

**Spain-Córdoba: Advertising and marketing services**  
**OJ S 97/2023 22/05/2023**  
**Contract award notice**  
**Services**

**Legal Basis:**

Directive 2014/24/EU

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**Section I: Contracting authority**

**I.1. Name and addresses**

Official name: Consejo de Administración de la Empresa Municipal Saneamientos de Córdoba S.A. (SADECO)

National registration number: A14087126

Postal address: Avda. Medina Azahara, 4

Town: Córdoba

NUTS code: ES613 Córdoba

Postal code: 14006

Country: Spain

Contact person: Consejo de Administración de la Empresa Municipal Saneamientos de Córdoba S.A. (SADECO)

E-mail: [jmoral@sadeco.es](mailto:jmoral@sadeco.es)

Telephone: +34 957762000

**Internet address(es):**

Main address: <http://www.sadeco.es>

Address of the buyer profile: <https://contrataciondelestado.es/wps/poc?uri=deeplink:perfilContratante&idBp=kwCgfdjFs8lQK2TEfXGy%2BA%3D%3D>

**I.4. Type of the contracting authority**

Other type: Otras Entidades del Sector Público

**I.5. Main activity**

Environment

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**Section II: Object**

**II.1. Scope of the procurement**

**II.1.1. Title**

Contrato de servicios de comunicación, publicidad y medios

Reference number: Exp C22/73

**II.1.2. Main CPV code**

79340000 Advertising and marketing services

**II.1.3. Type of contract**

Services

**II.1.4. Short description**

Contrato de servicios de comunicación, publicidad y medios

#### **II.1.6. Information about lots**

This contract is divided into lots: no

#### **II.1.7. Total value of the procurement**

Value excluding VAT: 707 520,00 EUR

### **II.2. Description**

#### **II.2.2. Additional CPV code(s)**

79341100 Advertising consultancy services, 79341200 Advertising management services, 79341400 Advertising campaign services

#### **II.2.3. Place of performance**

NUTS code: ES613 Córdoba

#### **II.2.4. Description of the procurement**

Contrato de servicios de comunicación, publicidad y medios

#### **II.2.5. Award criteria**

Quality criterion - Name: Medios humanos y técnicos / Weighting: 20

Quality criterion - Name: Metodología de trabajo / Weighting: 25

Quality criterion - Name: Plan de formación / Weighting: 4

Price - Weighting: 51

#### **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**

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#### **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: [2022/S 250-730986](#)

##### **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**

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**Contract No:** 1

**Title:**

Contrato de servicios de comunicación, publicidad y medios

A contract/lot is awarded: yes

## **V.2. Award of contract**

### **V.2.1. Date of conclusion of the contract**

16/05/2023

### **V.2.2. Information about tenders**

Number of tenders received: 6

Number of tenders received from SMEs: 6

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

### **V.2.3. Name and address of the contractor**

Official name: GELLIFY IBERIA SL

National registration number: B67534032

Postal address: CALLE BALMES 188

Town: BARCELONA

NUTS code: ES España

Postal code: 08006

Country: Spain

The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 804 000,00 EUR

Total value of the contract/lot: 707 520,00 EUR

### **V.2.5. Information about subcontracting**

## **Section VI: Complementary information**

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### **VI.3. Additional information**

### **VI.4. Procedures for review**

#### **VI.4.1. Review body**

Official name: Tribunal Administrativo de Recursos contractuales de Cordoba

Postal address: Estadio Municipal El Arcangel sn

Town: Córdoba

Postal code: 14010

Country: Spain

E-mail: [tarcac@ayuncordoba.es](mailto:tarcac@ayuncordoba.es)

Telephone: +34 957499900

#### **VI.4.4. Service from which information about the review procedure may be obtained**

Official name: Tribunal Administrativo de Recursos contractuales de Cordoba

Postal address: Estadio Municipal El Arcangel sn

Town: Córdoba

Postal code: 14010

Country: Spain

E-mail: [tarcac@ayuncordoba.es](mailto:tarcac@ayuncordoba.es)

Telephone: +34 957499900

**VI.5. Date of dispatch of this notice**

17/05/2023