

396088-2026 - Result

Spain – Writing agency services – Contratación de la prestación de los servicios de coordinación y trabajo de comunicación, atención a medios y redes sociales de campañas culturales (Lotes 1, 2, 3, 4 y 5) que son encomendadas a Madrid Destino

OJ S 110/2026 10/06/2026

Contract or concession award notice – light regime
Services

1. Buyer

1.1. Buyer

Official name: Madrid Destino Cultura Turismo y Negocio, S.A.

Email: contratacion@madrid-destino.com

Legal type of the buyer: Body governed by public law, controlled by a local authority

Activity of the contracting authority: Recreation, culture and religion

2. Procedure

2.1. Procedure

Title: Contratación de la prestación de los servicios de coordinación y trabajo de comunicación, atención a medios y redes sociales de campañas culturales (Lotes 1, 2, 3, 4 y 5) que son encomendadas a Madrid Destino

Description: Contratación de la prestación de los servicios de coordinación y trabajo de comunicación, atención a medios y redes sociales de campañas culturales (Lotes 1, 2, 3, 4 y 5) que son encomendadas a Madrid Destino

Procedure identifier: 26c6c936-0459-4312-8376-1e54b3ee22bc

Previous notice: 605ebf73-51ec-4af2-815c-aacc74159631-01

Internal identifier: SP25-00656/00657/00658/00659/00660

Type of procedure: Open

2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 92312211 Writing agency services

2.1.2. Place of performance

Country subdivision (NUTS): Madrid (ES300)

Country: Spain

2.1.4. General information

Legal basis:

Directive 2014/24/EU

5. Lot

5.1. Lot: LOT-0001

Title: Navidad y Cabalgata de Reyes, San Isidro y Carnaval

Description: Contratación de la prestación de los servicios de coordinación y trabajo de comunicación, atención a medios y redes sociales de campañas culturales: Lote 1. Navidad y Cabalgata de Reyes, San Isidro y Carnaval.

Internal identifier: 1

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 72000000 IT services: consulting, software development, Internet and support

Additional classification (cpv): 72400000 Internet services, 79340000 Advertising and marketing services

Options:

Description of the options: podrá establecerse una prórroga de hasta veinticuatro (24) meses, o por periodos inferiores

5.1.2. Place of performance

Country subdivision (NUTS): Madrid (ES300)

Country: Spain

5.1.5. Value

Estimated value excluding VAT: 137 902,29 EUR

5.1.6. General information

Procurement Project not financed with EU Funds.

5.1.10. Award criteria

Criterion:

Type: Price

Description: 1. Proposición Económica.

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

Award criterion number: 20

Criterion:

Type: Quality

Description: 2. Disponibilidad durante la campaña para dar respuesta a imprevistos, crisis o atención 'in situ' .

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

Award criterion number: 20

Criterion:

Type: Quality

Description: 3. Presentación de un plan de accesibilidad de contenidos en redes sociales y web .

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

Award criterion number: 20

Criterion:

Type: Quality

Description: 4. Diseño de acciones especiales de comunicación.

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

Award criterion number: 15

Criterion:

Type: Quality

Description: Oferta técnica.

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

Award criterion number: 25

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: Madrid Destino Cultura Turismo y Negocio, S.A. - Tribunal Administrativo de Contratación Pública

5.1. Lot: LOT-0004

Title: Bienal Flamenco Madrid

Description: Contratación de la prestación de los servicios de coordinación y trabajo de comunicación, atención a medios y redes sociales de campañas culturales: Lote 4. Bienal Flamenco Madrid

Internal identifier: 4

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 72000000 IT services: consulting, software development, Internet and support

Additional classification (cpv): 72400000 Internet services, 79340000 Advertising and marketing services

Options:

Description of the options: podrá establecerse una prórroga de hasta veinticuatro (24) meses, o por periodos inferiores

5.1.2. Place of performance

Country subdivision (NUTS): Madrid (ES300)

Country: Spain

5.1.5. Value

Estimated value excluding VAT: 15 671,57 EUR

5.1.6. General information

Procurement Project not financed with EU Funds.

5.1.10. Award criteria**Criterion:**

Type: Price

Description: 1. Proposición Económica.

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

Award criterion number: 20

Criterion:

Type: Quality

Description: 2. Disponibilidad durante la campaña para dar respuesta a imprevistos, crisis o atención 'in situ' .

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

Award criterion number: 20

Criterion:

Type: Quality

Description: 3. Presentación de un plan de accesibilidad de contenidos en redes sociales y web .

