

Spain-Santiago de Compostela: Advertising campaign services

OJ S 154/2019 12/08/2019

Contract award notice

Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Consellería del Mar de la Xunta de Galicia

National registration number: S1511001H

Postal address: C/ San Caetano, 5, edificio administrativo, 2º piso

Town: Santiago de Compostela

NUTS code: ES11 Galicia

Postal code: 15781

Country: Spain

E-mail: licitacion.mar@xunta.gal

Telephone: +34 981544990

Fax: +34 981545003

Internet address(es):Main address: <http://www.contratosdegalicia.gal>Address of the buyer profile: www.contratosdegalicia.gal/resultado.jsp?N=429560**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**

Servicio para desarrollo de una campaña de lucha contra el furtivismo de los productos del mar en Galicia en 2019 y 2020

Reference number: 4/2019

II.1.2. Main CPV code

79341400 Advertising campaign services

II.1.3. Type of contract

Services

II.1.4. Short description

Servicio para desarrollo de una campaña de lucha contra el furtivismo de los productos del mar en Galicia en 2019 y 2020.

II.1.6.

Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Value excluding VAT: 573 975,05 EUR

II.2. Description

II.2.3. Place of performance

NUTS code: ES11 Galicia

Main site or place of performance: Comunidad Autónoma de Galicia.

II.2.4. Description of the procurement

Necesidades:

- Mejorar la comercialización de los productos procedentes de la pesca, el marisqueo y la acuicultura,
- defender la explotación sostenible de los recursos marinos,
- defender el respeto a las tallas mínimas y las vedas,
- potenciar los productos de la pesca y el marisqueo.

II.2.5. Award criteria

Quality criterion - Name: Definición del target y consumo de medios / Weighting: 6 %

Quality criterion - Name: Objetivos, estrategia y mix de medios / Weighting: 17 %

Quality criterion - Name: Planificación táctica / Weighting: 17 %

Price - Weighting: 60 %

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: yes

Identification of the project: Programa operativo del FEMP, período 2014-2020. 5.1.3: Medidas de comercialización. Porcentaje de cofinanciación: 75 %

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: [2018/S 245-561188](#)

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

Title:

Servicio para desarrollo de una campaña de lucha contra el furtivismo de los productos del mar en Galicia en 2019 y 2020

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

06/08/2019

V.2.2. Information about tenders

Number of tenders received: 5

Number of tenders received from SMEs: 5

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

V.2.3. Name and address of the contractor

Official name: Taller de Técnicas Creativas, S. L. U.

National registration number: B15936776

Town: Santiago de Compostela

NUTS code: ES111 A Coruña

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: 578 512,40 EUR

Total value of the contract/lot: 573 975,05 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 de Contratación Pública de la Comunidad Autónoma de Galicia (TACGAL)

Postal address: C/ Raxeira, 52, 2º

Town: Santiago de Compostela

Postal code: 15781

Country: Spain

E-mail: tacgal@xunta.gal

Telephone: +34 881995481

Fax: +34 881995485

Internet address: <https://tacgal.xunta.gal>

VI.4.4. Service from which information about the review procedure may be obtained

Official name: Consellería do Mar; Secretaría General Técnica, Servicio de Contratación y Régimen Patrimonial

Postal address: Edificio administrativo, c/ San Caetano, s/n, 2ª planta

Town: Santiago de Compostela

Postal code: 15781

Country: Spain

E-mail: licitacion.mar@xunta.gal

VI.5. Date of dispatch of this notice

08/08/2019