

296103-2026 - Result

Spain – Advertising campaign services – Servicios de difusión de las diferentes acciones de comunicación y la elaboración de creatividades publicitarias

OJ S 84/2026 30/04/2026

Contract or concession award notice – standard regime

Services

1. Buyer

1.1. Buyer

Official name: Dirección General de Gestión Económica, Contratación e Infraestructuras de la Conselleria de Sanidad

Email: scontratacion_san@gva.es

Legal type of the buyer: Regional authority

Activity of the contracting authority: Health

2. Procedure

2.1. Procedure

Title: Servicios de difusión de las diferentes acciones de comunicación y la elaboración de creatividades publicitarias

Description: Servicios de difusión de las diferentes acciones de comunicación y la elaboración de creatividades publicitarias

Procedure identifier: a5de9d4d-d8af-48e4-abbd-cc2f7f5662d4

Previous notice: 6d267d0a-f664-4135-8059-c0610e87acc0-01

Internal identifier: 1176/2025

Type of procedure: Open

2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79341400 Advertising campaign services

Additional classification (cpv): 79341000 Advertising services, 79341200 Advertising management services, 79822500 Graphic design services

2.1.2. Place of performance

Country subdivision (NUTS): Valencia / València (ES523)

Country: Spain

2.1.4. General information

Legal basis:

Directive 2014/24/EU

5. Lot

5.1. Lot: LOT-0002

Title: Servicio de diseño y creatividades

Description: El diseño y elaboración de creatividades propias de las campañas objeto del contrato. La adaptación de las creatividades diseñadas a los documentos y materiales publicitarios, audiovisuales y de comunicación, para informar, difundir, anunciar y promocionar.

Internal identifier: 2

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79822500 Graphic design services

Additional classification (cpv): 79341000 Advertising services, 79341200 Advertising management services, 79341400 Advertising campaign services

Options:

Description of the options: El contrato se podrá prorrogar por un plazo de 24 meses

5.1.2. Place of performance

Country subdivision (NUTS): Valencia / València (ES523)

Country: Spain

5.1.5. Value

Estimated value excluding VAT: 804 621,84 EUR

5.1.6. General information

Procurement Project not financed with EU Funds.

The procurement is covered by the Government Procurement Agreement (GPA): no

5.1.7. Strategic procurement

Aim of strategic procurement: No strategic procurement

5.1.10. Award criteria

Criterion:

Type: Quality

Description: Acreditacion linguistica Lote 2.

Category of award weight criterion: Weight (points, exact)

Award criterion number: 3

Criterion:

Type: Price

Description: Precio Lote 2.

Category of award weight criterion: Weight (points, exact)

Award criterion number: 65

Criterion:

Type: Quality

Description: Tiempo de respuesta Lote 2.

Category of award weight criterion: Weight (points, exact)

Award criterion number: 7

Criterion:

Type: Quality

Description: Conocimiento de la realidad y necesidades comunicativas Lote 2.

Category of award weight criterion: Weight (points, exact)

Award criterion number: 20

Criterion:

Type: Quality

Description: Innovacion Lote 2.

Category of award weight criterion: Weight (points, exact)

Award criterion number: 5

5.1.15. Techniques

Framework agreement:

No framework agreement

Information about the dynamic purchasing system:

No dynamic purchase system

5.1.16. Further information, mediation and review

Review organisation: Dirección General de Gestión Económica, Contratación e Infraestructuras de la Conselleria de Sanidad - Tribunal Administrativo Central de Recursos Contractuales

Information about review deadlines: hasta 2025-10-02+02:00

Organisation providing more information on the review procedures: Dirección General de Gestión Económica, Contratación e Infraestructuras de la Conselleria de Sanidad - Tribunal Administrativo Central de Recursos Contractuales

6. Results

Value of all contracts awarded in this notice: 365 737,20 EUR

6.1. Result lot identifier: LOT-0002

Winner selection status: At least one winner was chosen.

6.1.2. Information about winners**Winner:**

Official name: BIA3 CONSULTORES S.L

Tender:

Tender identifier: REF TEN-0001/LOT-0002

Identifier of lot or group of lots: LOT-0002

Value of the tender: 365 737,20 EUR

The tender was ranked: no

Subcontracting: No

Contract information:

Identifier of the contract: 1

Date on which the winner was chosen: 27/03/2026

Date of the conclusion of the contract: 28/04/2026

6.1.4. Statistical information**Received tenders or requests to participate:**

Type of received submissions: Tenders from micro, small or medium tenderers

Number of tenders or requests to participate received: 7

Type of received submissions: Tenders

Number of tenders or requests to participate received: 7

Range of tenders:

Value of the lowest admissible tender: 0,00 EUR

Value of the highest admissible tender: 3 657 372,00 EUR

8. Organisations

8.1. ORG-0001

Official name: Dirección General de Gestión Económica, Contratación e Infraestructuras de la Conselleria de Sanidad

Registration number: 20897030133463

Registration number: S4611001A

Town: Valencia

Postcode: 46010

Country subdivision (NUTS): Valencia / València (ES523)

Country: Spain

Contact point: Dirección General de Gestión Económica, Contratación e Infraestructuras de la Conselleria de Sanidad

Email: scontratacion_san@gva.es

Telephone: +34 961928460

Buyer profile: <https://contrataciondelestado.es/wps/poc?uri=deeplink:perfilContratante&idBp=PBe5ymaHqBgQK2TEfXGy%2BA%3D%3D>

Other contact points:

Official name: Tribunal Administrativo Central de Recursos Contractuales

Town: Madrid

Postcode: 28020

Country subdivision (NUTS): Madrid (ES300)

Country: Spain

Telephone: 913491446

Other contact points:

Official name: Tribunal Administrativo Central de Recursos Contractuales

Town: Madrid

Postcode: 28020

Country subdivision (NUTS): Madrid (ES300)

Country: Spain

Telephone: 913491446

Roles of this organisation:

Buyer

Review organisation

Organisation providing more information on the review procedures

8.1. ORG-0002

Official name: BIA3 CONSULTORES S.L

Size of the economic operator: Micro, small, or medium

Registration number: B02959476

Town: Murcia

Postcode: 30009

Country subdivision (NUTS): Murcia (ES620)

Country: Spain

Email: info@bia3consultores.es

Telephone: +34 968814148

Roles of this organisation:

Tenderer

Beneficial owner:

Nationality of the owner: Spain

Winner of these lots: LOT-0002

Notice information

Notice identifier/version: 9d307953-73d9-44ef-81f6-4b5733d55c47 - 01

Form type: Result

Notice type: Contract or concession award notice – standard regime

Notice subtype: 29

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