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

Award criterion number: 20

Criterion:

Type: Quality

Description: 4. Diseño de acciones especiales de comunicación.

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

Award criterion number: 15

Criterion:

Type: Quality

Description: Oferta técnica.

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

Award criterion number: 25

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: Madrid Destino Cultura Turismo y Negocio, S.A. - Tribunal Administrativo de Contratación Pública

6. Results

Value of all contracts awarded in this notice: 52 308,00 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: AY MAS COMUNICACION, S.L.U.

Tender:

Tender identifier: REF TEN-0001/LOT-0001

Identifier of lot or group of lots: LOT-0001

Value of the tender: 39 008,00 EUR

The tender was ranked: no

Subcontracting: No

Contract information:

Identifier of the contract: SP25-00656

Date on which the winner was chosen: 06/05/2026

Date of the conclusion of the contract: 08/06/2026

6.1.4. Statistical information

Received tenders or requests to participate:

Type of received submissions: Tenders submitted electronically

Number of tenders or requests to participate received: 1

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 from tenderers registered in other European Economic Area countries than the country of the buyer

Number of tenders or requests to participate received: 0

Type of received submissions: Tenders from micro, small or medium tenderers

Number of tenders or requests to participate received: 1

Type of received submissions: Tenders

Number of tenders or requests to participate received: 1

6.1. Result lot identifier: LOT-0004

Winner selection status: At least one winner was chosen.

6.1.2. Information about winners

Winner:

Official name: TEATRIZ COMUNICACIONES, S.L.

Tender:

Tender identifier: REF TEN-0002/LOT-0004

Identifier of lot or group of lots: LOT-0004

Value of the tender: 13 300,00 EUR

The tender was ranked: no

Subcontracting: No

Contract information:

Identifier of the contract: SP25-00659

Date on which the winner was chosen: 06/05/2026

Date of the conclusion of the contract: 08/06/2026

6.1.4. Statistical information

Received tenders or requests to participate:

Type of received submissions: Tenders submitted electronically

Number of tenders or requests to participate received: 2

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 from tenderers registered in other European Economic Area countries than the country of the buyer

Number of tenders or requests to participate received: 0

Type of received submissions: Tenders from micro, small or medium tenderers

Number of tenders or requests to participate received: 1

Type of received submissions: Tenders

Number of tenders or requests to participate received: 2

8. Organisations

8.1. ORG-0001

Official name: Madrid Destino Cultura Turismo y Negocio, S.A.

Registration number: 51011230144883

Registration number: A84073105

Town: Madrid

Postcode: 28015

Country subdivision (NUTS): Madrid (ES300)

Country: Spain

Contact point: Madrid Destino Cultura Turismo y Negocio, S.A.

Email: contratacion@madrid-destino.com

Telephone: +34 915787758

Internet address: <http://www.madrid-destino.com>

Buyer profile: <https://contrataciondelestado.es/wps/poc?uri=deeplink:perfilContratante&idBp=W%2BdqavboycQK2TEfXGy%2BA%3D%3D>

Other contact points:

Official name: Tribunal Administrativo de Contratación Pública

Town: Madrid

Postcode: 28010

Country subdivision (NUTS): Madrid (ES300)

Country: Spain

Internet address: <http://www.madrid.org/es/tacp>

Roles of this organisation:

Buyer

Review organisation

8.1. ORG-0002

Official name: AY MAS COMUNICACION, S.L.U.

Size of the economic operator: Micro, small, or medium

Registration number: B83101261

Town: Madrid

Postcode: 28034

Country subdivision (NUTS): Madrid (ES300)

Country: Spain

Email: yolanda@aymascomunicacion.com

Telephone: 609781034

Roles of this organisation:

Tenderer

Beneficial owner:

Nationality of the owner: Spain

Winner of these lots: LOT-0001

8.1. ORG-0003

Official name: TEATRIZ COMUNICACIONES, S.L.

Size of the economic operator: Micro, small, or medium

Registration number: B05441415

Town: Boadilla del Monte

Postcode: 28660

Country subdivision (NUTS): Madrid (ES300)

Country: Spain

Email: teatrizcom@gmail.com

Telephone: 696223862

Roles of this organisation:

Tenderer

Beneficial owner:

Nationality of the owner: Spain

Winner of these lots: LOT-0004

Notice information

Notice identifier/version: 9eb9d59f-0de2-4ad1-9db7-f667c90dc2a5 - 01

Form type: Result

Notice type: Contract or concession award notice – light regime

Notice subtype: 33

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