

374839-2026 - Result

Spain – Advertising services – Servicios de creatividad y producción de los elementos publicitarios audiovisuales, digitales y gráficos de una campaña de publicidad institucional de Turismo Cultural

OJ S 104/2026 02/06/2026

Contract or concession award notice – standard regime - Change notice
Services

1. Buyer

1.1. Buyer

Official name: Agencia Catalana de Turismo

Email: contractacio.act@gencat.cat

Legal type of the buyer: Regional authority

Activity of the contracting authority: Economic affairs

2. Procedure

2.1. Procedure

Title: Servicios de creatividad y producción de los elementos publicitarios audiovisuales, digitales y gráficos de una campaña de publicidad institucional de Turismo Cultural

Description: Servicios de creatividad y producción de los elementos publicitarios audiovisuales, digitales y gráficos (anexo 1 del PPT) de una campaña de publicidad institucional de Turismo Cultural

Procedure identifier: ed7b17fe-c792-455d-94a9-27563bf721d5

Previous notice: 367932-2025

Internal identifier: ACT-2025-60

Type of procedure: Open

The procedure is accelerated: no

2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79341000 Advertising services

Additional classification (cpv): 92111220 Advertising video-tape production

2.1.2. Place of performance

Country subdivision (NUTS): Barcelona (ES511)

Country: Spain

Additional information: El lugar de ejecución estará definido en los pliegos de la contratación

2.1.3. Value

Estimated value excluding VAT: 369 761,15 EUR

2.1.4. General information

Additional information: <https://contractaciopublica.cat/perfil/act>

Legal basis:

Directive 2014/24/EU

Ley 9/2017, de 8 de noviembre, de Contratos del Sector Público - Ley 9/2017, de 8 de

noviembre, de Contratos del Sector Público - Ley 9/2017, de 8 de noviembre, de Contratos del

5. Lot

5.1. Lot: LOT-0001

Title: Servicios de creatividad y producción de los elementos publicitarios audiovisuales, digitales y gráficos de una campaña de publicidad institucional de Turismo Cultural

Description: Servicios de creatividad y producción de los elementos publicitarios audiovisuales, digitales y gráficos (anexo 1 del PPT) de una campaña de publicidad institucional de Turismo Cultural

Internal identifier: ACT-2025-60

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79341000 Advertising services

Additional classification (cpv): 92111220 Advertising video-tape production

5.1.2. Place of performance

Country subdivision (NUTS): Barcelona (ES511)

Country: Spain

5.1.3. Estimated duration

Start date: 22/10/2025

Duration end date: 31/12/2025

5.1.5. Value

Estimated value excluding VAT: 369 761,15 EUR

5.1.6. General information

Procurement Project not financed with EU Funds.

The procurement is covered by the Government Procurement Agreement (GPA): yes

Additional information: <https://contractaciopublica.cat/perfil/act>

5.1.10. Award criteria

Criterion:

Type: Price

Description: 1. Precio (hasta 30 puntos)

Criterion:

Type: Quality

Description: 2. Ampliación de los derechos de la banda sonora y de los derechos de imagen de las personas figurantes, modelos o actores/actrices participantes (hasta 6 puntos)

Criterion:

Type: Quality

Description: 3. Producción de contenidos audiovisuales durante el rodaje (hasta 6 puntos)

Criterion:

Type: Quality

Description: 4. Mejora en el número de idiomas de los elementos producidos para la campaña (hasta 9 puntos)

Criterion:

Type: Quality

Description: 5. Concepto creativo (hasta 25 puntos)

Criterion:

Type: Quality

Description: 6. Coherencia global de la campaña (hasta 6 puntos)

Criterion:

Type: Quality

Description: 7. Aplicación de innovación tecnológica/digital (hasta 10 puntos)

Criterion:

Type: Quality

Description: 8. Turismo responsable e inclusión (hasta 4 puntos)

Criterion:

Type: Quality

Description: 9. Dinamización e impulso de la campaña (hasta 4 puntos)

