

Spain-Palma: Business services: law, marketing, consulting, recruitment, printing and security

OJ S 103/2023 31/05/2023

Contract notice

Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Presidencia de la Agencia de Estrategia Turística de las Islas Baleares (AETIB)

National registration number: Q5755004H

Postal address: Rita Levi, s/n

Town: Palma

NUTS code: ES532 Mallorca

Postal code: 07121

Country: Spain

Contact person: Presidencia de la Agencia de Estrategia Turística de las Islas Baleares (AETIB)

E-mail: juridico@aetib.caib.es

Telephone: +34 971176699

Internet address(es):

Main address: <https://contrataciondelestado.es>

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

I.3. Communication

The procurement documents are available for unrestricted and full direct access, free of charge, at: https://contrataciondelestado.es/wps/poc?uri=deeplink:detalle_licitacion&idEvl=D83Scp5RaKgaF6cS8TCh%2FA%3D%3D

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted to the abovementioned address

Electronic communication requires the use of tools and devices that are not generally available. Unrestricted and full direct access to these tools and devices is possible, free of

charge, at: <https://contrataciondelestado.es/wps/poc?uri=deeplink:perfilContratante&idBp=XLg%2BBJKLqRuiEJrVRqloyA%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

Servicio de Imagen y Comunicación de AETIB para 2024

Reference number: 001/2024

II.1.2. Main CPV code

79000000 Business services: law, marketing, consulting, recruitment, printing and security

II.1.3. Type of contract

Services

II.1.4. Short description

Servicio de Imagen y Comunicación de AETIB para 2024

II.1.5. Estimated total value

Value excluding VAT: 6 900 826,45 EUR

II.1.6. Information about lots

This contract is divided into lots: yes

Tenders may be submitted for maximum number of lots: 4

Maximum number of lots that may be awarded to one tenderer: 4

II.2. Description

II.2.1. Title

Servicio de creatividad, diseño y maquetación

Lot No: 1

II.2.2. Additional CPV code(s)

79340000 Advertising and marketing services, 79000000 Business services: law, marketing, consulting, recruitment, printing and security

II.2.3. Place of performance

NUTS code: ES532 Mallorca

II.2.4. Description of the procurement

Servicio de creatividad, diseño y maquetación

II.2.5. Award criteria

Criteria below

Quality criterion - Name: Igualdad de oportunidades entre mujeres y hombres / Weighting: 5

Quality criterion - Name: Mejoras / Weighting: 5

Quality criterion - Name: Propuesta creativa anuncio cuña de radio 20 segundos / Weighting: 10

Quality criterion - Name: Propuesta creativa anuncio página completa / Weighting: 8

Quality criterion - Name: Propuesta creativa Storyboard / Weighting: 17

Cost criterion - Name: Criterio social / Weighting: 5

Cost criterion - Name: Incorporación de personas con discapacidad o personas con dificultad de acceso al mercado laboral / Weighting: 5

Cost criterion - Name: Precio servicios creatividad Anuncio página completa / Weighting: 5

Cost criterion - Name: Precio servicios creatividad Cuña de radio de 20 segundos / Weighting: 7

Cost criterion - Name: Precio servicios creatividad storyboard anuncio audiovisual / Weighting: 13

Cost criterion - Name: Precio/hora servicio Adptaciones / Weighting: 6

Cost criterion - Name: Precio/hora servicio correcciones / Weighting: 3

Cost criterion - Name: Precio/hora servicio Diseño / Weighting: 8

Cost criterion - Name: Precio/hora servicio Maquetación / Weighting: 8

II.2.6. Estimated value

Value excluding VAT: 41 322,31 EUR

II.2.7. Duration of the contract, framework agreement or dynamic purchasing system

Duration in months: 12

This contract is subject to renewal: yes

Description of renewals:

Posibilidad de prórroga por cuatro períodos anuales. Art 29 LCSP

II.2.10. Information about variants

Variants will be accepted: yes

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

Servicio de ejecución y/o adquisición de productos publicitarios, audiovisuales, fotográficos y sonoros

Lot No: 2

II.2.2. Additional CPV code(s)

79340000 Advertising and marketing services, 79000000 Business services: law, marketing, consulting, recruitment, printing and security

