

**Spain-Madrid: Advertising and marketing services**

OJ S 110/2023 09/06/2023

Contract award notice

Services

**Legal Basis:**

Directive 2014/24/EU

**Section I: Contracting authority**

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**I.1. Name and addresses**

Official name: Junta de Contratación del Ministerio de Cultura y Deporte

National registration number: S2800239B

Postal address: Plaza del Rey, 1

Town: Madrid

NUTS code: ES300 Madrid

Postal code: 28004

Country: Spain

Contact person: Junta de Contratación del Ministerio de Cultura y Deporte

E-mail: [junta.contratacion@cultura.gob.es](mailto:junta.contratacion@cultura.gob.es)

Telephone: +34 917017087

**Internet address(es):**Main address: <https://contrataciondelestado.es>Address of the buyer profile: <https://contrataciondelestado.es/wps/poc?uri=deeplink:perfilContratante&idBp=W1x%2B%2F94J%2F%2FTnSoTX3z%2F7wA%3D%3D>**I.4. Type of the contracting authority**

Ministry or any other national or federal authority, including their regional or local subdivisions

**I.5. Main activity**

Education

**Section II: Object**

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**II.1. Scope of the procurement****II.1.1. Title**

Servicio de gestión de la comunicación digital de la Dirección General de Industrias Culturales, Propiedad Intelectual y Cooperación.

Reference number: J220068

**II.1.2. Main CPV code**

79340000 Advertising and marketing services

**II.1.3. Type of contract**

Services

**II.1.4. Short description**

Servicio de gestión de la comunicación digital de la Dirección General de Industrias Culturales, Propiedad Intelectual y Cooperación.

**II.1.6. Information about lots**

This contract is divided into lots: yes

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

Value excluding VAT: 72 480,00 EUR

**II.2. Description**

**II.2.1. Title**

Gestión de la comunicación digital de los programas Oficina Europa Creativa, Oficina Europa Creativa Cultura y Punto Europeo de Ciudadanía

Lot No: 1

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

79340000 Advertising and marketing services

**II.2.3. Place of performance**

NUTS code: ES300 Madrid

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

Gestión de la comunicación digital de los programas Oficina Europa Creativa, Oficina Europa Creativa Cultura y Punto Europeo de Ciudadanía

**II.2.5. Award criteria**

Quality criterion - Name: Técnicas - Lote 1 / Weighting: 45

Price - Weighting: 55

**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**

Gestión de comunicación digital de los programas Cultura y Ciudadanía e Industrias Culturales

Lot No: 2

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

79340000 Advertising and marketing services

**II.2.3. Place of performance**

NUTS code: ES300 Madrid

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

Gestión de comunicación digital de los programas Cultura y Ciudadanía e Industrias Culturales

**II.2.5. Award criteria**

Quality criterion - Name: Técnicas - Lote 2 / Weighting: 45

Price - Weighting: 55

**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

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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 243-698739](#)

#### 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:** J220068

**Lot No:** 1

**Title:**

Gestión de la comunicación digital de los programas Oficina Europa Creativa, Oficina Europa Creativa Cultura y Punto Europeo de Ciudadanía

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: 2

Number of tenders received from SMEs: 2

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

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

Official name: Alabra Comunicación, S.L.

National registration number: B80685738

Postal address: C/ de la Balboa nº 3 4 planta  
Town: Madrid  
NUTS code: ES300 Madrid  
Postal code: 28039  
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: 45 709,41 EUR  
Total value of the contract/lot: 39 000,00 EUR

**V.2.5. Information about subcontracting**

**Section V: Award of contract**

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**Contract No:** J220068

**Lot No:** 2

**Title:**

Gestión de comunicación digital de los programas Cultura y Ciudadanía e Industrias Culturales

A contract/lot is awarded: yes

**V.2. Award of contract**

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

05/06/2023

**V.2.2. Information about tenders**

Number of tenders received: 2

Number of tenders received from SMEs: 2

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

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

Official name: Acerca Comunicación Cultural S.L

National registration number: B86879392

Postal address: C/ Sagasta nº 26 4º izq.

Town: Madrid

NUTS code: ES300 Madrid

Postal code: 28010

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: 37 611,19 EUR

Total value of the contract/lot: 33 480,00 EUR

**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: Tribunal Administrativo Central de Recursos Contractuales

Postal address: Avenida del General Perón 38-8ª Planta

Town: Madrid

Postal code: 28071

Country: Spain

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

06/06/2023