

**Spain-Vigo: Advertising management services**

OJ S 127/2022 05/07/2022

**Contract notice****Services****Legal Basis:**

Directive 2014/24/EU

**Section I: Contracting authority**

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**I.1. Name and addresses**

Official name: Consorcio de la Zona Franca de Vigo

National registration number: V36611580

Postal address: Areal 46

Town: Vigo

NUTS code: ES114 Pontevedra

Postal code: 36201

Country: Spain

Contact person: Consorcio de la Zona Franca de Vigo

E-mail: [contratacion@zonafrancavigo.com](mailto:contratacion@zonafrancavigo.com)

Telephone: +34 986269721

Fax: +34 986269730

**Internet address(es):**Main address: <http://www.zonafrancavigo.com>Address of the buyer profile: <https://contrataciondelestado.es/wps/poc?uri=deeplink:perfilContratante&idBp=o242UtBJTWo%3D>**I.3. Communication**The procurement documents are available for unrestricted and full direct access, free of charge, at: [https://contrataciondelestado.es/wps/poc?uri=deeplink:detalle\\_licitacion&idEvl=LGy3XEiK%2BOBvYnTkQN0%2FZA%3D%3D](https://contrataciondelestado.es/wps/poc?uri=deeplink:detalle_licitacion&idEvl=LGy3XEiK%2BOBvYnTkQN0%2FZA%3D%3D)

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted to the abovementioned address

Electronic communication requires the use of tools and devices that are not generally

available. Unrestricted and full direct access to these tools and devices is possible, free of

charge, at: <https://contrataciondelestado.es/wps/poc?uri=deeplink:perfilContratante&idBp=o242UtBJTWo%3D>**I.4. Type of the contracting authority**

Body governed by public law

**I.5. Main activity**

Economic and financial affairs

**Section II: Object**

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

Servicio de creación y difusión publicitaria del 75 aniversario del Consorcio de la Zona Franca de Vigo.

Reference number: SER/22/0045

**II.1.2. Main CPV code**

79341200 Advertising management services

**II.1.3. Type of contract**

Services

**II.1.4. Short description**

Servicio de creación y difusión publicitaria del 75 aniversario del Consorcio de la Zona Franca de Vigo.

**II.1.5. Estimated total value**

Value excluding VAT: 480 000,00 EUR

**II.1.6. Information about lots**

This contract is divided into lots: no

**II.2. Description**

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

79341400 Advertising campaign services

**II.2.3. Place of performance**

NUTS code: ES114 Pontevedra

Main site or place of performance: Los servicios se prestarán según lo especificado en el Pliego de Prescripciones Técnicas Particulares.. .

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

Servicio de creación y difusión publicitaria del 75 aniversario del Consorcio de la Zona Franca de Vigo.

**II.2.5. Award criteria**

Criteria below

Quality criterion - Name: Campaña institucional genérica: adecuación a los objetivos. / Weighting: 5

Quality criterion - Name: Campaña institucional genérica: calidad gráfica. / Weighting: 5

Quality criterion - Name: Campaña institucional genérica: claridad y credibilidad del mensaje. / Weighting: 5

Quality criterion - Name: Campaña institucional genérica: estrategia e idea creativa / Weighting : 10

Quality criterion - Name: Campaña institucional genérica: originalidad y notoriedad. / Weighting : 5

Quality criterion - Name: Subcampaña: adecuación a los objetivos. / Weighting: 2

Quality criterion - Name: Subcampaña: calidad gráfica. / Weighting: 2

Quality criterion - Name: Subcampaña: claridad y credibilidad del mensaje. / Weighting: 2

Quality criterion - Name: Subcampaña: estrategia e idea creativa. / Weighting: 7

Quality criterion - Name: Subcampaña: originalidad y notoriedad. / Weighting: 2

Cost criterion - Name: Porcentajes de descuento ofertados para cada soporte publicitario: medios gráficos, radios, internet, televisión y publicidad exterior. / Weighting: 45

Cost criterion - Name: Importes ofertados para la elaboración de la campaña institucional y las subcampañas. / Weighting: 10

#### **II.2.6. Estimated value**

Value excluding VAT: 480 000,00 EUR

#### **II.2.7. Duration of the contract, framework agreement or dynamic purchasing system**

Duration in months: 12

This contract is subject to renewal: no

#### **II.2.10. Information about variants**

Variants will be accepted: no

#### **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 III: Legal, economic, financial and technical information**

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#### **III.1. Conditions for participation**

##### **III.1.1. Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers**

List and brief description of conditions:

Capacidad de obrar

No prohibición para contratar

No estar incurso en incompatibilidades

Cumplimiento con las obligaciones con la Seguridad Social

Cumplimiento con las obligaciones tributarias

##### **III.1.2. Economic and financial standing**

List and brief description of selection criteria:

Cifra anual de negocio

##### **III.1.3. Technical and professional ability**

List and brief description of selection criteria:

- Trabajos realizados

#### **III.2. Conditions related to the contract**

##### **III.2.2. Contract performance conditions**

Consideraciones de tipo social. Descripción: A fin de favorecer la conciliación del trabajo y la vida familiar, se exigirá que la empresa adjudicataria adopte medidas para posibilitar dicha conciliación

### **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.2.2. Time limit for receipt of tenders or requests to participate**

Date: 01/08/2022 Local time: 14:00

#### **IV.2.3. Estimated date of dispatch of invitations to tender or to participate to selected candidates**

#### **IV.2.4. Languages in which tenders or requests to participate may be submitted**

Spanish, Galician

#### **IV.2.6. Minimum time frame during which the tenderer must maintain the tender**

Duration in months: 8 (from the date stated for receipt of tender)

#### **IV.2.7. Conditions for opening of tenders**

Date: 13/09/2022 Local time: 10:30

Place:

Datos de Dirección:

Calle:

CP:

Población:

País:

Information about authorised persons and opening procedure: Descripción: Cualquier interesado en asistir, deberá enviar un correo electrónico a [contratacion@zonafrancavigo.com](mailto:contratacion@zonafrancavigo.com) manifestando su interés de participar, para que le reenviemos el enlace de acceso a la reunión de Zoom

### **Section VI: Complementary information**

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#### **VI.1. Information about recurrence**

This is a recurrent procurement: no

#### **VI.2. Information about electronic workflows**

Electronic invoicing will be accepted

#### **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 General Perón, 38

Town: Madrid

Postal code: 28020

Country: Spain

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

30/06/2022