

Spain-Barcelona: Marketing services
OJ S 165/2020 26/08/2020
Contract award notice – utilities
Services

Legal Basis:

Directive 2014/25/EU

Section I: Contracting entity

I.1. Name and addresses

Official name: Transports de Barcelona, S. A.

National registration number: A-08016081

Postal address: C/ 60, 21-23, sector A, polígono industrial Zona Franca

Town: Barcelona

NUTS code: ES511 Barcelona

Postal code: 08040

Country: Spain

Contact person: Lucía Torregrosa

E-mail: ltorregrosa@tmb.cat

Telephone: +34 932987000

Fax: +34 932987300

Internet address(es):

Main address: www.tmb.cat

Address of the buyer profile: www.tmb.cat

I.6. Main activity

Recreation, culture and religion

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Marketing relacional

Reference number: 15009558

II.1.2. Main CPV code

79342000 Marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

Servicio de Implantación, operación y seguimiento del plan de acciones del programa de marketing relacional.

II.1.6. Information about lots

This contract is divided into lots: yes

II.1.7.

Total value of the procurement

Value excluding VAT: 629 853,70 EUR

II.2. Description

II.2.1. Title

Lot 1 (marketing relacional visitantes)

Lot No: 1

II.2.2. Additional CPV code(s)

79342000 Marketing services

II.2.3. Place of performance

NUTS code: ES511 Barcelona

Main site or place of performance: Barcelona y área metropolitana.

II.2.4. Description of the procurement

Servicio de Implantación, operación y seguimiento del plan de acciones del programa de marketing relacional.

II.2.5. Award criteria

Price

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

Lot 2 (marketing relacional residentes)

Lot No: 2

II.2.2. Additional CPV code(s)

79342000 Marketing services

II.2.3. Place of performance

NUTS code: ES511 Barcelona

Main site or place of performance: Barcelona y área metropolitana.

II.2.4. Description of the procurement

Servicio de Implantación, operación y seguimiento del plan de acciones del programa de marketing relacional.

II.2.5. Award criteria

Price

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: yes

IV.2. Administrative information

IV.2.1. Previous publication concerning this procedure

Notice number in the OJ S: [2019/S 086-207992](#)

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 periodic indicative notice

Section V: Award of contract

Contract No: 15009558

Lot No: 1-2

Title:

Marketing relational

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

25/11/2019

V.2.2. Information about tenders

Number of tenders received: 5

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

V.2.3. Name and address of the contractor

Official name: Lavinia Next, S. L. U.

Town: Barcelona

NUTS code: ES511 Barcelona

Country: Spain

The contractor is an SME: no

V.2.4. Information on value of the contract/lot

Total value of the contract/lot: 629 853,70 EUR

V.2.5. Information about subcontracting

V.2.6. Price paid for bargain purchases

Section VI: Complementary information

VI.3. Additional information

VI.4. Procedures for review

VI.4.1. Review body

Official name: Tribunal Català de Contractes del Sector Públic

Town: Barcelona

Country: Spain

VI.4.2. Body responsible for mediation procedures

Official name: Tribunal Català de Contractes del Sector Públic

Town: Barcelona

Country: Spain

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

Official name: Tribunal Català de Contractes del Sector Públic

Town: Barcelona

Country: Spain

VI.5. Date of dispatch of this notice

21/08/2020