

374897-2026 - Competition

Spain – Advertising services – Servicio de diseño de la estrategia, conceptos, creatividades, así como la producción y actividades necesarias para la difusión en los distintos canales y soportes publicitarios de las acciones de comunicación del Ministerio de Vivienda y Agenda Urbana, y el asesoramiento técnico necesario para la toma de decisiones al respecto.

OJ S 104/2026 02/06/2026

Contract or concession notice – standard regime

Services

1. Buyer

1.1. Buyer

Official name: Ministerio de Vivienda y Agenda Urbana

Email: sg.contratacion-ag@mivau.gob.es

Legal type of the buyer: Central government authority

Activity of the contracting authority: General public services

2. Procedure

2.1. Procedure

Title: Servicio de diseño de la estrategia, conceptos, creatividades, así como la producción y actividades necesarias para la difusión en los distintos canales y soportes publicitarios de las acciones de comunicación del Ministerio de Vivienda y Agenda Urbana, y el asesoramiento técnico necesario para la toma de decisiones al respecto.

Description: Las prestaciones derivadas de este contrato deberán comprender, en los términos definidos en el Pliego de Prescripciones Técnicas: 1. El diseño de la estrategia, la definición del concepto, el diseño de la creatividad y la producción y posproducción de las piezas necesarias para las campañas de difusión de la actividad desarrollada por el Ministerio de Vivienda y Agenda Urbana definidas en el Anexo I del PPT. 2. La ideación, creación y producción de las piezas audiovisuales y/o gráficas definidas en el total de apartados de estrategia de medios del Anexo I del PPT para difusión en medios propios, presentaciones y eventos. 3. El servicio de diseño, creación, y producción de piezas gráficas que incluyan iconos, logotipos, gif y demás recursos necesarios, para la difusión de mensajes en redes sociales y en las webs corporativas, y en general las estrategias de marketing digital.

Procedure identifier: 59dd0ed8-e1ab-43f1-a893-495297f613de

Internal identifier: 2601CTRGA003

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

2.1.2. Place of performance

Country subdivision (NUTS): A Coruña (ES111)

Country: Spain

2.1.2. Place of performance

Country subdivision (NUTS): Lugo (ES112)

Country: Spain

2.1.2. Place of performance

Country subdivision (NUTS): Ourense (ES113)

Country: Spain

2.1.2. Place of performance

Country subdivision (NUTS): Pontevedra (ES114)

Country: Spain

2.1.2. Place of performance

Country subdivision (NUTS): Asturias (ES120)

Country: Spain

2.1.2. Place of performance

Country subdivision (NUTS): Cantabria (ES130)

Country: Spain

2.1.2. Place of performance

Country subdivision (NUTS): Araba/Álava (ES211)

Country: Spain

2.1.2. Place of performance

Country subdivision (NUTS): Gipuzkoa (ES212)

Country: Spain

2.1.2. Place of performance

Country subdivision (NUTS): Bizkaia (ES213)

Country: Spain

2.1.2. Place of performance

Country subdivision (NUTS): Navarra (ES220)

Country: Spain

2.1.2. Place of performance

Country subdivision (NUTS): La Rioja (ES230)

Country: Spain

2.1.2. Place of performance

Country subdivision (NUTS): Huesca (ES241)

Country: Spain

2.1.2. Place of performance

Country subdivision (NUTS): Teruel (ES242)

Country: Spain

2.1.2. Place of performance

Country subdivision (NUTS): Zaragoza (ES243)

Country: Spain

2.1.2. Place of performance

Country subdivision (NUTS): Madrid (ES300)

Country: Spain

2.1.2. Place of performance

Country subdivision (NUTS): Ávila (ES411)

Country: Spain

2.1.2. Place of performance

Country subdivision (NUTS): Burgos (ES412)

Country: Spain

2.1.2. Place of performance

Country subdivision (NUTS): León (ES413)

Country: Spain

2.1.2. Place of performance

Country subdivision (NUTS): Palencia (ES414)

Country: Spain

2.1.2. Place of performance

Country subdivision (NUTS): Salamanca (ES415)

Country: Spain

2.1.2. Place of performance

Country subdivision (NUTS): Segovia (ES416)

Country: Spain

2.1.2. Place of performance

Country subdivision (NUTS): Soria (ES417)

Country: Spain

2.1.2. Place of performance

Country subdivision (NUTS): Valladolid (ES418)