Description of the method to be used if weighting cannot be expressed by criteria: De acuerdo con lo que disponen los pliegos

5.1.15. Techniques**Framework agreement:**

No framework agreement

Information about the dynamic purchasing system:

No dynamic purchase system

5.1.16. Further information, mediation and review

Review organisation: Tribunal Català de Contractes del Sector Públic

Organisation providing more information on the review procedures: Tribunal Català de Contractes del Sector Públic

Organisation signing the contract: Agencia Catalana de Turismo

6. Results

Value of all contracts awarded in this notice: 271 150,00 EUR

6.1. Result lot identifier: LOT-0001

Winner selection status: At least one winner was chosen.

6.1.2. Information about winners**Winner:**

Official name: Normmal Media & Creatividad, SL

Tender:

Tender identifier: Normmal Media & Creatividad, SL

Identifier of lot or group of lots: LOT-0001

Value of the tender: 271 150,00 EUR

The tender was ranked: yes

Rank in the list of winners: 1

Subcontracting: No

Contract information:

Identifier of the contract: ACT-2025-60

Date on which the winner was chosen: 10/09/2025

Date of the conclusion of the contract: 09/10/2025

Organisation signing the contract: Agencia Catalana de Turismo

6.1.4. Statistical information**Received tenders or requests to participate:**

Type of received submissions: Tenders
Number of tenders or requests to participate received: 8
Type of received submissions: Tenders from micro, small or medium tenderers
Number of tenders or requests to participate received: 6
Type of received submissions: Tenders from tenders registered in countries outside of the European Economic Area
Number of tenders or requests to participate received: 0
Type of received submissions: Tenders submitted electronically
Number of tenders or requests to participate received: 8
Type of received submissions: Tenders from tenderers registered in other European Economic Area countries than the country of the buyer
Number of tenders or requests to participate received: 0

8. Organisations

8.1. ORG-0001

Official name: Agencia Catalana de Turismo
Registration number: S0800470G
Postal address: Calle Aragó, 244, Planta 4
Town: Barcelona
Postcode: 08007
Country subdivision (NUTS): Barcelona (ES511)
Country: Spain
Email: contractacio.act@gencat.cat
Telephone: 934849900
Buyer profile: <https://contractaciopublica.cat/perfil/act>

Roles of this organisation:

Buyer
Organisation signing the contract

8.1. ORG-0002

Official name: Tribunal Català de Contractes del Sector Públic
Registration number: S0811001G
Postal address: Carrer del Foc, 57
Town: Barcelona
Postcode: 08038
Country subdivision (NUTS): Barcelona (ES511)
Country: Spain

Roles of this organisation:

Review organisation
Organisation providing more information on the review procedures

8.1. ORG-0003

Official name: Normmal Media & Creatividad, SL
Size of the economic operator: Small
Registration number: B64956410
Postal address: Calle París, 82
Town: Barcelona
Postcode: 08029
Country subdivision (NUTS): Barcelona (ES511)

Country: Spain

Roles of this organisation:

Tenderer

Winner of these lots: LOT-0001

8.1. ORG-0000

Official name: Publications Office of the European Union

Registration number: PUBL

Town: Luxembourg

Postcode: 2417

Country subdivision (NUTS): Luxembourg (LU000)

Country: Luxembourg

Email: ted@publications.europa.eu

Telephone: +352 29291

Internet address: <https://op.europa.eu>

Roles of this organisation:

TED eSender

10. Change

Version of the previous notice to be changed

:

143037-2026

Main reason for change

:

Information updated

Description

:

Levantamiento de la suspensión. Se formaliza el acta de levantamiento de la suspensión de la ejecución del contrato el día 20 de abril de 2026.

Notice information

Notice identifier/version: bc76af1d-9d6d-45ef-9027-aa18918ac9a3 - 01

Form type: Result

Notice type: Contract or concession award notice – standard regime

Notice subtype: 29

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Languages in which this notice is officially available: Spanish

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