

Spain-Huelva: Advertising services
OJ S 123/2021 29/06/2021
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Junta de Gobierno de la Diputación Provincial de Huelva

National registration number: P2100000E

Postal address: Avenida Martín Alonso Pinzón, 9

Town: Huelva

NUTS code: ES615 Huelva

Postal code: 21003

Country: Spain

Contact person: Junta de Gobierno de la Diputación Provincial de Huelva

E-mail: contratacion@diphuelva.org

Telephone: +34 959494600

Internet address(es):

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

Address of the buyer profile: <https://contrataciondelestado.es/wps/poc?uri=deeplink:perfilContratante&idBp=hmH0QC9mzUQQK2TEfXGy%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

Servicios de una agencia de medios para la gestión de las campañas de publicidad en medios de comunicación y redes sociales de la Diputación Provincial de Huelva

Reference number: 20seA28

II.1.2. Main CPV code

79341000 Advertising services

II.1.3. Type of contract

Services

II.1.4. Short description

Servicios de una agencia de medios para la gestión de las campañas de publicidad en medios de comunicación y redes sociales de la Diputación Provincial de Huelva.

II.1.6. Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Value excluding VAT: 600 000,00 EUR

II.2. Description

II.2.2. Additional CPV code(s)

79341100 Advertising consultancy services, 79341200 Advertising management services, 79341400 Advertising campaign services

II.2.3. Place of performance

NUTS code: ES615 Huelva

II.2.4. Description of the procurement

Servicios de una agencia de medios para la gestión de las campañas de publicidad en medios de comunicación y redes sociales de la Diputación Provincial de Huelva.

II.2.5. Award criteria

Quality criterion - Name: Documentación técnica / Weighting: 30

Price - Weighting: 70

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 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: [2021/S 045-112340](#)

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: 20seA28C

Title:

Servicios de una agencia de medios para la gestión de las campañas de publicidad en medios de comunicación y redes sociales de la Diputación Provincial de Huelva

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

24/06/2021

V.2.2. Information about tenders

Number of tenders received: 3

Number of tenders received from SMEs: 3

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: B63968267

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: 600 000,00 EUR

Total value of the contract/lot: 600 000,00 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: Registro General de la Diputación de Huelva

Postal address: C/ Martín Alonso Pinzón, 9

Town: Huelva

Postal code: 21003

Country: Spain

VI.4.3. Review procedure

Precise information on deadline(s) for review procedures:

Plazo de presentación: 23.3.2021.

VI.4.4. Service from which information about the review procedure may be obtained

Official name: Tribunal de Recursos Contractuales de Diputación Huelva

Postal address: C/ Martín Alonso Pinzón, 9

Town: Huelva

Postal code: 21003

Country: Spain

VI.5. Date of dispatch of this notice

24/06/2021