

**Spain-Seville: Advertising services**  
**OJ S 121/2021 25/06/2021**  
**Contract award notice**  
**Services**

**Legal Basis:**

Directive 2014/24/EU

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**Section I: Contracting authority**

**I.1. Name and addresses**

Official name: Junta de Andalucía, Consejería de Educación y Deporte

National registration number: S-4111001-F

Postal address: C/ Juan Antonio de Vizarrón, s/n

Town: Sevilla

NUTS code: ES España

Postal code: 41071

Country: Spain

Contact person: Baltasar Quintero Alvarez

E-mail: [contratacion.ced@juntadeandalucia.es](mailto:contratacion.ced@juntadeandalucia.es)

Telephone: +34 955065480

Fax: +34 955064003

**Internet address(es):**

Main address: <http://contratacion.chap.junta-andalucia.es/contratacion/MainMenuProfile.action>

Address of the buyer profile: <http://contratacion.chap.junta-andalucia.es/contratacion/MainMenuProfile.action?pkCegr=4031478>

**I.4. Type of the contracting authority**

Regional or local authority

**I.5. Main activity**

Education

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**Section II: Object**

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

**II.1.1. Title**

Espacios publicitarios campaña divulgativa del procedimiento de acreditación de competencias profesionales «Acredita»

Reference number: CONTR 2020 919707

**II.1.2. Main CPV code**

79341000 Advertising services

**II.1.3. Type of contract**

Services

**II.1.4. Short description**

Servicio para la planificación de medios y compra de espacios publicitarios en prensa, radio, televisión, publicidad exterior y redes sociales, así como ejecución y seguimiento de los

planes de medios para campaña divulgativa del procedimiento de acreditación de competencias profesionales «Andalucía Acredita».

**II.1.6. Information about lots**

This contract is divided into lots: yes

**II.1.7. Total value of the procurement**

Value excluding VAT: 435 000,00 EUR

**II.2. Description**

**II.2.1. Title**

Prensa (digital e impresa)  
Lot No: 1

**II.2.2. Additional CPV code(s)**

79341000 Advertising services

**II.2.3. Place of performance**

NUTS code: ES61 Andalucía

**II.2.4. Description of the procurement**

Prensa (digital e impresa).

**II.2.5. Award criteria**

Cost criterion - Name: Proposición económica / Weighting: 78 %

Cost criterion - Name: Proposición técnica / Weighting: 8 %

Cost criterion - Name: Mejoras / Weighting: 14 %

**II.2.11. Information about options**

Options: yes

Description of options:

Posibilidad de incremento de un 10 %.

**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: Fondo Social Europeo.

**II.2.14. Additional information**

**II.2. Description**

**II.2.1. Title**

Radio-TV  
Lot No: 2

**II.2.2. Additional CPV code(s)**

79341000 Advertising services

**II.2.3. Place of performance**

NUTS code: ES61 Andalucía

**II.2.4. Description of the procurement**

Radio-TV.

### **II.2.5. Award criteria**

Cost criterion - Name: Proposición económica / Weighting: 90 %

Cost criterion - Name: Proposición técnica / Weighting: 10 %

### **II.2.11. Information about options**

Options: yes

Description of options:

Posibilidad de incremento de un 10 %.

### **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: Fondo Social Europeo.

### **II.2.14. Additional information**

#### **II.2. Description**

##### **II.2.1. Title**

Medio exterior

Lot No: 3

##### **II.2.2. Additional CPV code(s)**

79341000 Advertising services

##### **II.2.3. Place of performance**

NUTS code: ES61 Andalucía

##### **II.2.4. Description of the procurement**

Medio exterior.

##### **II.2.5. Award criteria**

Cost criterion - Name: Proposición económica / Weighting: 100 %

### **II.2.11. Information about options**

Options: yes

Description of options:

Posibilidad de incremento de un 10 %.

