

316589-2026 - Competition

Spain – Advertising services – Planificación, compra, ejecución y optimización de campañas publicitarias internacionales para la promoción turística de Andalucía

OJ S 89/2026 08/05/2026

Contract or concession notice – standard regime

Services

1. Buyer

1.1. Buyer

Official name: Empresa Pública para la Gestión del Turismo y del Deporte de Andalucía, S.A.

Email: contratacion@andalucia.org

Legal type of the buyer: Public undertaking

Activity of the contracting authority: Recreation, culture and religion

2. Procedure

2.1. Procedure

Title: Planificación, compra, ejecución y optimización de campañas publicitarias internacionales para la promoción turística de Andalucía

Description: Planificación, compra, ejecución y optimización de campañas publicitarias internacionales para la promoción turística de Andalucía

Procedure identifier: 2edb6388-5f2d-495d-a182-83b4dff5285

Internal identifier: C101-06JO-0526-0028

Type of procedure: Open

The procedure is accelerated: no

2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79341000 Advertising services

2.1.2. Place of performance

Anywhere

2.1.3. Value

Estimated value excluding VAT: 5 289 256,20 EUR

2.1.4. General information

Legal basis:

Directive 2014/24/EU

2.1.6. Grounds for exclusion

Sources of grounds for exclusion: Procurement Document

5. Lot

5.1. Lot: LOT-0001

Title: Planificación, compra, ejecución y optimización de campañas publicitarias internacionales para la promoción turística de Andalucía

Description: Planificación, compra, ejecución y optimización de campañas publicitarias internacionales para la promoción turística de Andalucía
Internal identifier: C101-06JO-0526-0028

5.1.1. Purpose

Main nature of the contract: Services
Main classification (cpv): 79341000 Advertising services

5.1.2. Place of performance

Anywhere

5.1.3. Estimated duration

Duration: 5 Months

5.1.5. Value

Estimated value excluding VAT: 5 289 256,20 EUR

5.1.6. General information

Reserved participation:

Participation is not reserved.

Procurement Project fully or partially financed with EU Funds.

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

This procurement is also suitable for small and medium-sized enterprises (SMEs): yes

5.1.9. Selection criteria

Sources of selection criteria: Procurement Document

5.1.10. Award criteria

Criterion:

Type: Quality

Description: Price is not the only award criterion and all criteria are stated only in the procurement documents.

5.1.11. Procurement documents

Address of the procurement documents: https://www.juntadeandalucia.es/haciendayadministracionpublica/apl/pdc_sirec/perfiles-licitaciones/detalle-perfil.jsf?perfilContratante=TYC05&organismo=CTCD

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Required

Address for submission: <https://sirecftdpriexp.chap.junta-andalucia.es/licitacion-electronica/index.action>

Languages in which tenders or requests to participate may be submitted: Spanish

Electronic catalogue: Not allowed

Deadline for receipt of tenders: 10/06/2026 14:00:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Duration during which the tender must remain valid: 3 Months

Terms of contract:

The execution of the contract must be performed within the framework of sheltered employment programmes: No

Electronic invoicing: Required

Electronic ordering will be used: yes

Electronic payment will be used: yes

5.1.15. Techniques

Framework agreement:

No framework agreement

Information about the dynamic purchasing system:

No dynamic purchase system

Electronic auction: no

5.1.16. Further information, mediation and review

Review organisation: Tribunal Administrativo de Recursos Contractuales

Organisation providing more information on the review procedures: Tribunal Administrativo de Recursos Contractuales

8. Organisations

8.1. ORG-0001

Official name: Empresa Pública para la Gestión del Turismo y del Deporte de Andalucía, S.A.

Registration number: A-93/090744

Postal address: Calle Compañía, 40

Town: Málaga

Postcode: 29008

Country subdivision (NUTS): Málaga (ES617)

Country: Spain

Email: contratacion@andalucia.org

Telephone: 951299300

Internet address: https://www.juntadeandalucia.es/haciendayadministracionpublica/apl/pdc_sirec/perfiles-licitaciones/detalle-perfil.jsf?perfilContratante=TYC05

Information exchange endpoint (URL): <https://sirecftdpriexp.chap.juntadeandalucia.es/licitacion-electronica/index.action>

Buyer profile: https://www.juntadeandalucia.es/haciendayadministracionpublica/apl/pdc_sirec/perfiles-licitaciones/detalle-perfil.jsf?perfilContratante=TYC05

Roles of this organisation:

Buyer

8.1. ORG-0002

Official name: Tribunal Administrativo de Recursos Contractuales

Registration number: S4111001F

Postal address: Calle Barcelona 4-6

Town: Sevilla

Postcode: 41001

Country subdivision (NUTS): Sevilla (ES618)

Country: Spain

Email: tarcja@juntadeandalucia.es

Telephone: +34671530856

Roles of this organisation:

Review organisation

Organisation providing more information on the review procedures

8.1. ORG-0000

Official name: Publications Office of the European Union

Registration number: PUBL
Town: Luxembourg
Postcode: 2417
Country subdivision (NUTS): Luxembourg (LU000)
Country: Luxembourg
Email: ted@publications.europa.eu
Telephone: +352 29291
Internet address: <https://op.europa.eu>

Roles of this organisation:

TED eSender

Notice information

Notice identifier/version: c43b1078-6c38-469e-ba23-b290b428779c - 01
Form type: Competition
Notice type: Contract or concession notice – standard regime
Notice subtype: 16
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