

## 304788-2026 - Result

Spain – Advertising campaign services – Central de Medios para la difusión de acciones publicitarias en medios nacionales del ICO

OJ S 86/2026 05/05/2026

Contract or concession award notice – standard regime

Services

### 1. Buyer

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#### 1.1. Buyer

Official name: Comité de Contratación del Instituto de Crédito Oficial (ICO)

Email: [comite.contratacion@ico.es](mailto:comite.contratacion@ico.es)

Legal type of the buyer: Body governed by public law, controlled by a central government authority

Activity of the contracting authority: General public services

### 2. Procedure

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#### 2.1. Procedure

Title: Central de Medios para la difusión de acciones publicitarias en medios nacionales del ICO

Description: Contratación de una central de medios para la difusión de acciones publicitarias del ICO en medios nacionales, lo que incluye: planificación estratégica; compra y tramitación de espacios; asesoramiento sobre audiencias, inversión publicitaria y/o eficacia presupuestaria; seguimiento y control de campañas y/acciones publicitarias.

Procedure identifier: f22a9e73-eb23-4ad9-a0d2-584dc813dba6

Previous notice: dc417498-c605-43a8-9696-d8b6b492349b-01

Internal identifier: ICO\_2025\_65

Type of procedure: Open

##### 2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79341400 Advertising campaign services

##### 2.1.2. Place of performance

Country subdivision (NUTS): Madrid (ES300)

Country: Spain

##### 2.1.4. General information

**Legal basis:**

Directive 2014/24/EU

### 5. Lot

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#### 5.1. Lot: LOT-0000

Title: Central de Medios para la difusión de acciones publicitarias en medios nacionales del ICO

Description: Contratación de una central de medios para la difusión de acciones publicitarias del ICO en medios nacionales, lo que incluye: planificación estratégica; compra y tramitación

de espacios; asesoramiento sobre audiencias, inversión publicitaria y/o eficacia presupuestaria; seguimiento y control de campañas y/acciones publicitarias.

Internal identifier: ICO\_2025\_65

#### 5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79341400 Advertising campaign services

#### 5.1.2. Place of performance

Country subdivision (NUTS): Madrid (ES300)

Country: Spain

#### 5.1.6. General information

Procurement Project not financed with EU Funds.

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

#### 5.1.10. Award criteria

##### Criterion:

Type: Price

Description: Criterios automáticos.

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

Award criterion number: 100

#### 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: Comité de Contratación del Instituto de Crédito Oficial (ICO) - Tribunal Administrativo Central de Recurso Contractuales

Information about review deadlines: Recurso especial de materia de contratación de conformidad con el artículo 44 y ss LCSP

Organisation providing more information on the review procedures: Comité de Contratación del Instituto de Crédito Oficial (ICO) - ICO

## 6. Results

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Value of all contracts awarded in this notice: 0,00 EUR

#### 6.1. Result lot identifier: LOT-0000

Winner selection status: At least one winner was chosen.

#### 6.1.2. Information about winners

##### Winner:

Official name: IRISMEDIA AGENCIA DE MEDIOS S.L.

##### Tender:

Tender identifier: REF TEN-0001/LOT-0000

Identifier of lot or group of lots: LOT-0000

Value of the tender: 0,00 EUR

The tender was ranked: no

Subcontracting: No

**Contract information:**

Identifier of the contract: 46/1691

Date on which the winner was chosen: 26/02/2026

Date of the conclusion of the contract: 20/03/2026

**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: 4

Type of received submissions: Tenders

Number of tenders or requests to participate received: 4

**Range of tenders:**

Value of the lowest admissible tender: 0,00 EUR

Value of the highest admissible tender: 0,00 EUR

## 8. Organisations

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**8.1. ORG-0001**

Official name: Comité de Contratación del Instituto de Crédito Oficial (ICO)

Registration number: 40003150000577

Registration number: Q2876002C

Town: Madrid

Postcode: 28014

Country subdivision (NUTS): Madrid (ES300)

Country: Spain

Contact point: Comité de Contratación del Instituto de Crédito Oficial (ICO)

Email: [comite.contratacion@ico.es](mailto:comite.contratacion@ico.es)

Telephone: +34 915921600

Internet address: <http://www.ico.es>

Buyer profile: <https://contrataciondelestado.es/wps/poc?uri=deeplink:perfilContratante&idBp=EB%2FJ0FOd1lo%3D>

**Other contact points:**

Official name: ICO

Town: Madrid

Postcode: 28014

Country subdivision (NUTS): Madrid (ES300)

Country: Spain

Internet address: <http://www.ico.es>

**Other contact points:**

Official name: Tribunal Administrativo Central de Recurso Contractuales

Town: Madrid

Postcode: 28020

Country subdivision (NUTS): Madrid (ES300)

Country: Spain

Internet address: <https://sede.hacienda.gob.es/es-es/sedes/tacrc/paginas/tacrc>

**Roles of this organisation:**

Buyer

Review organisation

Organisation providing more information on the review procedures

### 8.1. **ORG-0002**

Official name: IRISMEDIA AGENCIA DE MEDIOS S.L.

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

Registration number: B84584705

Town: MADRID

Postcode: 28037

Country subdivision (NUTS): Madrid (ES300)

Country: Spain

Email: [info@irismedia.es](mailto:info@irismedia.es)

Telephone: 917250965

#### **Roles of this organisation:**

Tenderer

#### **Beneficial owner:**

Nationality of the owner: Spain

**Winner of these lots: LOT-0000**

## Notice information

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Notice identifier/version: dc5b77b2-7ee2-44f2-ba8b-465a1e55945d - 01

Form type: Result

Notice type: Contract or concession award notice – standard regime

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