

Spain-Granada: Advertising campaign services
OJ S 119/2021 22/06/2021
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Diputada Delegada de Contratación y Transparencia

National registration number: P1800000J

Postal address: C/ Periodista Barrios Talavera, 1

Town: Granada

NUTS code: ES614 Granada

Postal code: 18071

Country: Spain

Contact person: Diputada Delegada de Contratación y Transparencia

E-mail: publiregistro@dipgra.es

Internet address(es):

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

Address of the buyer profile: <https://contrataciondelestado.es/wps/poc?uri=deeplink:perfilContratante&idBp=r3jj5%2FL3xf4QK2TEfXGy%2BA%3D%3D>

I.4. Type of the contracting authority

Regional or local authority

I.5. Main activity

General public services

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Asistencia técnica a la Diputación de Granada para la elaboración y ejecución del plan de comunicación de las estrategias DUSI, EDUSI, aglomeración urbana de Granada y EDUSI, Área Urbana Metropolitana Suroeste de Granada

Reference number: SE-2020-9952

II.1.2. Main CPV code

79341400 Advertising campaign services

II.1.3. Type of contract

Services

II.1.4. Short description

Asistencia técnica a la Diputación de Granada para la elaboración y ejecución del plan de comunicación de las estrategias DUSI, EDUSI, aglomeración urbana de Granada y EDUSI, Área Urbana Metropolitana Suroeste de Granada.

II.1.6. Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Value excluding VAT: 313 388,42 EUR

II.2. Description

II.2.3. Place of performance

NUTS code: ES614 Granada

II.2.4. Description of the procurement

Asistencia técnica a la Diputación de Granada para la elaboración y ejecución del plan de comunicación de las estrategias DUSI, EDUSI, aglomeración urbana de Granada y EDUSI, Área Urbana Metropolitana Suroeste de Granada.

II.2.5. Award criteria

Quality criterion - Name: Memoria técnica / Weighting: 20

Quality criterion - Name: Propuesta metodológica / Weighting: 29

Cost criterion - Name: Otros criterios adjudicación mediante aplicación de formulas / Weighting : 25

Cost criterion - Name: Propuesta económica / Weighting: 26

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: yes

Identification of the project: FEDER 2014-2020, eje urbano dentro del ámbito de crecimiento sostenible.

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: [2020/S 207-503708](#)

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: 1

Title:

Asistencia técnica a la Diputación de Granada para la elaboración y ejecución del plan de comunicación de las estrategias DUSI, EDUSI, aglomeración urbana de Granada y EDUSI, Área Urbana Metropolitana Suroeste de Granada

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

16/06/2021

V.2.2. Information about tenders

Number of tenders received: 4

Number of tenders received from SMEs: 4

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

V.2.3. Name and address of the contractor

Official name: Giro Comunicación SCA

National registration number: F18944876

Postal address: C/ San Antón, 72, 4.ª planta, puerta 14

Town: Granada

NUTS code: ES614 Granada

Postal code: 18005

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: 330 578,50 EUR

Total value of the contract/lot: 313 388,42 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 de Contratación Pública

Postal address: C/ Periodista Barrios Talavera, 1

Town: Granada

Postal code: 18014

Country: Spain

E-mail: tribunal.contratacion@dipgra.es

VI.5. Date of dispatch of this notice

17/06/2021

