

## 405588-2026 - Competition

**Spain – Advertising and marketing services – Servicios de soporte especializado en marketing digital**

**OJ S 112/2026 12/06/2026**

**Contract or concession notice – standard regime**

**Services**

### 1. Buyer

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#### 1.1. Buyer

Official name: AGENCIA PARA LA COMPETITIVIDAD DE LA EMPRESA

Email: [licitacions.accio@gencat.cat](mailto:licitacions.accio@gencat.cat)

Legal type of the buyer: Public undertaking, controlled by a regional authority

Activity of the contracting authority: Economic affairs

### 2. Procedure

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#### 2.1. Procedure

Title: Servicios de soporte especializado en marketing digital

Description: El objeto del presente contrato es la provisión de un servicio soporte especializado en tres líneas de proyectos concretos del marketing digital de ACCIÓ: • Proyectos de email marketing, con una alta especialización en maquetación de contenidos optimizada para ser visualizada y efectiva en programas de correo electrónico de cualquier soporte. • Proyectos de accesibilidad web y posicionamiento en buscadores y herramientas de IA. • Proyectos de marketing internacional, con alta especialización en campañas digitales, marketing internacional y el inglés como lengua de trabajo principal.

Procedure identifier: 9a27d7f4-4a16-4ff2-ba51-cfb817265db7

Previous notice: 253963-2026

Type of procedure: Open

The procedure is accelerated: no

##### 2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79340000 Advertising and marketing services

##### 2.1.2. Place of performance

Postal address: Paseo de Gracia, 129

Town: Barcelona

Postcode: 08008

Country subdivision (NUTS): Barcelona (ES511)

Country: Spain

##### 2.1.3. Value

Estimated value excluding VAT: 345 000,00 EUR

##### 2.1.4. General information

**Legal basis:**

Directive 2014/24/EU

##### 2.1.6. Grounds for exclusion

## 5. Lot

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### 5.1. Lot: LOT-0001

Title: Servicio de soporte especializado en marketing digital

Description: El objeto del presente contrato es la provisión de un servicio soporte especializado en tres líneas de proyectos concretos del marketing digital de ACCIÓ: • Proyectos de email marketing, con una alta especialización en maquetación de contenidos optimizada para ser visualizada y efectiva en programas de correo electrónico de cualquier soporte. • Proyectos de accesibilidad web y posicionamiento en buscadores y herramientas de IA. • Proyectos de marketing internacional, con alta especialización en campañas digitales, marketing internacional y el inglés como lengua de trabajo principal.

#### 5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79340000 Advertising and marketing services

#### 5.1.2. Place of performance

Postal address: Passeig de Gràcia, 119

Town: Barcelona

Postcode: 08008

Country subdivision (NUTS): Barcelona (ES511)

Country: Spain

#### 5.1.3. Estimated duration

Start date: 01/09/2026

Duration end date: 31/08/2028

#### 5.1.5. Value

Estimated value excluding VAT: 575 000,00 EUR

#### 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): yes

This procurement is also suitable for small and medium-sized enterprises (SMEs): yes

#### 5.1.9. Selection criteria

Sources of selection criteria: Procurement Document

#### 5.1.11. Procurement documents

Deadline for requesting additional information: 17/06/2026 23:59:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Address of the procurement documents: <https://contractaciopublica.cat/perfil/accio>

#### 5.1.12. Terms of procurement

##### Terms of submission:

Electronic submission: Required

Address for submission: <https://contractaciopublica.cat/>

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

Electronic catalogue: Not allowed

Variants: Not allowed

Description of the financial guarantee: 5% del precio de adjudicación

Deadline for receipt of tenders: 29/06/2026 12:00:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Duration during which the tender must remain valid: 2 Months

**Terms of contract:**

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

Electronic invoicing: Required

Electronic ordering will be used: no

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: AGENCIA PARA LA COMPETITIVIDAD DE LA EMPRESA - Tribunal Catalán de Contratos del Sector Público

Information about review deadlines: El plazo para presentar recurso especial en materia de contratación es de 15 días hábiles. Este plazo comienza a contar desde el día siguiente de la notificación del acto, la publicación del anuncio de licitación o la publicación de los pliegos en el perfil del contratante

Organisation providing information concerning the general regulatory framework for taxes applicable in the place where the contract is to be performed: AGENCIA PARA LA COMPETITIVIDAD DE LA EMPRESA

Web address of tax legislation: <https://www.hacienda.gob.es/>

Organisation providing information concerning the general regulatory framework for environmental protection applicable in the place where the contract is to be performed: AGENCIA PARA LA COMPETITIVIDAD DE LA EMPRESA

Web address of environmental legislation: <https://www.miteco.gob.es/>

Organisation providing information concerning the general regulatory framework for employment protection and working conditions applicable in the place where the contract is to be performed: AGENCIA PARA LA COMPETITIVIDAD DE LA EMPRESA

Web address of employment legislation: <https://www.mites.gob.es/>

Organisation providing additional information about the procurement procedure: AGENCIA PARA LA COMPETITIVIDAD DE LA EMPRESA

## 8. Organisations

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**8.1. ORG-0001**

Official name: AGENCIA PARA LA COMPETITIVIDAD DE LA EMPRESA

Registration number: S-0800476-D

Postal address: Paseo de Gracia, 129

Town: Barcelona

Postcode: 08008

Country subdivision (NUTS): Barcelona (ES511)

Country: Spain

Email: [licitacions.accio@gencat.cat](mailto:licitacions.accio@gencat.cat)

Telephone: 934767200

Internet address: [www.accio.gencat.cat](http://www.accio.gencat.cat)

Buyer profile: <https://contractaciopublica.cat/ca/perfils-contractant/detall/accio>

**Other contact points:**

Official name: Tribunal Catalán de Contratos del Sector Público

Postal address: Carrer del Foc, 57

Town: Barcelona

Postcode: 08038

Country subdivision (NUTS): Barcelona (ES511)

Country: Spain

Internet address: <https://web.gencat.cat/ca/generalitat/accio-govern/contractacio-publica/tccsp>

**Roles of this organisation:**

Buyer

Organisation providing additional information about the procurement procedure

Review organisation

Organisation providing information concerning the general regulatory framework for taxes applicable in the place where the contract is to be performed

Organisation providing information concerning the general regulatory framework for environmental protection applicable in the place where the contract is to be performed

Organisation providing information concerning the general regulatory framework for employment protection and working conditions applicable in the place where the contract is to be performed

**8.1. ORG-0000**

Official name: Publications Office of the European Union

Registration number: PUBL

Town: Luxembourg

Postcode: 2417

Country subdivision (NUTS): Luxembourg (LU000)

Country: Luxembourg

Email: [ted@publications.europa.eu](mailto:ted@publications.europa.eu)

Telephone: +352 29291

Internet address: <https://op.europa.eu>

**Roles of this organisation:**

TED eSender

## Notice information

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Notice identifier/version: 9afde565-ec7b-4a7a-ba93-0523feaff007 - 01

Form type: Competition

Notice type: Contract or concession notice – standard regime

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Publication date: 12/06/2026