

## 278643-2026 - Competition

Spain – Advertising and marketing services – Acuerdo Marco para los servicios integrales de Marketing, marca y asesoramiento de activos comercializables

OJ S 79/2026 23/04/2026

Contract or concession notice – standard regime

Services

### 1. Buyer

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#### 1.1. Buyer

Official name: BARCELONA DE SERVEIS MUNICIPALS, S.A.

Email: [sjc@bsmsa.cat](mailto:sjc@bsmsa.cat)

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

Activity of the contracting authority: General public services

### 2. Procedure

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#### 2.1. Procedure

Title: Acuerdo Marco para los servicios integrales de Marketing, marca y asesoramiento de activos comercializables

Description: Acuerdo Marco para los servicios integrales de Marketing, marca y asesoramiento de activos comercializables

Procedure identifier: 36ea0042-5d9d-4781-807a-94e41acb982f

Internal identifier: 2026MK0051AC

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

Additional classification (cpv): 79341000 Advertising services, 79342000 Marketing services, 79415200 Design consultancy services, 79416000 Public relations services, 79410000

Business and management consultancy services

##### 2.1.2. Place of performance

Country subdivision (NUTS): Barcelona (ES511)

Country: Spain

Additional information: Ver PCP

##### 2.1.3. Value

Estimated value excluding VAT: 7 242 000,00 EUR

##### 2.1.4. General information

**Legal basis:**

Directive 2014/24/EU

##### 2.1.5. Terms of procurement

**Terms of submission:**

Maximum number of lots for which one tenderer can submit tenders: 4

## 2.1.6. Grounds for exclusion

Sources of grounds for exclusion: European Single Procurement Document Request

## 5. Lot

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### 5.1. Lot: LOT-0001

Title: Lote 1

Description: Agencias de estrategia, conceptualización y desarrollo de campañas creativas

#### 5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79340000 Advertising and marketing services

Additional classification (cpv): 79341000 Advertising services, 79342000 Marketing services, 79415200 Design consultancy services, 79416000 Public relations services

#### 5.1.2. Place of performance

Country subdivision (NUTS): Barcelona (ES511)

Country: Spain

#### 5.1.3. Estimated duration

Duration: 2 Years

#### 5.1.5. Value

Estimated value excluding VAT: 3 264 000,00 EUR

#### 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): yes

#### 5.1.9. Selection criteria

Sources of selection criteria: European Single Procurement Document Request

#### 5.1.11. Procurement documents

Languages in which the procurement documents are officially available: Catalan

Address of the procurement documents: <https://contractaciopublica.cat/ca/perfiles-contractant/detall/15937877?categoria=0>

#### 5.1.12. Terms of procurement

##### Terms of submission:

Electronic submission: Required

Address for submission: <https://seucontractacio.bsmsa.cat/licitacion/busquedaAvanzConc.do>

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

Electronic catalogue: Allowed

Deadline for receipt of tenders: 08/06/2026 11:00:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Duration during which the tender must remain valid: 4 Months

##### 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: yes

Electronic payment will be used: yes

#### 5.1.15. Techniques

##### Framework agreement:

Framework agreement, without reopening of competition

##### Information about the dynamic purchasing system:

No dynamic purchase system

#### 5.1.16. Further information, mediation and review

Review organisation: TRIBUNAL CATALÀ DE CONTRACTES

Information about review deadlines: Consultar pliegos

#### 5.1. Lot: LOT-0002

Title: Lote 2

Description: Estudios de diseño de piezas gráficas y adaptaciones

##### 5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79340000 Advertising and marketing services

Additional classification (cpv): 79341000 Advertising services, 79342000 Marketing services, 79415200 Design consultancy services, 79416000 Public relations services

##### 5.1.2. Place of performance

Country subdivision (NUTS): Barcelona (ES511)

Country: Spain

##### 5.1.3. Estimated duration

Duration: 2 Years

##### 5.1.5. Value

Estimated value excluding VAT: 2 278 000,00 EUR

##### 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): yes

##### 5.1.9. Selection criteria

Sources of selection criteria: European Single Procurement Document Request

##### 5.1.11. Procurement documents

Languages in which the procurement documents are officially available: Catalan

Address of the procurement documents: <https://contractaciopublica.cat/ca/perfiles-contractant/detall/15937877?categoria=0>

##### 5.1.12. Terms of procurement

###### Terms of submission:

Electronic submission: Required

Address for submission: <https://seucontractacio.bsmsa.cat/licitacion/busquedaAvanzConc.do>

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

Electronic catalogue: Allowed

Deadline for receipt of tenders: 08/06/2026 11:00:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Duration during which the tender must remain valid: 4 Months

