

**Spain-Santiago de Compostela: Advertising and marketing services**

OJ S 163/2014 27/08/2014

Contract award notice

Services

Directive 2004/18/EC

**Section I: Contracting authority**

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**I.1. Name and addresses**

Official name: Consellería del Medio Rural y del Mar

Postal address: Edificio Administrativo San Caetano, nº 5-2º piso

Town: Santiago de Compostela

Postal code: 15781

Country: Spain

E-mail: [licitacion.medioruralemar@xunta.es](mailto: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**

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**II.1. Description****II.1.1. Title**

Servicio consistente en el desarrollo de la campaña publicitaria «Productos de Galicia: la calidad como valor de referencia para la promoción, sensibilización, comercialización y venta de productos de alimentación», con 2 lotes. Contratación «documentalmente simplificada». Expte 11/2014.

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

Services

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 presente contrato tiene por objeto la contratación de la creatividad, el diseño, la producción de materiales y la inserción de publicidad en diversos medios y soportes de una campaña divulgativa con el principal foco en Galicia, aunque tendrá un porcentaje de inversión fuera de Galicia en lo relacionado con la promoción de los productos gallegos en mercados fuera de nuestra comunidad.

**II.1.5. CPV code(s)**

79340000 Advertising and marketing services, 79341400 Advertising campaign 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**

Value: 826 421,50 EUR  
excluding VAT

**Section IV: Procedure**

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**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. Criterios de adjudicación dependientes de un juicio de valor. Weighting 50
2. Criterios cuantificables de forma automática mediante la aplicación de fórmulas. Weighting 50

**IV.2.2. Information about electronic auction****IV.3. Administrative information****IV.3.1. File reference number attributed by the contracting authority**

Expediente 11/2014.

**IV.3.2. Previous publication concerning this procedure****Prior information notice**

Notice number in the OJ S: [2014/S 18-027802](#) of 25.1.2014

**Contract notice**

Notice number in the OJ S: [2014/S 56-093723](#) of 20.3.2014

**Section V: Award of contract**

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Lot No: 1

- Lot title: Creatividad, diseño y producción de las piezas necesarias

**V.1. Date of conclusion of the contract**

23.7.2014

**V.2. Information about tenders**

Number of tenders received: 12

**V.3. Name and address of the contractor**

Official name: G64 Comunicación, S.L.

Postal address: c/ Monaco, 5, bajo

Town: Santiago de Compostela

Postal code: 15707

Country: Spain  
E-mail: [g64@wanadoo.es](mailto:g64@wanadoo.es)  
Telephone: +34 981557532  
Fax: +34 981557133

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

Initial estimated total value of the contract/lot:  
Value: 41 322,31 EUR  
excluding VAT  
Total value of the procurement:  
Value: 30 900 EUR  
excluding VAT

**V.5. Information about subcontracting**

Lot No: 2

- Lot title: Estrategia y plan de medios

**V.1. Date of conclusion of the contract**

19.8.2014

**V.2. Information about tenders**

Number of tenders received: 14

**V.3. Name and address of the contractor**

Official name: Media Planning Group, S.A.U.  
Postal address: av. General Perón, 38, planta 16  
Town: Madrid  
Postal code: 28020  
Country: Spain  
E-mail: [jose.cruz@havasmedia.com](mailto:jose.cruz@havasmedia.com)  
Telephone: +34 914569000  
Fax: +34 915553490

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

Initial estimated total value of the contract/lot:  
Value: 785 099,19 EUR  
excluding VAT  
Total value of the procurement:  
Value: 765 950,43 EUR  
excluding VAT

**V.5. Information about subcontracting**

**Section VI: Complementary information**

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**VI.1. Information about European Union funds**

The procurement is related to a project and/or programme financed by European Union funds:  
no

**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, nº 38

Town: Madrid

Postal code: 28020

Country: Spain

Telephone: +34 913491446

Internet address: <http://www.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**

25.8.2014