

Spain-Calp: Advertising and marketing services
OJ S 131/2022 11/07/2022
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Alcaldía del Ajuntament de Calp
National registration number: P0304700H
Postal address: Avda. Ifach, 12
Town: Calp (Alicante)
NUTS code: ES521 Alicante/Alacant
Postal code: 03710
Country: Spain
Contact person: Alcaldía del Ajuntament de Calp
E-mail: contratacion@ajcalp.es
Telephone: +34 965833600
Fax: +34 965833304

Internet address(es):

Main address: <http://www.calp.es>
Address of the buyer profile: <https://contrataciondelestado.es/wps/poc?uri=deeplink:perfilContratante&idBp=I8bPegW7eOU%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

Servicios de Plan de Marketing anual para acciones online y offline para la promoción comercial del Departamento de Comercio del Ayuntamiento de Calp (Alicante)
Reference number: SER 18/2022-L4

II.1.2. Main CPV code

79340000 Advertising and marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

Servicios de Plan de Marketing anual para acciones online y offline para la promoción comercial del Departamento de Comercio del Ayuntamiento de Calp (Alicante)

II.1.6. Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Value excluding VAT: 27 640,00 EUR

II.2. Description

II.2.2. Additional CPV code(s)

79341400 Advertising campaign services, 79342000 Marketing services

II.2.3. Place of performance

NUTS code: ES521 Alicante/Alacant

II.2.4. Description of the procurement

Servicios de Plan de Marketing anual para acciones online y offline para la promoción comercial del Departamento de Comercio del Ayuntamiento de Calp (Alicante)

II.2.5. Award criteria

Price

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: [2022/S 030-075652](#)

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: 94/2022

Title:

Servicios de Plan de Marketing anual para acciones online y offline para la promoción comercial del Departamento de Comercio del Ayuntamiento de Calp (Alicante)

A contract/lot is awarded: yes

V.2. Award of contract**V.2.1. Date of conclusion of the contract**

01/07/2022

V.2.2. Information about tenders

Number of tenders received: 9

Number of tenders received from SMEs: 7

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

V.2.3. Name and address of the contractor

Official name: SPM DIGITAL Y CONSULTORIA, S.L.

National registration number: B73945503

Postal address: C/ Limonero, 2

Town: Totana

NUTS code: ES620 Murcia

Postal code: 03850

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: 49 586,77 EUR

Total value of the contract/lot: 27 640,00 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 Central de Recursos Contractuales (DiR: EA0023025)

Postal address: Avda. General Perón, 38, 8ª Planta

Town: Madrid

Postal code: 28020

Country: Spain

E-mail: tribuna_recursos.contratos@hacienda.gob.es

Internet address: <http://www.hacienda.gob.es>

VI.5. Date of dispatch of this notice

06/07/2022