

**Spain-Gijón: Advertising and marketing services**

OJ S 88/2023 05/05/2023

**Contract notice****Services****Legal Basis:**

Directive 2014/24/EU

**Section I: Contracting authority**

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**I.1. Name and addresses**

Official name: Sociedad Pública de Gestión y Promoción Turística y Cultural del Principado de Asturias S.A.U.

National registration number: A74177734

Postal address: Luis Moya Blanco, 261

Town: Gijón

NUTS code: ES120 Asturias

Postal code: 33203

Country: Spain

Contact person: Sociedad Pública de Gestión y Promoción Turística y Cultural del Principado de Asturias S.A.U.

E-mail: [contratacion@turismoycultura.asturias.es](mailto:contratacion@turismoycultura.asturias.es)

Telephone: +034 985185858

Fax: +034 985185578

**Internet address(es):**

Main address: <http://www.turismoasturias.es>

Address of the buyer profile: <https://contrataciondelestado.es/wps/poc?uri=deeplink:perfilContratante&idBp=4kDiKZZIHtQQK2TEfXGy%2BA%3D%3D>

**I.3. Communication**

The procurement documents are available for unrestricted and full direct access, free of charge, at: [https://contrataciondelestado.es/wps/poc?uri=deeplink:detalle\\_licitacion&idEvl=JxkW7oXQ8GR70UvEyYJSGw%3D%3D](https://contrataciondelestado.es/wps/poc?uri=deeplink:detalle_licitacion&idEvl=JxkW7oXQ8GR70UvEyYJSGw%3D%3D)

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted to the abovementioned address

Electronic communication requires the use of tools and devices that are not generally available. Unrestricted and full direct access to these tools and devices is possible, free of charge, at: <https://contrataciondelestado.es/wps/poc?uri=deeplink:perfilContratante&idBp=4kDiKZZIHtQQK2TEfXGy%2BA%3D%3D>

**I.4. Type of the contracting authority**

Body governed by public law

**I.5. Main activity**

General public services

**Section II: Object**

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**II.1. Scope of the procurement**

### **II.1.1. Title**

Servicio para el desarrollo de la planificación estratégica, compra de soportes publicitarios, monitorización y evaluación de las campañas del Principado de Asturias como destino turístico.

Reference number: CM 39/23

### **II.1.2. Main CPV code**

79340000 Advertising and marketing services

### **II.1.3. Type of contract**

Services

### **II.1.4. Short description**

Servicio para el desarrollo de la planificación estratégica, compra de soportes publicitarios, monitorización y evaluación de las campañas del Principado de Asturias como destino turístico.

### **II.1.5. Estimated total value**

Value excluding VAT: 16 961 345,10 EUR

### **II.1.6. Information about lots**

This contract is divided into lots: yes

Tenders may be submitted for maximum number of lots: 2

Maximum number of lots that may be awarded to one tenderer: 2The contracting authority reserves the right to award contracts combining the following lots or groups of lots:

Según lo establecido en el Pliego de Condiciones Jurídicas

## **II.2. Description**

### **II.2.1. Title**

Planificación estratégica, compra de soportes publicitarios, monitorización y evaluación de resultados del plan de medios circunscrito al ámbito autonómico.

Lot No: 1

### **II.2.2. Additional CPV code(s)**

79340000 Advertising and marketing services, 79341000 Advertising services, 79341100 Advertising consultancy services, 79341400 Advertising campaign services

### **II.2.3. Place of performance**

NUTS code: ES120 Asturias

### **II.2.4. Description of the procurement**

Planificación estratégica, compra de soportes publicitarios, monitorización y evaluación de resultados del plan de medios circunscrito al ámbito autonómico.

### **II.2.5. Award criteria**

Criteria below

Quality criterion - Name: Fundamentación de la estrategia y mix de medios / Weighting: 10

Quality criterion - Name: Planificación estratégica / Weighting: 23

Quality criterion - Name: Propuesta de indicadores y modelo de informe de evaluación / Weighting: 12

Cost criterion - Name: Comisión de agencia / Weighting: 10

Cost criterion - Name: Descuentos sobre tarifa en campaña convencional / Weighting: 20

Cost criterion - Name: Informes de destinos turísticos / Weighting: 10

Cost criterion - Name: Informes de seguimiento de marca y análisis de retorno publicitario /  
Weighting: 10

