7. Duration of the contract, framework agreement or dynamic purchasing system

Duration in months: 12

This contract is subject to renewal: yes

Description of renewals:

Dos prórrogas de carácter anual

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

Lote 2
Lot No: 2

II.2.2. Additional CPV code(s)

79342000 Marketing services

II.2.3. Place of performance

NUTS code: ES70 Canarias

Main site or place of performance: Av de la Constitucion 1 38003 Santa Cruz de Tenerife

II.2.4. Description of the procurement

Lote 2

II.2.5. Award criteria

Criteria below

Quality criterion - Name: Calidad (Subjetivo) / Weighting: 15,000000

Quality criterion - Name: Calidad (Subjetivo) / Weighting: 10,000000

Quality criterion - Name: Calidad (Subjetivo) / Weighting: 3,000000

Quality criterion - Name: Calidad (Subjetivo) / Weighting: 2,000000

Quality criterion - Name: Calidad (Subjetivo) / Weighting: 45,000000

Price - Weighting: 25,000000

II.2.6. Estimated value

Value excluding VAT: 38 000,00 EUR

II.2.7. Duration of the contract, framework agreement or dynamic purchasing system

Duration in months: 12

This contract is subject to renewal: yes

Description of renewals:

Dos prórrogas de carácter anual

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 III: Legal, economic, financial and technical information

III.1. Conditions for participation

III.1.2. Economic and financial standing

List and brief description of selection criteria:

Volumen anual de negocios del licitador

Minimum level(s) of standards possibly required:

128.000,00

III.1.3. Technical and professional ability

List and brief description of selection criteria:

Relación de los principales servicios

Minimum level(s) of standards possibly required:

128.000,00

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: 29/05/2023 Local time: 20:00

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

Spanish

IV.2.6. Minimum time frame during which the tenderer must maintain the tender

Duration in months: 1 (from the date stated for receipt of tender)

IV.2.7. Conditions for opening of tenders

Date: 31/05/2023 Local time: 09:00

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 Administrativo de Contratos Públicos de la Comunidad Autónoma

Postal address: Edificio Usos Múltiples II, planta 6ª Avda. José Manuel Guimerá, 10

Town: Canarias

Postal code: 38003

Country: Spain

VI.5. Date of dispatch of this notice

28/04/2023

