

Spain-Santiago de Compostela: Advertising services
OJ S 156/2015 14/08/2015
Contract award notice
Services

Directive 2004/18/EC

Section I: Contracting authority

I.1. Name and addresses

Official name: Conselleria del Medio Rural y del Mar

Postal address: Edificio administrativo nº 5, San Caetano, s/n, 2º piso

Town: Santiago de Compostela

Postal code: 15781

Country: Spain

E-mail: licitacion.medioruralemar@xunta.es

Telephone: +34 98154-5737/5738

Fax: +34 981544047

Internet address(es):

General address of the contracting authority: <http://medioruralemar.xunta.es/transparencia/contratacion/>

I.2. Type of the contracting authority

Regional or local authority

I.3. Main activity

Other: medio rural y mar

I.4. Contract award on behalf of other contracting authorities

Section II: Object of the contract

II.1. Description

II.1.1. Title

Servicio consistente en el desarrollo de una campaña para la promoción, sensibilización, comercialización y venta de productos procedentes de la pesca, el marisqueo y la acuicultura (3 lotes).

II.1.2. Type of contract and place of performance or delivery

Services

Service category No 13: Advertising services

Main site or place of performance: El ámbito territorial es el de la Comunidad Autónoma de Galicia.

NUTS code ES España

II.1.3. Information about a framework agreement or a dynamic purchasing system (DPS)

II.1.4. Short description of the contract or purchase(s)

El objeto de esta contratación es el desarrollo de una campaña de promoción, sensibilización, comercialización y venta de productos procedentes de la pesca, el marisqueo y la acuicultura.

II.1.5. CPV code(s)

79341000 Advertising services, 63120000 Storage and warehousing services

II.1.6. Information about the Government Procurement Agreement (GPA)

II.2. Total value of the contract/lot

II.2.1. Total value of the contract/lot

Section IV: Procedure

IV.1. Type of procedure

IV.1.1. Type of procedure

Open

IV.2. Award criteria

IV.2.1. Award criteria

The most economically advantageous tender in terms of

1. Lote 1: Criterios cuantificables mediante juicios de valor. Weighting 10
2. Lote 1: Criterios cuantificables de forma automática mediante la aplicación de fórmulas. Weighting 90
3. Lote 2: Número de vallas. Weighting 60
4. Lote 2: Oferta económica. Weighting 40
5. Lote 3: Costes de compra de prensa escrita de Galicia. Weighting 50
6. Lote 3: Costes de compra de radio en Galicia. Weighting 25
7. Lote 3: Costes de compra de televisión en Galicia. Weighting 5
8. Lote 3: Costes de compra de Internet en Galicia. Weighting 15
9. Lote 3: Comisión de la agencia. Weighting 5

IV.2.2. Information about electronic auction

An electronic auction has been used: no

IV.3. Administrative information

IV.3.1. File reference number attributed by the contracting authority

21/2015

IV.3.2. Previous publication concerning this procedure

Prior information notice

Notice number in the OJ S: [2014/S 219-387371](#) of 13.11.2014

Contract notice

Notice number in the OJ S: [2015/S 46-079278](#) of 6.3.2015

Section V: Award of contract

Contract No: 1

Lot No: 1

- Lot title: Materiales para punto de venta, edición y merchandising

V.1. Date of conclusion of the contract

21.5.2015

V.2. Information about tenders

Number of tenders received: 4

V.3. Name and address of the contractor

Official name: Tórculo Comunicación Gráfica, S.A.
Postal address: Via Edison, nº 33 — Pg. del Tambre
Town: Santiago de Compostela
Postal code: 15890
Country: Spain
E-mail: alberto@torculo.com
Telephone: +34 981958320
Fax: +34 981552061

V.4. Information on value of the contract/lot

Initial estimated total value of the contract/lot:
Value: 242 000 EUR
Including VAT. VAT rate (%) 21
Total value of the procurement:
Value: 202 850,45 EUR
Including VAT. VAT rate (%) 21

V.5. Information about subcontracting

Contract No: 1

Lot No: 2

- Lot title: Vallas

V.1. Date of conclusion of the contract

21.5.2015

V.2. Information about tenders

Number of tenders received: 5

V.3. Name and address of the contractor

Official name: Mediages, S.L.
Postal address: c/ Gramela, 17, entresuelo
Town: A Coruña
Postal code: 15010
Country: Spain
E-mail: pgarcia@mediagesgm.com
Telephone: +34 981148775

V.4. Information on value of the contract/lot

Initial estimated total value of the contract/lot:
Value: 242 000 EUR
Including VAT. VAT rate (%) 21
Total value of the procurement:
Value: 240 378,60 EUR
Including VAT. VAT rate (%) 21

V.5. Information about subcontracting

Contract No: 1

Lot No: 3

- Lot title: Plan de medios

V.1. Date of conclusion of the contract

3.6.2015

V.2. Information about tenders

Number of tenders received: 7

V.3. Name and address of the contractor

Official name: Ingenio Media, S.L.

Postal address: c/ Fontan, 3, 1º A

Town: A Coruña

Postal code: 15004

Country: Spain

E-mail: joseluis.derojas@ingeniomedio.es

Telephone: +34 881990674

Fax: +34 881992120

V.4. Information on value of the contract/lot

Initial estimated total value of the contract/lot:

Value: 484 000 EUR

Including VAT. VAT rate (%) 21

Total value of the procurement:

Value: 476 951,45 EUR

Including VAT. VAT rate (%) 21

V.5. Information about subcontracting**Section VI: Complementary information**

VI.1. Information about European Union funds

The procurement is related to a project and/or programme financed by European Union funds:
yes

Identification of the project: Fondo Europeo de Pesca en un 75 %. Eje/medida: Desarrollo de nuevos mercados y campañas de promoción.

VI.2. Additional information**VI.3. Procedures for review****VI.3.1. Review body**

Official name: Tribunal Administrativo Central de Recursos Contractuales

Postal address: av. General Perón, 38

Town: Madrid

Postal code: 28080

Country: Spain

Telephone: +34 913491446

Internet address: <http://minhap.gob.es>

VI.3.2. Review procedure**VI.3.3. Service from which information about the review procedure may be obtained****VI.4. Date of dispatch of this notice**

12.8.2015

