

**Spain-Bilbao: Advertising campaign services**  
**OJ S 144/2020 28/07/2020**  
**Contract award notice – utilities**  
**Services**

**Legal Basis:**

Directive 2014/25/EU

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**Section I: Contracting entity**

**I.1. Name and addresses**

Official name: Sociedad Pública EuskoTrenbideak Ferrocarriles Vascos, S. A. Unipersonal

National registration number: A48136550

Postal address: C/ Atxuri, 6

Town: Bilbao

NUTS code: ES21 País Vasco

Postal code: 48006

Country: Spain

Contact person: Compras y contratación

E-mail: [contratacion@euskotren.eus](mailto:contratacion@euskotren.eus)

Telephone: +34 944019900

**Internet address(es):**

Main address: [www.euskotren.eus](http://www.euskotren.eus)

Address of the buyer profile: [www.contratacion.euskadi.eus](http://www.contratacion.euskadi.eus)

**I.6. Main activity**

Railway services

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**Section II: Object**

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

**II.1.1. Title**

Servicio de asistencia técnica en publicidad y marketing, diseño y producción de campañas informativas y planificación y compra de espacios publicitarios para Euskotren

Reference number: P10028911

**II.1.2. Main CPV code**

79341400 Advertising campaign services

**II.1.3. Type of contract**

Services

**II.1.4. Short description**

Servicio de asistencia técnica en publicidad y marketing, diseño y producción de campañas informativas y planificación y compra de espacios publicitarios para Euskotren.

**II.1.6. Information about lots**

This contract is divided into lots: no

**II.1.7.**

## **Total value of the procurement**

Value excluding VAT: 700 000,00 EUR

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

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

NUTS code: ES21 País Vasco

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

Servicio de asistencia técnica en publicidad y marketing, diseño y producción de campañas informativas y planificación y compra de espacios publicitarios para Euskotren.

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

Cost criterion - Name: Proposición económica / Weighting: 54

#### **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: [2020/S 040-095632](#)

##### **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 periodic indicative notice**

### **Section V: Award of contract**

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**Contract No:** 1

**Title:**

Servicio de asistencia técnica en publicidad y marketing, diseño y producción de campañas informativas y planificación y compra de espacios publicitarios para Euskotren

A contract/lot is awarded: yes

## **V.2. Award of contract**

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

24/07/2020

### **V.2.2. Information about tenders**

Number of tenders received: 2

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

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

Official name: Aurman, S. A.

Town: Bilbao

NUTS code: ES21 País Vasco

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: 1 680 000,00 EUR

Total value of the contract/lot: 700 000,00 EUR

### **V.2.5. Information about subcontracting**

### **V.2.6. Price paid for bargain purchases**

## **Section VI: Complementary information**

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### **VI.3. Additional information**

Se adjudican los siguientes precios unitarios (sin IVA), comisiones y descuentos, hasta el presupuesto máximo anual de 350 000,00 EUR.

### **VI.4. Procedures for review**

#### **VI.4.1. Review body**

Official name: Órgano Administrativo de Recursos Contractuales de la Comunidad Autónoma de Euskadi

Postal address: C/ Donostia-San Sebastián, 1

Town: Vitoria-Gasteiz

Postal code: 01010

Country: Spain

E-mail: [oarc@euskadi.eus](mailto:oarc@euskadi.eus)

Telephone: +34 945018000

#### **VI.4.2. Body responsible for mediation procedures**

Official name: Órgano Administrativo de Recursos Contractuales de la Comunidad Autónoma de Euskadi

Postal address: C/ Donostia-San Sebastian, 1

Town: Vitoria

Postal code: 01010

Country: Spain

E-mail: [oarc@euskadi.eus](mailto:oarc@euskadi.eus)

Telephone: +34 945018000

### **VI.5.**

**Date of dispatch of this notice**

24/07/2020