Cost criterion - Name: Servicio de diseño y adaptaciones gráficas / Weighting: 5

#### **II.2.6. Estimated value**

Value excluding VAT: 431 404,96 EUR

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

Duration in months: 29

This contract is subject to renewal: yes

Description of renewals:

Hasta un máximo de DOS (2) AÑOS sin incluir el plazo original

#### **II.2.10. Information about variants**

Variants will be accepted: no

#### **II.2.11. Information about options**

Options: yes

Description of options:

Llegado a su vencimiento dicho plazo de ejecución podrá ser prorrogado anualmente hasta un máximo de DOS (2) años, sin incluir el plazo original

#### **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**

Planificación estratégica, compra de soportes publicitarios y evaluación del plan medios circunscrito al ámbito español e internacional.

Lot No: 2

##### **II.2.2. Additional CPV code(s)**

79340000 Advertising and marketing services, 79341000 Advertising services, 79341100 Advertising consultancy services, 79341400 Advertising campaign services

##### **II.2.3. Place of performance**

NUTS code: ES España

##### **II.2.4. Description of the procurement**

Planificación estratégica, compra de soportes publicitarios y evaluación del plan medios circunscrito al ámbito español e internacional.

##### **II.2.5. Award criteria**

Criteria below

Quality criterion - Name: Fundamentación de la estrategia y mix de medios / Weighting: 10

Quality criterion - Name: Planificación estratégica / Weighting: 23

Quality criterion - Name: Propuesta de indicadores y modelo de informe de evaluación /  
Weighting: 12

Cost criterion - Name: Comisión de agencia / Weighting: 10

Cost criterion - Name: Descuentos sobre tarifa en campaña convencional / Weighting: 20

Cost criterion - Name: Informes de destinos turísticos / Weighting: 10

Cost criterion - Name: Informes de seguimiento de marca y análisis de retorno publicitario / Weighting: 10

Cost criterion - Name: Servicio de diseño y adaptaciones gráficas / Weighting: 5

#### **II.2.6. Estimated value**

Value excluding VAT: 7 933 884,29 EUR

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

Duration in months: 29

This contract is subject to renewal: yes

Description of renewals:

Hasta un máximo de DOS (2) AÑOS sin incluir el plazo original

#### **II.2.10. Information about variants**

Variants will be accepted: no

#### **II.2.11. Information about options**

Options: yes

Description of options:

Llegado a su vencimiento dicho plazo de ejecución podrá ser prorrogado anualmente hasta un máximo de DOS (2) años, sin incluir el plazo original

#### **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**

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#### **III.1. Conditions for participation**

##### **III.1.1. Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers**

List and brief description of conditions:

Capacidad de obrar

Preferencia para empresas con trabajadores con discapacidad

##### **III.1.2. Economic and financial standing**

List and brief description of selection criteria:

Cifra anual de negocio

##### **III.1.3. Technical and professional ability**

List and brief description of selection criteria:

- Trabajos realizados

#### **III.2. Conditions related to the contract**

##### **III.2.2. Contract performance conditions**

Consideraciones de tipo social. Descripción: Según lo establecido en el apartado 24 del PCJ

### **Section IV: Procedure**

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#### **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: 05/06/2023 Local time: 10:00

##### **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: 3 (from the date stated for receipt of tender)

##### **IV.2.7. Conditions for opening of tenders**

Date: 05/06/2023 Local time: 11:00

Place:

Laboral Ciudad de la Cultura

Datos de Dirección:

Calle: Luis Moya Blanco 261

CP: 33203

Población: Gijón

País: España

Information about authorised persons and opening procedure: Descripción:

#### **Section VI: Complementary information**

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##### **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 Central de Recursos Contractuales

Postal address: Avenida General Perón, 38, planta 8

Town: Madrid

Postal code: 28020

Country: Spain

E-mail: [tribunal\\_recursos.contratos@hacienda.gob.es](mailto:tribunal_recursos.contratos@hacienda.gob.es)

Telephone: +034 913491319

##### **VI.4.4.**

**Service from which information about the review procedure may be obtained**

Official name: Sociedad Pública de Gestión y Promoción Turística y Cultural del Principado de Asturias S.A.U.

Postal address: Luis Moya Blanco, 261

Town: Gijón

Postal code: 33203

Country: Spain

E-mail: [contratacion@turismoycultura.asturias.es](mailto:contratacion@turismoycultura.asturias.es)

Telephone: +034 985185858

**VI.5. Date of dispatch of this notice**

02/05/2023