II.2.3. Place of performance

NUTS code: ES532 Mallorca

II.2.4. Description of the procurement

Servicio de ejecución y/o adquisición de productos publicitarios, audiovisuales, fotográficos y sonoros

II.2.5. Award criteria

Criteria below

Quality criterion - Name: Adecuación y relación con el tema planteado / Weighting: 10

Quality criterion - Name: Archivo audiovisual gratuito 20 destino Illes Balears / Weighting: 5

Quality criterion - Name: Calidad técnica y estética de las imágenes / Weighting: 10

Quality criterion - Name: Campacidad de la composición para provocar sensaciones y emociones / Weighting: 10

Quality criterion - Name: Originalidad / Weighting: 10

Cost criterion - Name: Incorporación de personas con discapacidad o personas con dificultad de acceso al mercado laboral Lote 2 / Weighting: 5

Cost criterion - Name: Precio de ejecución de imágenes fotográficas. Precio de imágenes documentales con modelos / Weighting: 8

Cost criterion - Name: Precio de ejecución de imágenes fotográficas. Precio de imágenes documentales sin modelos / Weighting: 2

Cost criterion - Name: Precio de las producciones audiovisuales . Precio de una pieza documental / Weighting: 4

Cost criterion - Name: Precio de las producciones audiovisuales. Precio de montaje con imágenes de archivo / Weighting: 8

Cost criterion - Name: Precio de las producciones audiovisuales. Precio de un spot / Weighting : 23

Cost criterion - Name: Precio de locución / Weighting: 5

II.2.6. Estimated value

Value excluding VAT: 165 289,26 EUR

II.2.7. Duration of the contract, framework agreement or dynamic purchasing system

Duration in months: 12

This contract is subject to renewal: yes

Description of renewals:

Posibilidad de prórroga por cuatro períodos anuales. Art 29 LCSP

II.2.10. Information about variants

Variants will be accepted: yes

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

Compra de espacios publicitarios

Lot No: 3

II.2.2. Additional CPV code(s)

79340000 Advertising and marketing services, 79000000 Business services: law, marketing, consulting, recruitment, printing and security

II.2.3. Place of performance

NUTS code: ES532 Mallorca

II.2.4. Description of the procurement

Compra de espacios publicitarios

II.2.5. Award criteria

Criteria below

Quality criterion - Name: Igualdad de oportunidades entre mujeres y hombres Lote 3 / Weighting: 5

Quality criterion - Name: Mejoras Lote 3 / Weighting: 5

Cost criterion - Name: Incorporación de personas con discapacidad o personas con dificultad de acceso al mercado laboral Lote 3 / Weighting: 5

Cost criterion - Name: Comisión de agencia de televisión / Weighting: 1.5
Cost criterion - Name: Comisión de agencia medios digitales /Internet/Apps / Weighting: 2
Cost criterion - Name: Comisión de agencia prensa escrita y revistas / Weighting: 3.5
Cost criterion - Name: Comisión de agencia publicidad exterior / Weighting: 3.5
Cost criterion - Name: Comisión de agencia radio / Weighting: 2
Cost criterion - Name: Descuento medios Illes Balears. Descuento medios digitales/Internet /Apps / Weighting: 6
Cost criterion - Name: Descuento medios Illes Balears. Descuento prensa de proximidad / Weighting: 3
Cost criterion - Name: Descuento medios Illes Balears. Descuento prensa escrita y revistas / Weighting: 8
Cost criterion - Name: Descuento medios Illes Balears. Descuento publicidad exterior / Weighting: 3
Cost criterion - Name: Descuento medios Illes Balears. Descuento radio / Weighting: 6
Cost criterion - Name: Descuento medios Illes Balears. Descuento televisión y cine / Weighting : 8
Cost criterion - Name: Descuento medios nacionales e internacionales. Descuento medios digitales/Internet/Apps- Alcance nacional e internacional / Weighting: 6
Cost criterion - Name: Descuento medios nacionales e internacionales. Descuento prensa escrita y revistas. Tirada nacional e internacional / Weighting: 10
Cost criterion - Name: Descuento medios nacionales e internacionales. Descuento publicidad exterior. Alcance nacional e internacional / Weighting: 8
Cost criterion - Name: Descuento medios nacionales e internacionales. Descuento radio. Emisión nacional / Weighting: 6
Cost criterion - Name: Descuento medios nacionales e internacionales. Descuento televisión emisión nacional / Weighting: 6
Cost criterion - Name: Precio/hora sobre valoraciones publicitarias y de repercusión mediática / Weighting: 2.5

