

## 316808-2026 - Result

Spain – Advertising campaign services – Servicio de creatividad, diseño y producción de la campaña de promoción del Bono Cultural Joven 2026 del Ministerio de Cultura

OJ S 89/2026 08/05/2026

Contract or concession award notice – standard regime

Services

### 1. Buyer

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#### 1.1. Buyer

Official name: Junta de Contratación del Ministerio de Cultura

Email: [junta.contratacion@cultura.gob.es](mailto:junta.contratacion@cultura.gob.es)

Legal type of the buyer: Central government authority

Activity of the contracting authority: Recreation, culture and religion

### 2. Procedure

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#### 2.1. Procedure

Title: Servicio de creatividad, diseño y producción de la campaña de promoción del Bono Cultural Joven 2026 del Ministerio de Cultura

Description: Servicio de creatividad, diseño y producción de la campaña de promoción del Bono Cultural Joven 2026 del Ministerio de Cultura

Procedure identifier: 28622d9d-7b8e-4de6-abbc-c23f0d1760a2

Previous notice: 4aec8d0f-d2bd-426a-9f3d-e4e089d00cc6-01

Internal identifier: J250061

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: Servicio de creatividad, diseño y producción de la campaña de promoción del Bono Cultural Joven 2026 del Ministerio de Cultura

Description: Servicio de creatividad, diseño y producción de la campaña de promoción del Bono Cultural Joven 2026 del Ministerio de Cultura

Internal identifier: J250061

##### 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: Precio.

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

Award criterion number: 40

##### **Criterion:**

Type: Quality

Description: Oferta técnica.

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

Award criterion number: 60

#### **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: Junta de Contratación del Ministerio de Cultura - Tribunal Administrativo

Central de Recursos Contractuales

Information about review deadlines: Según el apartado 29.2 del PCAP

## **6. Results**

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Value of all contracts awarded in this notice: 102 300,00 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: 21 gramos marketing de peso s.l.

##### **Tender:**

Tender identifier: REF TEN-0001/LOT-0000

Identifier of lot or group of lots: LOT-0000

Value of the tender: 102 300,00 EUR

The tender was ranked: no

Subcontracting: No

##### **Contract information:**

Identifier of the contract: J250061

Date on which the winner was chosen: 29/12/2025

Date of the conclusion of the contract: 06/05/2026

#### 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: 14

Type of received submissions: Tenders

Number of tenders or requests to participate received: 16

##### Range of tenders:

Value of the lowest admissible tender: 79 000,00 EUR

Value of the highest admissible tender: 140 030,70 EUR

## 8. Organisations

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### 8.1. ORG-0001

Official name: Junta de Contratación del Ministerio de Cultura

Registration number: 11216560165416

Registration number: S2800239B

Town: Madrid

Postcode: 28004

Country subdivision (NUTS): Madrid (ES300)

Country: Spain

Contact point: Junta de Contratación del Ministerio de Cultura

Email: [junta.contratacion@cultura.gob.es](mailto:junta.contratacion@cultura.gob.es)

Telephone: +34 917017087

Buyer profile: <https://contrataciondelestado.es/wps/poc?uri=deeplink:perfilContratante&idBp=W1x%2B%2F94J%2F%2FTnSoTX3z%2F7wA%3D%3D>

##### Other contact points:

Official name: Tribunal Administrativo Central de Recursos Contractuales

Town: Madrid

Postcode: 28071

Country subdivision (NUTS): Madrid (ES300)

Country: Spain

##### Roles of this organisation:

Buyer

Review organisation

### 8.1. ORG-0002

Official name: 21 gramos marketing de peso s.l.

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

Registration number: B85045326

Town: MADRID

Postcode: 28029

Country subdivision (NUTS): Madrid (ES300)

Country: Spain

Email: [jose.toro@21gramos.net](mailto:jose.toro@21gramos.net)

Telephone: 914213492

##### 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: 10de752b-29ed-44a0-9196-9c523b59e57e - 01

Form type: Result

Notice type: Contract or concession award notice – standard regime

Notice subtype: 29

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