

Spain-Seville: Advertising services
OJ S 142/2020 24/07/2020
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Extenda — Agencia Andaluza de Promoción Exterior, S. A.

National registration number: A41147596

Postal address: C/ Marie Curie, 5, Isla de la Cartuja

Town: Sevilla

NUTS code: ES618 Sevilla

Postal code: 41092

Country: Spain

Contact person: Departamento de Contratación

E-mail: contratacion@extenda.es

Telephone: +34 954280227

Fax: +34 955128281

Internet address(es):

Main address: <http://www.extenda.es>

Address of the buyer profile: <http://contratacion.chap.junta-andalucia.es/contratacion>

I.4. Type of the contracting authority

Other type: Empresa pública

I.5. Main activity

Other activity: Apoyo a la internacionalización de las empresas andaluzas

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Contratación de la planificación, estrategia y compra de espacios publicitarios, en prensa digital, radio y televisión, de una campaña de publicidad orientada al incremento de la base exportadora

II.1.2. Main CPV code

79341000 Advertising services

II.1.3. Type of contract

Services

II.1.4. Short description

Contratación de una agencia de medios para la planificación, estrategia y compra de espacios publicitarios, en prensa digital, radio y televisión, así como la ejecución del plan de medios, de campaña de publicidad orientada al incremento de la base exportadora en 2020.

II.1.6. Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Value excluding VAT: 424 000,00 EUR

II.2. Description

II.2.3. Place of performance

NUTS code: ES61 Andalucía

II.2.4. Description of the procurement

Contratación de una agencia de medios para la planificación, estrategia y compra de espacios publicitarios, en prensa digital, radio y televisión, así como la ejecución del plan de medios, de campaña de publicidad orientada al incremento de la base exportadora en 2020.

II.2.5. Award criteria

Cost criterion - Name: Prensa digital / Weighting: 20

Cost criterion - Name: Radio / Weighting: 20

Cost criterion - Name: Televisión / Weighting: 30

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: El importe de este contrato podrá estar cofinanciado con fondos procedentes de la Unión Europea, a través del Programa Operativo FEDER de Andalucía 2014-2020, dotado con una contribución comunitaria del 80 %.

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: [2019/S 240-589281](#)

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: 2019-090

Title:

Contratación de la planificación, estrategia y compra de espacios publicitarios, en prensa digital, radio y televisión, de una campaña de publicidad orientada al incremento de la base exportadora

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

22/07/2020

V.2.2. Information about tenders

Number of tenders received: 7

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

V.2.3. Name and address of the contractor

Official name: M&C Saatchi Madrid, S. L.

Town: Madrid

NUTS code: ES30 Comunidad de Madrid

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: 440 000,00 EUR

Total value of the contract/lot: 424 000,00 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: Tribunal Administrativo de Recursos Contractuales de la Junta de Andalucía

Postal address: C/ Barcelona, 4 -6

Town: Sevilla

Postal code: 41001

Country: Spain

E-mail: tribunaladministrativo.contratos@juntadeandalucia.es

Telephone: +34 671530856

Fax: +34 955515041

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

Official name: Tribunal Administrativo de Recursos Contractuales de la Junta de Andalucía

Postal address: C/ Barcelona, 4-6

Town: Sevilla

Postal code: 41001

Country: Spain

E-mail: tribunaladministrativo.contratos@juntadeandalucia.es

Telephone: +34 671530856

Fax: +34 955515041

VI.5. Date of dispatch of this notice

22/07/2020