

Spain-Madrid: Advertising services
OJ S 133/2018 13/07/2018
Contract notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Junta de Contratación del Ministerio de Asuntos Exteriores y Cooperación

National registration number: S2812001B

Postal address: Plaza de la Provincia, 1

Town: Madrid

NUTS code: ES300 Madrid

Postal code: 28071

Country: Spain

Contact person: Junta de Contratación del Ministerio de Asuntos Exteriores y Cooperación

E-mail: junta.contratacion@maec.es

Telephone: +34 913799292

Internet address(es):

Main address: <https://contrataciondelestado.es>

Address of the buyer profile: <https://contrataciondelestado.es/wps/poc?uri=deeplink:perfilContratante&idBp=Ry8%2F2tKUmQwQK2TEfXGy%2BA%3D%3D>

I.3. Communication

The procurement documents are available for unrestricted and full direct access, free of charge, at: https://contrataciondelestado.es/wps/poc?uri=deeplink:detalle_licitacion&idEvl=20Nphnexz1MQK2TEfXGy%2BA%3D%3D

[detalle_licitacion&idEvl=20Nphnexz1MQK2TEfXGy%2BA%3D%3D](https://contrataciondelestado.es/wps/poc?uri=deeplink:detalle_licitacion&idEvl=20Nphnexz1MQK2TEfXGy%2BA%3D%3D)

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted to the abovementioned address

Electronic communication requires the use of tools and devices that are not generally

available. Unrestricted and full direct access to these tools and devices is possible, free of

charge, at: [https://contrataciondelestado.es/wps/poc?uri=deeplink:](https://contrataciondelestado.es/wps/poc?uri=deeplink:perfilContratante&idBp=Ry8%2F2tKUmQwQK2TEfXGy%2BA%3D%3D)

[perfilContratante&idBp=Ry8%2F2tKUmQwQK2TEfXGy%2BA%3D%3D](https://contrataciondelestado.es/wps/poc?uri=deeplink:perfilContratante&idBp=Ry8%2F2tKUmQwQK2TEfXGy%2BA%3D%3D)

I.4. Type of the contracting authority

Ministry or any other national or federal authority, including their regional or local subdivisions

I.5. Main activity

General public services

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Elaboración de contenidos gráficos y audiovisuales para los medios de comunicación digitales del Ministerio de Asuntos Exteriores, Unión Europea y Cooperación

Reference number: 201822000005

II.1.2. Main CPV code

79341000 Advertising services

II.1.3. Type of contract

Services

II.1.4. Short description

Elaboración de contenidos gráficos y audiovisuales para los medios de comunicación digitales del Ministerio de Asuntos Exteriores, Unión Europea y Cooperación.

II.1.5. Estimated total value

Value excluding VAT: 520 095,00 EUR

II.1.6. Information about lots

This contract is divided into lots: no

II.2. Description

II.2.2. Additional CPV code(s)

79415200 Design consultancy services, 79822500 Graphic design services, 79930000 Specialty design services

II.2.3. Place of performance

NUTS code: ES300 Madrid

II.2.4. Description of the procurement

Elaboración de contenidos gráficos y audiovisuales para los medios de comunicación digitales del Ministerio de Asuntos Exteriores, Unión Europea y Cooperación.

II.2.5. Award criteria

Criteria below

Quality criterion - Name: Banco de imágenes / Weighting: 5

Quality criterion - Name: Equipo de trabajo / Weighting: 10

Quality criterion - Name: Herramientas de archivo de materiales audiovisuales / Weighting: 5

Quality criterion - Name: Organización del trabajo / Weighting: 10

Quality criterion - Name: Propuesta creativa / Weighting: 10

Cost criterion - Name: Bolsa horas anuales extraordinarias y sin coste / Weighting: 10

Cost criterion - Name: Cargo fijo mensual / Weighting: 7.5

Cost criterion - Name: Coste en euros hora de trabajo creativo / Weighting: 40

Cost criterion - Name: Coste euros hora trabajo responsable de cuenta / Weighting: 2.5

II.2.6. Estimated value

Value excluding VAT: 520 095,00 EUR

II.2.7. Duration of the contract, framework agreement or dynamic purchasing system

Duration in months: 24

This contract is subject to renewal: no

II.2.10. Information about variants

Variants will be accepted: no

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 III: Legal, economic, financial and technical information

III.1. Conditions for participation

III.1.1. Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers

List and brief description of conditions:

Capacidad de obrar.

No prohibición para contratar.

Cumplimiento con las obligaciones con la Seguridad Social.

Cumplimiento con las obligaciones tributarias.

III.1.2. Economic and financial standing

List and brief description of selection criteria:

Cifra anual de negocio. Descripción: volumen de negocios global según PCAP Anexo II, o clasificación en el grupo T, subgrupo 1, Categoría 1 (cláusula 3 2 1 PCAP).

III.1.3. Technical and professional ability

List and brief description of selection criteria:

Otros. Descripción: contratos de esta naturaleza según PCAP Anexo II, o clasificación en el grupo T, subgrupo 1, Categoría 1 (cláusula 3 2 1 PCAP).

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.2.2. Time limit for receipt of tenders or requests to participate

Date: 31/08/2018 Local time: 12:00

IV.2.3. Estimated date of dispatch of invitations to tender or to participate to selected candidates

IV.2.4. Languages in which tenders or requests to participate may be submitted

Spanish

IV.2.7. Conditions for opening of tenders

Date: 27/09/2018 Local time: 10:30

Place:

Ministerio de Asuntos Exteriores, Unión Europea y Cooperación

Datos de dirección:

— Calle: Plaza de la Provincia, 1,

— código postal: 28012,

— población: Madrid,

— país: España.

Information about authorised persons and opening procedure: Descripción:

Section VI: Complementary information

VI.1. Information about recurrence

This is a recurrent procurement: no

VI.3. Additional information

VI.4. Procedures for review

VI.4.1. Review body

Official name: Junta de Contratación del Ministerio de Asuntos Exteriores, Unión Europea y Cooperación

Postal address: Plaza de la Provincia, 1

Town: Madrid

Postal code: 28012

Country: Spain

E-mail: dgse.juntadecontrata@maec.es

VI.5. Date of dispatch of this notice

09/07/2018