

**Spain-Madrid: Advertising consultancy services**  
**OJ S 106/2023 05/06/2023**  
**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: INSTITUTO CERVANTES

National registration number: Q2812007-I

Postal address: Calle Alcalá, 49

Town: MADRID

NUTS code: ES España

Postal code: 28014

Country: Spain

Contact person: DEPARTAMENTO DE CONTRATACIÓN Y GESTIÓN PATRIMONIAL

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

Telephone: +34 914367713

Fax: +34 914367714

**Internet address(es):**

Main address: [www.cervantes.es](http://www.cervantes.es)

Address of the buyer profile: [https://www.cervantes.es/sobre\\_instituto\\_cervantes/perfil\\_de\\_contratante.htm](https://www.cervantes.es/sobre_instituto_cervantes/perfil_de_contratante.htm).

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

Body governed by public law

**I.5. Main activity**

Education

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**Section II: Object**

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

**II.1.1. Title**

Servicio de Diseño y desarrollo de la identidad de marca y de la comunicación digital del Instituto Cervantes, financiado con fondos europeos PRTR

Reference number: TED48/2022-990760

**II.1.2. Main CPV code**

79341100 Advertising consultancy services

**II.1.3. Type of contract**

Services

**II.1.4. Short description**

Servicio de Diseño y desarrollo de la identidad de marca y de la comunicación digital del Instituto Cervantes, financiado con fondos europeos PRTR

#### **II.1.6. Information about lots**

This contract is divided into lots: no

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

Value excluding VAT: 760 139,50 EUR

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

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

79411100 Business development consultancy services

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

NUTS code: ES España

Main site or place of performance: España.

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

El detalle y características de la prestación y la forma en que debe realizarse se establecen en el Pliego de Prescripciones Técnicas que rige la presente licitación.

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

Quality criterion - Name: vease pliego / Weighting: 49

Price - Weighting: 25

#### **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:  
yes

Identification of the project: C19.I01.

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

Véanse pliegos

## **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: [2022/S 248-715781](#)

#### **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:** G-2022/11-0116

**Lot No:** 0

**Title:**

Servicio diseño y desarrollo de la identidad de marca y de la comunicación digital del Instituto Cervantes

A contract/lot is awarded: yes

### V.2. Award of contract

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

31/05/2023

#### V.2.2. Information about tenders

Number of tenders received: 1

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

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

Official name: Prodigioso Volcán S.L.

National registration number: B86080611

Town: MADRID

NUTS code: ES España

Country: Spain

The contractor is an SME: no

#### V.2.4. Information on value of the contract/lot

Initial estimated total value of the contract/lot: 760 139,51 EUR

Lowest offer: 646 117,00 EUR / Highest offer: 646 117,00 EUR taken into consideration

#### 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: INSTITUTO CERVANTES

Town: MADRID

Country: Spain

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

#### VI.4.3. Review procedure

Precise information on deadline(s) for review procedures:

Licitación susceptible de Recurso Especial en materia de contratación.

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

31/05/2023