

Spain-Castellón de la Plana: Advertising campaign services**OJ S 144/2019 29/07/2019****Contract award notice****Services****Legal Basis:**

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Patronato Provincial Turismo de Castellón

National registration number: P6200004G

Postal address: Avenida Vall d'Uixó, 25

Town: Castellón de la Plana

NUTS code: ES522 Castellón/Castelló

Postal code: 12004

Country: Spain

Contact person: Patronato Provincial Turismo de Castellón

E-mail: turismodecastellon@dipcas.es

Telephone: +34 964359883

Fax: +34 964359870

Internet address(es):Main address: <http://www.turismodecastellon.com>Address of the buyer profile: <https://contrataciondelestado.es/wps/poc?uri=deeplink:perfilContratante&idBp=QIUtdkniWFwQK2TEfXGy%2BA%3D%3D>**I.4. Type of the contracting authority**

Regional or local authority

I.5. Main activity

General public services

Section II: Object

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

Campaña comunicación marca «Castellón Mediterráneo»

Reference number: 6/19

II.1.2. Main CPV code

79341400 Advertising campaign services

II.1.3. Type of contract

Services

II.1.4. Short description

Campaña comunicación marca «Castellón Mediterráneo».

II.1.6.

Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Value excluding VAT: 289 995,21 EUR

II.2. Description

II.2.3. Place of performance

NUTS code: ES522 Castellón/Castelló

II.2.4. Description of the procurement

Campaña comunicación marca «Castellón Mediterráneo».

II.2.5. Award criteria

Quality criterion - Name: Planteamiento estratégico y propuesta de actuaciones de la campaña / Weighting: 32

Cost criterion - Name: Valoración de la eficacia del plan de medios / Weighting: 48

Cost criterion - Name: Oferta económica / Weighting: 20

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: no

IV.2. Administrative information

IV.2.1. Previous publication concerning this procedure

Notice number in the OJ S: [2019/S 057-131870](#)

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: 6/19

Title:

Campaña comunicación marca «Castellón Mediterráneo»

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

19/07/2019

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: Avante Comunicación, S. L.

National registration number: B80518822

Postal address: C/ Chile, 10, oficina 146

Town: Las Rozas (Madrid)

NUTS code: ES España

Postal code: 28290

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: 330 578,51 EUR

Total value of the contract/lot: 289 995,21 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: Patronato Provincial de Turismo de Castellón

Postal address: Avenida Vall d'Uixó, 25

Town: Castellón de la Plana

Postal code: 12004

Country: Spain

E-mail: rpoles@dipcas.es

Telephone: +34 964359584

VI.5. Date of dispatch of this notice

24/07/2019