

Spain-Santiago de Compostela: Advertising services
OJ S 137/2019 18/07/2019
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Instituto Gallego de la Vivienda y Suelo

National registration number: Q6550004C

Postal address: C/ Área Central, s/n, polígono de Fontiñas

Town: Santiago de Compostela (A Coruña)

NUTS code: ES111 A Coruña

Postal code: 15781

Country: Spain

Contact person: Instituto Gallego de la Vivienda y Suelo, Servicio de Contratación

E-mail: contratacionigvs@xunta.gal

Telephone: +34 981541946 / 981541960

Fax: +34 981541600

Internet address(es):

Main address: <http://igvs.xunta.gal/web/igvs/portada>

Address of the buyer profile: <https://www.contratosdegalicia.gal/consultaOrganismo.jsp?lang=gl&ID=800&N=14&OR=14&SORT=2&ORDER=2>

I.4. Type of the contracting authority

Regional or local authority

I.5. Main activity

Housing and community amenities

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Contrato de servicio de desarrollo de una campaña de sensibilización ciudadana e información en torno a la rehabilitación de viviendas en Galicia

Reference number: IGVS-01/2019

II.1.2. Main CPV code

79341000 Advertising services

II.1.3. Type of contract

Services

II.1.4. Short description

Contrato de servicio de desarrollo de una campaña de sensibilización ciudadana e información en torno a la rehabilitación de viviendas en Galicia.

II.1.6. Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Value excluding VAT: 661 157,02 EUR

II.2. Description

II.2.2. Additional CPV code(s)

79341400 Advertising campaign services

II.2.3. Place of performance

NUTS code: ES11 Galicia

Main site or place of performance: Galicia.

II.2.4. Description of the procurement

El objeto de este contrato es definir la estrategia de medios y soportes para desarrollar una campaña publicitaria a nivel autonómico, de cara a sensibilizar e informar a la sociedad gallega en torno a la rehabilitación de viviendas en Galicia, durante los años 2019 y 2020.

II.2.5. Award criteria

Quality criterion - Name: Proyecto de campaña: investigación, objetivos, estrategia, mix de medios y evaluación previa de resultados / Weighting: 50

Price - Weighting: 50

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: yes

IV.2. Administrative information

IV.2.1. Previous publication concerning this procedure

Notice number in the OJ S: [2018/S 243-557155](#)

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

Title:

Contrato de servicio de desarrollo de una campaña de sensibilización ciudadana e información en torno a la rehabilitación de viviendas en Galicia

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

15/07/2019

V.2.2. Information about tenders

Number of tenders received: 9

Number of tenders received from SMEs: 9

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

V.2.3. Name and address of the contractor

Official name: Avante Evolución de Medios, S. L. U.

National registration number: B70509971

Postal address: C/ General Pardiñas, 30, 1º B

Town: Santiago de Compostela

NUTS code: ES111 A Coruña

Postal code: 15701

Country: Spain

E-mail: administracion@avantemedios.com

Telephone: +34 981577369

Fax: +34 9881240906

The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 661 157,02 EUR

Total value of the contract/lot: 652 082,32 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: Tribunal Administrativo de Contratación Pública de Galicia

Postal address: Rúa Raxeira, 52, 2º andar

Town: Santiago de Compostela

Postal code: 15781

Country: Spain

E-mail: tacgal@xunta.gal

Telephone: +34 881995481

Fax: +34 881995485

Internet address: <https://tacgal.xunta.gal/>

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

Official name: Instituto Gallego de la Vivienda y Suelo. Servicio de Contratación

Postal address: C/ Área Central, s/n, polígono de Fontiñas

Town: Santiago de Compostela

Postal code: 15781

Country: Spain

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Internet address: <http://igvs.xunta.gal/web/igvs/portada>

VI.5. Date of dispatch of this notice

16/07/2019