

327143-2026 - Result

Spain – Advertising services – Servicio de desarrollo de campañas de publicidad del Plan Estratégico de la Política Agraria Común (PEPAC) 2023-2027, durante los años 2026, 2027 y 2028 cofinanciado con cargo al Fondo Europeo Agrícola de Desarrollo Rural (FEADER).

OJ S 92/2026 13/05/2026

Contract or concession award notice – standard regime

Services

1. Buyer

1.1. Buyer

Official name: Consellería del Medio Rural

Email: licitacion.mediorural@xunta.gal

Legal type of the buyer: Regional authority

Activity of the contracting authority: General public services

2. Procedure

2.1. Procedure

Title: Servicio de desarrollo de campañas de publicidad del Plan Estratégico de la Política Agraria Común (PEPAC) 2023-2027, durante los años 2026, 2027 y 2028 cofinanciado con cargo al Fondo Europeo Agrícola de Desarrollo Rural (FEADER).

Description: El objeto del contrato es la elaboración y desarrollo integral de la campaña de información y promoción del Plan Estratégico de la Política Agraria Común (PEPAC) 2023-2027, durante los años 2026, 2027 y 2028 que se debe llevar a cabo anualmente en cumplimiento de la normativa comunitaria. Los servicios a contratar serán los siguientes: - El desarrollo de una estrategia, investigación y planificación de medios publicitarios para la citada campaña publicitaria. - La adquisición de espacios publicitarios en todos los medios /soportes que se determinen. - La ejecución, justificación y evaluación de la campaña de medios durante la vigencia del contrato.

Procedure identifier: 35eff999-c891-459b-ad0f-dcc27e9693ea

Previous notice: 772425-2025

Internal identifier: CMR-2026-0002

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

Additional classification (cpv): 79341400 Advertising campaign services

2.1.2. Place of performance

Postal address: Edificio posterior derecho nº 4 San Caetano, 1º piso

Town: Santiago de Compostela

Postcode: 15781

Country subdivision (NUTS): A Coruña (ES111)

Country: Spain

2.1.3. Value

Estimated value excluding VAT: 629 752,05 EUR

2.1.4. General information

Legal basis:

Directive 2014/24/EU

5. Lot

5.1. Lot: LOT-0001

Title: Servicio de desarrollo de campañas de publicidad del Plan Estratégico de la Política Agraria Común (PEPAC) 2023-2027, durante los años 2026, 2027 y 2028 cofinanciado con cargo al Fondo Europeo Agrícola de Desarrollo Rural (FEADER).

Description: El objeto del contrato es la elaboración y desarrollo integral de la campaña de información y promoción del Plan Estratégico de la Política Agraria Común (PEPAC) 2023-2027, durante los años 2026, 2027 y 2028 que se debe llevar a cabo anualmente en cumplimiento de la normativa comunitaria. Los servicios a contratar serán los siguientes: - El desarrollo de una estrategia, investigación y planificación de medios publicitarios para a citada campaña publicitaria. - La adquisición de espacios publicitarios en todos los medios/soportes que se determinen. - La ejecución, justificación y evaluación de la campaña de medios durante la vigencia del contrato.

Internal identifier: CMR-2026-0002

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79341000 Advertising services

Additional classification (cpv): 79341400 Advertising campaign services

5.1.2. Place of performance

Country subdivision (NUTS): A Coruña (ES111)

Country: Spain

5.1.2. Place of performance

Country subdivision (NUTS): Lugo (ES112)

Country: Spain

5.1.2. Place of performance

Country subdivision (NUTS): Ourense (ES113)

Country: Spain

5.1.2. Place of performance

Country subdivision (NUTS): Pontevedra (ES114)

Country: Spain

5.1.3. Estimated duration

Start date: 12/05/2026

Duration end date: 15/11/2028

5.1.4. Renewal

Maximum renewals: 0

5.1.6. General information

Procurement Project fully or partially financed with EU Funds.