Country: Spain

2.1.2. Place of performance

Country subdivision (NUTS): Zamora (ES419)

Country: Spain

2.1.2. Place of performance

Country subdivision (NUTS): Albacete (ES421)

Country: Spain

2.1.2. Place of performance

Country subdivision (NUTS): Ciudad Real (ES422)

Country: Spain

2.1.2. Place of performance

Country subdivision (NUTS): Cuenca (ES423)

Country: Spain

2.1.2. Place of performance

Country subdivision (NUTS): Guadalajara (ES424)

Country: Spain

2.1.2. Place of performance

Country subdivision (NUTS): Toledo (ES425)

Country: Spain

- 2.1.2. Place of performance**
Country subdivision (NUTS): Badajoz (ES431)
Country: Spain
- 2.1.2. Place of performance**
Country subdivision (NUTS): Cáceres (ES432)
Country: Spain
- 2.1.2. Place of performance**
Country subdivision (NUTS): Barcelona (ES511)
Country: Spain
- 2.1.2. Place of performance**
Country subdivision (NUTS): Girona (ES512)
Country: Spain
- 2.1.2. Place of performance**
Country subdivision (NUTS): Lleida (ES513)
Country: Spain
- 2.1.2. Place of performance**
Country subdivision (NUTS): Tarragona (ES514)
Country: Spain
- 2.1.2. Place of performance**
Country subdivision (NUTS): Alicante / Alacant (ES521)
Country: Spain
- 2.1.2. Place of performance**
Country subdivision (NUTS): Castellón / Castelló (ES522)
Country: Spain
- 2.1.2. Place of performance**
Country subdivision (NUTS): Valencia / València (ES523)
Country: Spain
- 2.1.2. Place of performance**
Country subdivision (NUTS): Eivissa y Formentera (ES531)
Country: Spain
- 2.1.2. Place of performance**
Country subdivision (NUTS): Mallorca (ES532)
Country: Spain
- 2.1.2. Place of performance**
Country subdivision (NUTS): Menorca (ES533)
Country: Spain
- 2.1.2. Place of performance**
Country subdivision (NUTS): Almería (ES611)
Country: Spain
- 2.1.2. Place of performance**
Country subdivision (NUTS): Cádiz (ES612)
Country: Spain

2.1.2. Place of performance

Country subdivision (NUTS): Córdoba (ES613)

Country: Spain

2.1.2. Place of performance

Country subdivision (NUTS): Granada (ES614)

Country: Spain

2.1.2. Place of performance

Country subdivision (NUTS): Huelva (ES615)

Country: Spain

2.1.2. Place of performance

Country subdivision (NUTS): Jaén (ES616)

Country: Spain

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Country subdivision (NUTS): Málaga (ES617)

Country: Spain

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Country subdivision (NUTS): Sevilla (ES618)

Country: Spain

2.1.2. Place of performance

Country subdivision (NUTS): Murcia (ES620)

Country: Spain

2.1.2. Place of performance

Country subdivision (NUTS): Ceuta (ES630)

Country: Spain

2.1.2. Place of performance

Country subdivision (NUTS): Melilla (ES640)

Country: Spain

2.1.2. Place of performance

Country subdivision (NUTS): El Hierro (ES703)

Country: Spain

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Country subdivision (NUTS): Fuerteventura (ES704)

Country: Spain

2.1.2. Place of performance

Country subdivision (NUTS): Gran Canaria (ES705)

Country: Spain

2.1.2. Place of performance

Country subdivision (NUTS): La Gomera (ES706)

Country: Spain

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Country subdivision (NUTS): La Palma (ES707)

Country: Spain

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Country subdivision (NUTS): Lanzarote (ES708)

Country: Spain

2.1.2. Place of performance

Country subdivision (NUTS): Tenerife (ES709)

Country: Spain

2.1.3. Value

Estimated value excluding VAT: 916 844,24 EUR

2.1.4. General information

Legal basis:

Directive 2014/24/EU

2.1.6. Grounds for exclusion

Sources of grounds for exclusion: Notice

Breaching of obligations in the fields of labour law: Incumplimiento de obligaciones en materia de legislación laboral

5. Lot

5.1. Lot: LOT-0000

Title: Servicio de diseño de la estrategia, conceptos, creatividades, así como la producción y actividades necesarias para la difusión en los distintos canales y soportes publicitarios de las acciones de comunicación del Ministerio de Vivienda y Agenda Urbana, y el asesoramiento técnico necesario para la toma de decisiones al respecto.