II.2.6. Estimated value

Value excluding VAT: 991 735,55 EUR

II.2.7. Duration of the contract, framework agreement or dynamic purchasing system

Duration in months: 12

This contract is subject to renewal: yes

Description of renewals:

Posibilidad de prórroga por cuatro períodos anuales. Art 29 LCSP

II.2.10. Information about variants

Variants will be accepted: yes

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

Servicio de planificación, dinamización y gestión de contenidos de las redes sociales, y servicio de un Community Manager

Lot No: 4

II.2.2. Additional CPV code(s)

79340000 Advertising and marketing services, 79000000 Business services: law, marketing, consulting, recruitment, printing and security

II.2.3. Place of performance

NUTS code: ES532 Mallorca

II.2.4. Description of the procurement

Servicio de planificación, dinamización y gestión de contenidos de las redes sociales, y servicio de un Community Manager

II.2.5. Award criteria

Criteria below

Quality criterion - Name: Herramientas de analítica utilizadas / Weighting: 4

Quality criterion - Name: Otras mejoras / Weighting: 4

Quality criterion - Name: Plan de igualdad / Weighting: 5

Quality criterion - Name: Propuesta de calendario de contenidos mensual (ejemplo de una semana del mes de febrero y una semana del mes de julio) y propuesta publicidad / Weighting : 8

Quality criterion - Name: Propuesta de un informe mensual ilustrado (con datos ficticios), haciendo referencia al seguimiento de las KPI's, objetivos conseguidos, conclusiones y mejoras a realizar / Weighting: 3

Quality criterion - Name: Propuesta técnica del proyecto con las soluciones tácticas segmentadas por mercado emisor, perfil, productos/temáticas, con su argumentación / Weighting: 6

Cost criterion - Name: Capacidad de respuesta / Weighting: 4

Cost criterion - Name: Creación de empleo para personas con dificultades de acceso al mercado laboral / Weighting: 5

Cost criterion - Name: Dedicación del perfil de Community Manager / Weighting: 4

Cost criterion - Name: Mejora en el resultado mensual de la captación de usuarios / Weighting : 8

Cost criterion - Name: Mejora en el resultado mensual del alcance / Weighting: 3

Cost criterion - Name: Mejora en el resultado mensual del engagement / Weighting: 3

Cost criterion - Name: Mejora mensual destinada a post promocionados y/o publicidad / Weighting: 3

Cost criterion - Name: Oferta económica / Weighting: 40

II.2.6. Estimated value

Value excluding VAT: 181 818,18 EUR

II.2.7. Duration of the contract, framework agreement or dynamic purchasing system

Duration in months: 12

This contract is subject to renewal: yes

Description of renewals:

Posibilidad de prórroga por cuatro períodos anuales. Art 29 LCSP

II.2.10. Information about variants

Variants will be accepted: yes

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 III: Legal, economic, financial and technical information

III.1. Conditions for participation

III.1.1. Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers

List and brief description of conditions:
Capacidad de obrar

III.1.2. Economic and financial standing

List and brief description of selection criteria:
Cifra anual de negocio

III.1.3. Technical and professional ability

Selection criteria as stated in the procurement documents

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.2.2. Time limit for receipt of tenders or requests to participate

Date: 04/07/2023 Local time: 23:59

IV.2.3. Estimated date of dispatch of invitations to tender or to participate to selected candidates

IV.2.4. Languages in which tenders or requests to participate may be submitted

Spanish

IV.2.7. Conditions for opening of tenders

Date: 05/07/2023 Local time: 10:00

Place:

Datos de Dirección:

Calle:

CP:

Población:

País:

Section VI: Complementary information

VI.1. Information about recurrence

This is a recurrent procurement: no

VI.3. Additional information

VI.4. Procedures for review

VI.4.1. Review body

Official name: Tribunal Administrativo Central Recursos Contractuales

Postal address: Av General Perón

Town: Madrid

Postal code: 28040

Country: Spain

VI.5. Date of dispatch of this notice

26/05/2023