The procurement is covered by the Government Procurement Agreement (GPA): yes

Information about previous notices:

Identifier of the previous notice: 672435-2025

5.1.10. Award criteria**Criterion:**

Type: Quality

Description: Investigación, target y análisis

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

Award criterion number: 10

Criterion:

Type: Quality

Description: Objetivos, estrategia y mix de medios

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

Award criterion number: 17

Criterion:

Type: Quality

Description: Planificación táctica

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

Award criterion number: 17

Criterion:

Type: Quality

Description: Evaluación previa de resultados

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

Award criterion number: 6

Criterion:

Type: Cost

Description: Costes de compra para cuñas de radio en Galicia

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

Award criterion number: 14

Criterion:

Type: Cost

Description: Costes de compra de prensa en Galicia

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

Award criterion number: 16

Criterion:

Type: Cost

Description: Costes de compra de internet en Galicia

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

Award criterion number: 11

Criterion:

Type: Cost

Description: Costes de compra de exterior en Galicia

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

Award criterion number: 4

Criterion:

Type: Cost

Description: Valoración del porcentaje de la comisión de agencia

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

Award criterion number: 5

5.1.15. Techniques

Framework agreement:

No framework agreement

Information about the dynamic purchasing system:

No dynamic purchase system

5.1.16. Further information, mediation and review

Review organisation: Tribunal Administrativo de Contratación Pública de Galicia

Information about review deadlines: Recurso especial en materia de contratación. Ver cláusula 1.5 del pliego de cláusulas administrativas particulares que rigen la contratación

Organisation providing additional information about the procurement procedure: Consellería del Medio Rural

Organisation providing offline access to the procurement documents: Consellería del Medio Rural

Organisation providing more information on the review procedures: Consellería del Medio Rural

Organisation signing the contract: Consellería del Medio Rural

6. Results

Value of all contracts awarded in this notice: 629 752,05 EUR

6.1. Result lot identifier: LOT-0001

Winner selection status: At least one winner was chosen.

6.1.2. Information about winners

Winner:

Official name: Anónimo Advertising, SL

Tender:

Tender identifier: Anónimo Advertising, SL 1

Identifier of lot or group of lots: LOT-0001

Value of the tender: 629 752,05 EUR

Rank of the tender: 1

The tender is a variant: no

Subcontracting: No

Contract information:

Identifier of the contract: LOT-0001

Date on which the winner was chosen: 08/04/2026

Date of the conclusion of the contract: 11/05/2026

Information about European Union funds:

Name of EU-financed project or programme: European Agricultural Fund for Rural Development (EAFRD) (2021/2027)

Organisation signing the contract: Consellería del Medio Rural

6.1.4. Statistical information

Received tenders or requests to participate:

Type of received submissions: Tenders

Number of tenders or requests to participate received: 8

Type of received submissions: Tenders from micro, small or medium tenderers

Number of tenders or requests to participate received: 8

Type of received submissions: Tenders submitted electronically

Number of tenders or requests to participate received: 8
Type of received submissions: Tenders from tenderers registered in other European Economic Area countries than the country of the buyer
Number of tenders or requests to participate received: 0
Type of received submissions: Tenders from tenders registered in countries outside of the European Economic Area
Number of tenders or requests to participate received: 0

8. Organisations

8.1. ORG-0001

Official name: Consellería del Medio Rural
Registration number: S1511001H
Postal address: Edificio posterior derecho nº 4 San Caetano s/n, 1º piso
Town: Santiago de Compostela
Postcode: 15781
Country subdivision (NUTS): A Coruña (ES111)
Country: Spain
Email: licitacion.mediorural@xunta.gal
Telephone: +34981545737
Internet address: <http://www.xunta.gal/medio-rural/perfil-do-contratante>
Buyer profile: <https://www.contratosdegalicia.gal>

Roles of this organisation:

Buyer
Organisation providing additional information about the procurement procedure
Organisation providing offline access to the procurement documents
Organisation providing more information on the review procedures
Organisation signing the contract

8.1. ORG-0002

Official name: Tribunal Administrativo de Contratación Pública de Galicia
Registration number: S1511001H-
Postal address: Rúa Raxeira 52, 2.º piso
Town: Santiago de Compostela
Postcode: 15781
Country subdivision (NUTS): A Coruña (ES111)
Country: Spain
Email: tacgal@xunta.gal
Telephone: +34881995481
Internet address: https://tacgal.xunta.gal/index_es.html

Roles of this organisation:

Review organisation

8.1. ORG-0003

Official name: Anónimo Advertising, SL
Size of the economic operator: Micro, small, or medium
Registration number: B36721900
Postal address: Avenida Camelias 19
Town: Vigo
Postcode: 36202

Country subdivision (NUTS): Pontevedra (ES114)

Country: Spain

Email: administracion@anonimoad.com

Telephone: 986481426

Roles of this organisation:

Tenderer

Winner of these lots: LOT-0001

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: a0b6cab7-77a8-4872-a957-19e37a2c7f16 - 01

Form type: Result

Notice type: Contract or concession award notice – standard regime

Notice subtype: 29

Notice dispatch date: 12/05/2026 10:36:48 (UTC+00:00) Western European Time, GMT

Languages in which this notice is officially available: Spanish

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