

Spain-Valencia: Advertising services

OJ S 117/2021 18/06/2021

Contract award notice

Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Dirección General de la Ciudad de las Artes y de las Ciencias, S. A.

National registration number: A46483095

Postal address: Avenida del Profesor López Piñero, 7

Town: Valencia

NUTS code: ES523 Valencia/València

Postal code: 46013

Country: Spain

Contact person: Dirección General de la Ciudad de las Artes y de las Ciencias, S. A.

E-mail: aporras@cac.es

Telephone: +34 961974400

Fax: +34 961974471

Internet address(es):Main address: <http://www.cac.es>Address of the buyer profile: <https://contrataciondelestado.es/wps/poc?uri=deeplink:perfilContratante&idBp=vvaTcZvAb98QK2TEfXGy%2BA%3D%3D>**I.4. Type of the contracting authority**

Other type: Otras entidades del sector público

I.5. Main activity

General public services

Section II: Object

II.1. Scope of the procurement**II.1.1. Title**

Contratación, por lotes, de la campaña de publicidad 2021 de Ciutat de les Arts i les Ciències, por el procedimiento abierto sujeto a regulación armonizada

Reference number: PA 5/21

II.1.2. Main CPV code

79341000 Advertising services

II.1.3. Type of contract

Services

II.1.4. Short description

Contratación, por lotes, de la campaña de publicidad 2021 de Ciutat de les Arts i les Ciències, por el procedimiento abierto sujeto a regulación armonizada.

II.1.6. Information about lots

This contract is divided into lots: yes

II.1.7. Total value of the procurement

Value excluding VAT: 330 000,00 EUR

II.2. Description**II.2.1. Title**

Campaña de publicidad y divulgación de la Ciutat de les Arts i les Ciències en el medio prensa de la Comunitat Valenciana y radio a nivel nacional destacando la Comunidad Valenciana
Lot No: 1

II.2.2. Additional CPV code(s)

79341000 Advertising services

II.2.3. Place of performance

NUTS code: ES523 Valencia/València

II.2.4. Description of the procurement

Campaña de publicidad y divulgación de la Ciutat de les Arts i les Ciències en el medio prensa de la Comunitat Valenciana y radio a nivel nacional destacando la Comunidad Valenciana.

II.2.5. Award criteria

Quality criterion - Name: L1. Mejoras de radio y prensa / Weighting: 20

Cost criterion - Name: L1. Inserciones / Weighting: 80

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**II.2. Description****II.2.1. Title**

Campaña de publicidad de la Ciutat de les Arts i les Ciències y/o de sus contenidos en soportes digitales, exterior y televisivos
Lot No: 2

II.2.2. Additional CPV code(s)

79341000 Advertising services

II.2.3. Place of performance

NUTS code: ES523 Valencia/València

II.2.4. Description of the procurement

Campaña de publicidad de la Ciutat de les Arts i les Ciències y/o de sus contenidos en soportes digitales, exterior y televisivos.

II.2.5. Award criteria

Quality criterion - Name: L2. Mejoras de radio y prensa / Weighting: 30

Cost criterion - Name: L2. Inserciones / Weighting: 70

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

II.2. Description

II.2.1. Title

Campaña de publicidad de espacios alquilables de Ciutat de les Arts i les Ciències
Lot No: 3

II.2.2. Additional CPV code(s)

79341000 Advertising services

II.2.3. Place of performance

NUTS code: ES523 Valencia/València

II.2.4. Description of the procurement

Campaña de publicidad de espacios alquilables de Ciutat de les Arts i les Ciències.

II.2.5. Award criteria

Quality criterion - Name: L3. Medios adicionales propuestos / Weighting: 30

Cost criterion - Name: L3. Número de clics en LinkedIn campaña carrusel (anuncio imagen por secuencia) / Weighting: 13

Cost criterion - Name: L3. Descuento en tarifas oficiales / Weighting: 57

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

II.2. Description

II.2.1. Title

Creatividad gráfica de productos y servicios de La Ciutat de les Arts i les Ciències
Lot No: 4

II.2.2. Additional CPV code(s)

79341000 Advertising services

II.2.3. Place of performance

NUTS code: ES523 Valencia/València

II.2.4. Description of the procurement

Creatividad gráfica de productos y servicios de La Ciutat de les Arts i les Ciències.

II.2.5. Award criteria

Quality criterion - Name: L4. Diseño creatividad / Weighting: 49

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

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: [2021/S 037-092850](#)

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

Contract No: PA 5/21_L1

Lot No: 1

Title:

Campaña de publicidad y divulgación de la Ciutat de les Arts i les Ciències en el medio prensa de la Comunitat Valenciana y radio a nivel nacional destacando la Comunidad Valenciana

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

15/06/2021

V.2.2. Information about tenders

Number of tenders received: 6

Number of tenders received from SMEs: 3

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

V.2.3. Name and address of the contractor

Official name: Mediterránea de Medios Iberia, S. A.

National registration number: A96209937

Postal address: C/ Nicolás Copérnico, 10, Parque Tecnológico

Town: Paterna (Valencia)

NUTS code: ES523 Valencia/València

Postal code: 46980

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: 330 000,00 EUR

Total value of the contract/lot: 330 000,00 EUR

V.2.5. Information about subcontracting**Section VI: Complementary information**

VI.3. Additional information**VI.4. Procedures for review****VI.4.1. Review body**

Official name: Tribunal Administrativo Central de Recursos contractuales

Postal address: Avenida General Perón, 38

Town: Madrid

Postal code: 28020

Country: Spain

Internet address: <http://tribunalcontratos.gob.es>

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

Official name: Tribunal Administrativo Central de Recursos Contractuales

Postal address: Avenida General Perón, 38

Town: Madrid

Postal code: 28020

Country: Spain

Internet address: <http://tribunalcontratos.gob.es>

VI.5. Date of dispatch of this notice

15/06/2021