### **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: Fondo Social Europeo.

### **II.2.14. Additional information**

#### **II.2. Description**

##### **II.2.1. Title**

Redes sociales

Lot No: 4

##### **II.2.2. Additional CPV code(s)**

79341000 Advertising services

##### **II.2.3. Place of performance**

NUTS code: ES61 Andalucía

#### **II.2.4. Description of the procurement**

Redes sociales.

#### **II.2.5. Award criteria**

Cost criterion - Name: Proposición económica / Weighting: 85 %

Cost criterion - Name: Proposición técnica / Weighting: 5 %

Cost criterion - Name: Mejoras / Weighting: 10 %

#### **II.2.11. Information about options**

Options: yes

Description of options:

Posibilidad de incremento de un 10 %.

#### **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: Fondo Social Europeo.

#### **II.2.14. Additional information**

### **Section IV: Procedure**

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#### **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 036-090196](#)

##### **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**

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**Contract No:** LOTE 1838

**Lot No:** 1

**Title:**

Prensa (digital e impresa)

A contract/lot is awarded: no

#### **V.1. Information on non-award**

**The contract/lot is not awarded**

No tenders or requests to participate were received or all were rejected

**Section V: Award of contract**

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**Contract No:** 2

**Lot No:** 2

**Title:**

Radio-TV

A contract/lot is awarded: yes

**V.2. Award of contract**

**V.2.1. Date of conclusion of the contract**

22/06/2021

**V.2.2. Information about tenders**

Number of tenders received: 6

Number of tenders received from SMEs: 6

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 0

Number of tenders received by electronic means: 6

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

**V.2.3. Name and address of the contractor**

Official name: Proximia Havas, S. L.

National registration number: B-63968267

Town: Madrid

NUTS code: ES300 Madrid

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: 176 000,00 EUR

Total value of the contract/lot: 160 000,00 EUR

**V.2.5. Information about subcontracting**

**Section V: Award of contract**

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**Contract No:** 3

**Lot No:** 3

**Title:**

Medio exterior

A contract/lot is awarded: yes

**V.2. Award of contract**

**V.2.1.**

**Date of conclusion of the contract**

17/06/2021

**V.2.2. Information about tenders**

Number of tenders received: 4

Number of tenders received from SMEs: 4

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 0

Number of tenders received by electronic means: 4

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

**V.2.3. Name and address of the contractor**

Official name: Newfoco, Sociedad Limitada

National registration number: B-91346890

Town: Camas

NUTS code: ES618 Sevilla

Postal code: 41900

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: 44 000,00 EUR

Total value of the contract/lot: 40 000,00 EUR

**V.2.5. Information about subcontracting****Section V: Award of contract**

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**Contract No:** 4

**Lot No:** 4

**Title:**

Redes sociales

A contract/lot is awarded: yes

**V.2. Award of contract****V.2.1. Date of conclusion of the contract**

22/06/2021

**V.2.2. Information about tenders**

Number of tenders received: 4

Number of tenders received from SMEs: 4

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 0

Number of tenders received by electronic means: 4

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

**V.2.3. Name and address of the contractor**

Official name: Proximia Havas, S. L.

National registration number: B-63968267

Town: Madrid

NUTS code: ES300 Madrid  
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: 38 500,00 EUR  
Total value of the contract/lot: 35 000,00 EUR

**V.2.5. Information about subcontracting**

**Section VI: Complementary information**

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**VI.3. Additional information**

**VI.4. Procedures for review**

**VI.4.1. Review body**

Official name: Tribunal Administrativo de Recursos Contractuales  
Town: Sevilla  
Country: Spain  
E-mail: [tribunaladministrativo.contratos@juntadeandalucia.es](mailto:tribunaladministrativo.contratos@juntadeandalucia.es)  
Telephone: +34 600161382  
Fax: +34 955515041

**VI.5. Date of dispatch of this notice**

22/06/2021