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5.1.2. Place of performance

Country subdivision (NUTS): Lanzarote (ES708)

Country: Spain

5.1.2. Place of performance

Country subdivision (NUTS): Tenerife (ES709)

Country: Spain

5.1.3. Estimated duration

Duration: 6 Months

5.1.6. General information

Reserved participation:

Participation is not reserved.

Procurement Project not financed with EU Funds.

The procurement is covered by the Government Procurement Agreement (GPA): no

5.1.9. Selection criteria

Sources of selection criteria: Notice

Criterion: General yearly turnover

Description of selection criterion: Cifra anual de negocio

Criterion: References on specified services

Description of selection criterion: Trabajos realizados

Criterion: Other economic or financial requirements

Description of selection criterion: Empleados - 1

5.1.10. Award criteria

Criterion:

Type: Quality

Description: Experiencia del Director/a de cuentas adscrito a la ejecución del contrato .

Category of award weight criterion: Weight (points, exact)

Award criterion number: 6

Criterion:

Type: Price

Description: Precio.

Category of award weight criterion: Weight (points, exact)

Award criterion number: 45

Criterion:

Type: Quality

Description: Oferta técnica: Ejercicio creativo.

Category of award weight criterion: Weight (points, exact)

Award criterion number: 49

5.1.11. Procurement documents

Address of the procurement documents: https://contrataciondelestado.es/wps/poc?uri=deeplink:detalle_licitacion&idEvl=yfdluzCGnkJWhbmknA2nXQ%3D%3D

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Required

Address for submission: https://contrataciondelestado.es/wps/poc?uri=deeplink:detalle_licitacion&idEvl=yfdluzCGnkJWhbmkn2nXQ%3D%3D

Languages in which tenders or requests to participate may be submitted: Spanish

Electronic catalogue: Not allowed

Deadline for receipt of tenders: 01/07/2026 20:00:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Duration during which the tender must remain valid: 5 Months

Information about public opening:

Opening date: 14/07/2026 11:00:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Place: Telemático

Terms of contract:

The execution of the contract must be performed within the framework of sheltered employment programmes: No

Conditions relating to the performance of the contract: Uso eficiente de recursos naturales y prevención de residuos.

Electronic invoicing: Allowed

Electronic ordering will be used: yes

Electronic payment will be used: yes

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: Ministerio de Vivienda y Agenda Urbana - Tribunal Administrativo Central de Recursos Contractuales

Information about review deadlines: hasta 2026-07-01+02:00

Organisation providing more information on the review procedures: Ministerio de Vivienda y Agenda Urbana - Tribunal Administrativo Central de Recursos Contractuales

8. Organisations

8.1. ORG-0001

Official name: Ministerio de Vivienda y Agenda Urbana

Registration number: 11674120211172

Registration number: S2801506C

Town: Madrid

Postcode: 28046

Country subdivision (NUTS): Madrid (ES300)

Country: Spain

Contact point: Ministerio de Vivienda y Agenda Urbana

Email: sg.contratacion-ag@mivau.gob.es

Telephone: 913286491

Buyer profile: <https://contrataciondelestado.es/wps/poc?uri=deeplink:perfilContratante&idBp=UBm%2Fm5E%2FmB%2FI8aL3PRS10Q%3D%3D>

Other contact points:

Official name: Tribunal Administrativo Central de Recursos Contractuales

Town: Madrid
Postcode: 28020
Country subdivision (NUTS): Madrid (ES300)
Country: Spain
Email: tribunal_recursos.contratos@minhap.es

Other contact points:

Official name: Tribunal Administrativo Central de Recursos Contractuales
Town: Madrid
Postcode: 28020
Country subdivision (NUTS): Madrid (ES300)
Country: Spain

Roles of this organisation:

Buyer
Review organisation
Organisation providing more information on the review procedures

Notice information

Notice identifier/version: de9bd84d-ad71-46df-b369-fa4f91e8d71c - 01
Form type: Competition
Notice type: Contract or concession notice – standard regime
Notice subtype: 16
Notice dispatch date: 01/06/2026 14:24:53 (UTC+02:00) Eastern European Time, Central European Summer Time
Languages in which this notice is officially available: Spanish
Notice publication number: 374897-2026
OJ S issue number: 104/2026
Publication date: 02/06/2026