**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: yes

Electronic payment will be used: yes

**5.1.15. Techniques**

**Framework agreement:**

Framework agreement, without reopening of competition

**Information about the dynamic purchasing system:**

No dynamic purchase system

**5.1.16. Further information, mediation and review**

Review organisation: TRIBUNAL CATALÀ DE CONTRACTES

Information about review deadlines: Consultar pliegos

**5.1. Lot: LOT-0003**

Title: Lote 3

Description: Agencias de branding y desarrollo estratégico de marca

**5.1.1. Purpose**

Main nature of the contract: Services

Main classification (cpv): 79340000 Advertising and marketing services

Additional classification (cpv): 79341000 Advertising services, 79342000 Marketing services, 79415200 Design consultancy services, 79416000 Public relations services

**5.1.2. Place of performance**

Country subdivision (NUTS): Barcelona (ES511)

Country: Spain

**5.1.3. Estimated duration**

Duration: 2 Years

**5.1.5. Value**

Estimated value excluding VAT: 850 000,00 EUR

**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): yes

**5.1.9. Selection criteria**

Sources of selection criteria: European Single Procurement Document Request

**5.1.11. Procurement documents**

Languages in which the procurement documents are officially available: Catalan

Address of the procurement documents: <https://contractaciopublica.cat/ca/perfiles-contractant/detall/15937877?categoria=0>

**5.1.12. Terms of procurement**

**Terms of submission:**

Electronic submission: Required

Address for submission: <https://seucontractacio.bsmsa.cat/licitacion/busquedaAvanzConc.do>

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

Electronic catalogue: Allowed

Deadline for receipt of tenders: 08/06/2026 11:00:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Duration during which the tender must remain valid: 4 Months

**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: yes

Electronic payment will be used: yes

**5.1.15. Techniques**

**Framework agreement:**

Framework agreement, without reopening of competition

**Information about the dynamic purchasing system:**

No dynamic purchase system

**5.1.16. Further information, mediation and review**

Review organisation: TRIBUNAL CATALÀ DE CONTRACTES

Information about review deadlines: Consultar pliegos

**5.1. Lot: LOT-0004**

Title: Lote 4

Description: Asesoría de activos comercializables

**5.1.1. Purpose**

Main nature of the contract: Services

Main classification (cpv): 79410000 Business and management consultancy services

**5.1.2. Place of performance**

Country subdivision (NUTS): Barcelona (ES511)

Country: Spain

**5.1.3. Estimated duration**

Duration: 2 Years

**5.1.5. Value**

Estimated value excluding VAT: 850 000,00 EUR

**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): yes

**5.1.9. Selection criteria**

Sources of selection criteria: European Single Procurement Document Request

**5.1.11. Procurement documents**

Languages in which the procurement documents are officially available: Catalan

Address of the procurement documents: <https://contractaciopublica.cat/ca/perfils-contractant/detall/15937877?categoria=0>

#### 5.1.12. Terms of procurement

##### Terms of submission:

Electronic submission: Required

Address for submission: <https://seucontractacio.bsmsa.cat/licitacion/busquedaAvanzConc.do>

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

Electronic catalogue: Allowed

Deadline for receipt of tenders: 08/06/2026 11:00:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Duration during which the tender must remain valid: 4 Months

##### 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: yes

Electronic payment will be used: yes

#### 5.1.15. Techniques

##### Framework agreement:

Framework agreement, without reopening of competition

##### Information about the dynamic purchasing system:

No dynamic purchase system

#### 5.1.16. Further information, mediation and review

Review organisation: TRIBUNAL CATALÀ DE CONTRACTES

Information about review deadlines: Consultar pliegos

## 8. Organisations

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### 8.1. ORG-0001

Official name: BARCELONA DE SERVEIS MUNICIPALS, S.A.

Registration number: A08765919

Department: Asesoría Jurídica, Régimen Jurídico y Contratación

Postal address: Carrer Calàbria, 66

Town: Barcelona

Postcode: 08015

Country subdivision (NUTS): Barcelona (ES511)

Country: Spain

Email: [sjc@bsmsa.cat](mailto:sjc@bsmsa.cat)

Telephone: +34 938875020

Internet address: <http://contractaciopublica.gencat.cat/perfil/BSM/customProf>

Buyer profile: <https://contractaciopublica.cat/ca/perfils-contractant/detall/bsm?categoria=0>

##### Roles of this organisation:

Buyer

### 8.1. ORG-0002

Official name: TRIBUNAL CATALÀ DE CONTRACTES

Registration number: TCCSP

Postal address: Via Laietana 14

Town: Barcelona  
Postcode: 08002  
Country subdivision (NUTS): Barcelona (ES511)  
Country: Spain  
Email: [tccsp@gencat.cat](mailto:tccsp@gencat.cat)  
Telephone: +34938842038

**Roles of this organisation:**

Review organisation

**8.1. ORG-0000**

Official name: Publications Office of the European Union

Registration number: PUBL

Town: Luxembourg

Postcode: 2417

Country subdivision (NUTS): Luxembourg (LU000)

Country: Luxembourg

Email: [ted@publications.europa.eu](mailto:ted@publications.europa.eu)

Telephone: +352 29291

Internet address: <https://op.europa.eu>

**Roles of this organisation:**

TED eSender

## Notice information

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Notice identifier/version: 6be192fe-cf01-4416-b5fb-66012126468c - 01

Form type: Competition

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