

Spain-Madrid: Advertising services
OJ S 143/2021 27/07/2021
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Rectorado de la Universidad Internacional Menéndez Pelayo

National registration number: Q2818022B

Postal address: C/ Isaac Peral, 23

Town: Madrid

NUTS code: ES300 Madrid

Postal code: 28040

Country: Spain

Contact person: Rectorado de la Universidad Internacional Menéndez Pelayo

E-mail: expedientes@uimp.es

Telephone: +34 915920624

Internet address(es):

Main address: <http://www.uimp.es>

Address of the buyer profile: <https://contrataciondelestado.es/wps/poc?uri=deeplink:perfilContratante&idBp=0R6CRx8tGJ6rz3GQd5r6SQ%3D%3D>

I.4. Type of the contracting authority

Ministry or any other national or federal authority, including their regional or local subdivisions

I.5. Main activity

Education

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Servicio de asistencia a la comunicación institucional, elaboración y ejecución del plan de medios de la UIMP en 2021

Reference number: 35/2021

II.1.2. Main CPV code

79341000 Advertising services

II.1.3. Type of contract

Services

II.1.4. Short description

Servicio de asistencia a la comunicación institucional, elaboración y ejecución del plan de medios de la UIMP en 2021.

II.1.6. Information about lots

This contract is divided into lots: yes

II.1.7. Total value of the procurement

Value excluding VAT: 93 201,81 EUR

II.2. Description

II.2.1. Title

Apoyo, soporte y asistencia en la comunicación institucional externa de la universidad
Lot No: 1

II.2.2. Additional CPV code(s)

79341000 Advertising services, 79341100 Advertising consultancy services, 79342000 Marketing services

II.2.3. Place of performance

NUTS code: ES España

II.2.4. Description of the procurement

Apoyo, soporte y asistencia en la comunicación institucional externa de la universidad.

II.2.5. Award criteria

Quality criterion - Name: Memoria explicativa del plan de comunicación (lote 1) / Weighting: 45
Price - Weighting: 55

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

II.2. Description

II.2.1. Title

Elaboración y ejecución plan de medios
Lot No: 2

II.2.2. Additional CPV code(s)

79341000 Advertising services, 79341100 Advertising consultancy services, 79342000 Marketing services

II.2.3. Place of performance

NUTS code: ES España

II.2.4. Description of the procurement

Elaboración y ejecución plan de medios.

II.2.5. Award criteria

Quality criterion - Name: Elaboración y ejecución del plan de medios (lote 2) / Weighting: 45
Price - Weighting: 55

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: [2021/S 079-202603](#)

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: Lote1_35_2021

Lot No: 1

Title:

Apoyo, soporte y asistencia en la comunicación institucional externa de la universidad

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

14/07/2021

V.2.2. Information about tenders

Number of tenders received: 4

Number of tenders received from SMEs: 4

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 0

Number of tenders received by electronic means: 4

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

V.2.3.

Name and address of the contractor

Official name: Hey Avenue Comunicación, S. L.

National registration number: B85873016

Town: Madrid

NUTS code: ES España

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: 50 931,36 EUR

Total value of the contract/lot: 38 203,00 EUR

V.2.5. Information about subcontracting**Section V: Award of contract**

Contract No: Lote2_35_2021

Lot No: 2

Title:

Elaboración y ejecución plan de medios

A contract/lot is awarded: yes

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

21/07/2021

V.2.2. Information about tenders

Number of tenders received: 3

Number of tenders received from SMEs: 3

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 0

Number of tenders received by electronic means: 3

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

V.2.3. Name and address of the contractor

Official name: Irismedia Agencia de Medios, S. L.

National registration number: B84584705

Town: Madrid

NUTS code: ES España

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: 85 000,00 EUR

Total value of the contract/lot: 54 998,81 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

Postal address: Avenida General Perón, 38

Town: Madrid

Postal code: 28020

Country: Spain

E-mail: tribunal_recursos.contratos@minhafp.es

Telephone: +34 913491319

VI.5. Date of dispatch of this notice

22/07/2021