

Spain-Malaga: Advertising services
OJ S 110/2021 09/06/2021
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Empresa Pública para la Gestión del Turismo y del Deporte de Andalucía, S. A.

National registration number: A-93/090744

Postal address: C/ Compañía, 40

Town: Málaga

NUTS code: ES617 Málaga

Postal code: 29008

Country: Spain

Contact person: C/ Compañía, 40

E-mail: contratacion@andalucia.org

Telephone: +34 951299300

Internet address(es):

Main address: <https://juntadeandalucia.es/temas/contratacion-publica/perfiles-licitaciones/licitaciones-publicadas.html?perfilContratante=TYC05&organismo=>

I.4. Type of the contracting authority

Other type: Empresa pública

I.5. Main activity

Other activity: Promocionar el turismo y el deporte

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Planificación de medios y compra de espacios publicitarios en prensa, radio, televisión, publicidad exterior y cine, así como ejecución de los planes de medios para las acciones de comunicación

Reference number: C101-06CR-0121-0010

II.1.2. Main CPV code

79341000 Advertising services

II.1.3. Type of contract

Services

II.1.4. Short description

Planificación de medios y compra de espacios publicitarios en prensa, radio, televisión, publicidad exterior y cine, así como ejecución de los planes de medios para las acciones de comunicación de promoción turística y del deporte de Andalucía.

II.1.6. Information about lots

This contract is divided into lots: yes

II.1.7. Total value of the procurement

Value excluding VAT: 3 305 785,12 EUR

II.2. Description

II.2.1. Title

Prensa, digital e impresa
Lot No: 1

II.2.2. Additional CPV code(s)

79341000 Advertising services

II.2.3. Place of performance

NUTS code: ES España

II.2.4. Description of the procurement

Planificación y compra de espacios publicitarios para la promoción turística del destino Andalucía y del deporte a nivel, provincial, regional y nacional, en prensa digital e impresa.

II.2.5. Award criteria

Quality criterion - Name: Los recogidos en el Pliego de Cláusulas Particulares / Weighting: 100
Cost criterion - Name: Los recogidos en el Pliego de Cláusulas Particulares / Weighting: 100

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

Televisión y radio
Lot No: 2

II.2.2. Additional CPV code(s)

79341000 Advertising services

II.2.3. Place of performance

NUTS code: ES España

II.2.4. Description of the procurement

La planificación y compra de espacios publicitarios para la promoción turística del destino Andalucía y del deporte a nivel, provincial, regional y nacional, en televisión y radio.

II.2.5. Award criteria

Quality criterion - Name: Los recogidos en el Pliego de Cláusulas Particulares / Weighting: 100
Cost criterion - Name: Los recogidos en el Pliego de Cláusulas Particulares / Weighting: 100

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

Exterior y cine
Lot No: 3

II.2.2. Additional CPV code(s)

79341000 Advertising services

II.2.3. Place of performance

NUTS code: ES España

II.2.4. Description of the procurement

Planificación y compra de espacios publicitarios para la promoción turística del destino Andalucía y del deporte a nivel, provincial, regional y nacional, en exterior y cine.

II.2.5. Award criteria

Quality criterion - Name: Los recogidos en el Pliego de Cláusulas Particulares / Weighting: 100
Cost criterion - Name: Los recogidos en el Pliego de Cláusulas Particulares / Weighting: 100

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 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.2.1. Previous publication concerning this procedure

Notice number in the OJ S: [2021/S 030-073764](#)

IV.2.8. Information about termination of dynamic purchasing system

IV.2.9. Information about termination of call for competition in the form of a prior information notice

Section V: Award of contract

Contract No: 1

Lot No: 1

Title:

Prensa, digital e impresa

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

01/06/2021

V.2.2. Information about tenders

Number of tenders received: 8

Number of tenders received from SMEs: 5

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 0

Number of tenders received by electronic means: 8

The contract has been awarded to a group of economic operators: no

V.2.3. Name and address of the contractor

Official name: M&C Saatchi Madrid, S. L.

Town: Madrid

NUTS code: ES300 Madrid

Country: Spain

The contractor is an SME: no

V.2.4. Information on value of the contract/lot

Total value of the contract/lot: 1 446 280,99 EUR

V.2.5. Information about subcontracting

Section V: Award of contract

Contract No: 2

Lot No: 2

Title:

Televisión y radio

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

01/06/2021

V.2.2. Information about tenders

Number of tenders received: 8

Number of tenders received from SMEs: 4

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 0

Number of tenders received by electronic means: 8

The contract has been awarded to a group of economic operators: no

V.2.3. Name and address of the contractor

Official name: M&C Saatchi Madrid, S. L.

Town: Madrid

NUTS code: ES300 Madrid

Country: Spain

The contractor is an SME: no

V.2.4. Information on value of the contract/lot

Total value of the contract/lot: 1 446 280,99 EUR

V.2.5. Information about subcontracting**Section V: Award of contract**

Contract No: 3

Lot No: 3

Title:

Exterior y cine

A contract/lot is awarded: yes

V.2. Award of contract**V.2.1. Date of conclusion of the contract**

01/06/2021

V.2.2. Information about tenders

Number of tenders received: 6

Number of tenders received from SMEs: 3

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 0

Number of tenders received by electronic means: 6

The contract has been awarded to a group of economic operators: no

V.2.3. Name and address of the contractor

Official name: M&C Saatchi Madrid, S. L.

Town: Madrid

NUTS code: ES300 Madrid

Country: Spain

The contractor is an SME: no

V.2.4. Information on value of the contract/lot

Total value of the contract/lot: 413 223,14 EUR

V.2.5. Information about subcontracting

Section VI: Complementary information

VI.3. Additional information

VI.4. Procedures for review

VI.4.1. Review body

Official name: Tribunal Administrativo de Recursos Contractuales

Town: Sevilla

Country: Spain

VI.5. Date of dispatch of this notice

04/06/2021