

411910-2026 - Competition

Spain – Advertising campaign services – Servicio de marketing digital para la Fundación del Teatro Real FSP

OJ S 114/2026 16/06/2026

Contract or concession notice – standard regime

Services

1. Buyer

1.1. Buyer

Official name: Dirección General de la Fundación del Teatro Real

Email: contratos@teatroreal.es

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

Activity of the contracting authority: Recreation, culture and religion

2. Procedure

2.1. Procedure

Title: Servicio de marketing digital para la Fundación del Teatro Real FSP

Description: Servicio de marketing digital para la Fundación del Teatro Real FSP

Procedure identifier: dac9ae7a-f362-4b1a-a1cf-7c0d0ac2ff4d

Internal identifier: CL_025/2026

Type of procedure: Open

The procedure is accelerated: no

2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79341400 Advertising campaign services

2.1.2. Place of performance

Country subdivision (NUTS): Madrid (ES300)

Country: Spain

2.1.3. Value

Estimated value excluding VAT: 675 000,00 EUR

2.1.4. General information

Legal basis:

Directive 2014/24/EU

2.1.5. Terms of procurement

Terms of submission:

Maximum number of lots for which one tenderer can submit tenders: 3

Terms of contract:

Maximum number of lots for which contracts can be awarded to one tenderer: 3

2.1.6. Grounds for exclusion

Sources of grounds for exclusion: Notice

Breaching obligation relating to payment of taxes: De conformidad con lo dispuesto en la LCSP.

Early termination, damages, or other comparable sanctions: De conformidad con lo dispuesto en la LCSP.

Direct or indirect involvement in the preparation of this procurement procedure: De conformidad con lo dispuesto en la LCSP.

Terrorist offences or offences linked to terrorist activities: De conformidad con lo dispuesto en la LCSP.

Fraud: De conformidad con lo dispuesto en la LCSP.

Business activities are suspended: De conformidad con lo dispuesto en la LCSP.

Breaching obligation relating to payment of social security contributions: De conformidad con lo dispuesto en la LCSP.

Participation in a criminal organisation: De conformidad con lo dispuesto en la LCSP.

Agreements with other economic operators aimed at distorting competition: De conformidad con lo dispuesto en la LCSP.

Insolvency: De conformidad con lo dispuesto en la LCSP.

Arrangement with creditors: De conformidad con lo dispuesto en la LCSP.

Misrepresentation, withheld information, unable to provide required documents or obtained confidential information of this procedure: De conformidad con lo dispuesto en la LCSP.

Bankruptcy: De conformidad con lo dispuesto en la LCSP.

Assets being administered by liquidator: De conformidad con lo dispuesto en la LCSP.

Analogous situation like bankruptcy, insolvency or arrangement with creditors under national law: De conformidad con lo dispuesto en la LCSP.

Breaching of obligations set under purely national exclusion grounds: De conformidad con lo dispuesto en la LCSP.

Grave professional misconduct: De conformidad con lo dispuesto en la LCSP.

Breaching of obligations in the fields of social law: De conformidad con lo dispuesto en la LCSP.

Corruption: De conformidad con lo dispuesto en la LCSP.

Money laundering or terrorist financing: De conformidad con lo dispuesto en la LCSP.

Conflict of interest due to its participation in the procurement procedure: De conformidad con lo dispuesto en la LCSP.

Child labour and including other forms of trafficking in human beings: De conformidad con lo dispuesto en la LCSP.

Breaching of obligations in the fields of labour law: De conformidad con lo dispuesto en la LCSP.

Breaching of obligations in the fields of environmental law: De conformidad con lo dispuesto en la LCSP.

5. Lot

5.1. Lot: LOT-0001

Title: Lote 1.- Programática (RTB)

Description: Lote 1.- Programática (RTB)

Internal identifier: 1

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79341400 Advertising campaign services

5.1.2. Place of performance

Country subdivision (NUTS): Madrid (ES300)

Country: Spain

5.1.3. Estimated duration

Duration: 1 Year

5.1.5. Value

Estimated value excluding VAT: 195 000,00 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): no

5.1.7. Strategic procurement

Aim of strategic procurement: No strategic procurement

5.1.9. Selection criteria

Sources of selection criteria: Notice

Criterion: General yearly turnover

Description of selection criterion: Cifra anual de negocio

Criterion: References on specified services

Description of selection criterion: Trabajos realizados

5.1.10. Award criteria

Criterion:

Type: Quality

Description: CPM (Coste por Mil Impresiones) (hasta 20 puntos):.

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

Award criterion number: 20

Criterion:

Type: Quality

Description: Ingresos y ROI.

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

Award criterion number: 40

Criterion:

Type: Quality

Description: Estrategia y organización propuesta para la campaña de promoción de una ópera (hasta 20 puntos).

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

Award criterion number: 20

Criterion:

Type: Quality

Description: Objetivos de la campaña (hasta 20 puntos)..

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

Award criterion number: 20

5.1.11. Procurement documents

Address of the procurement documents: https://contrataciondelestado.es/wps/poc?uri=deeplink:detalle_licitacion&idEvl=Rb2l0zojaIX%2Fa9DgO%2BoYKQ%3D%3D

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Required

Address for submission: https://contrataciondelestado.es/wps/poc?uri=deeplink:detalle_licitacion&idEvl=Rb2l0zojaIX%2Fa9DgO%2BoYKQ%3D%3D

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

Electronic catalogue: Not allowed

Deadline for receipt of tenders: 15/07/2026 15:00:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Duration during which the tender must remain valid: 3 Years

Information about public opening:

Opening date: 16/07/2026 10:00:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Place: Fundación del Teatro Real F.S.P.

Opening date: 23/07/2026 10:00:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Place: Fundación del Teatro Real F.S.P.

Opening date: 16/07/2026 10:00:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Place: Fundación del Teatro Real F.S.P.

Terms of contract:

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

Electronic invoicing: Not allowed

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: Dirección General de la Fundación del Teatro Real - Fundación del Teatro Real F.S.P.

Information about review deadlines: hasta 2026-07-15+02:00

Organisation providing more information on the review procedures: Dirección General de la Fundación del Teatro Real - Fundación del Teatro Real FSP

5.1. Lot: LOT-0002

Title: Lote 2.- SEO y SEM (Search Engine Marketing)

Description: Lote 2.- SEO y SEM (Search Engine Marketing)

Internal identifier: 2

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79341400 Advertising campaign services

5.1.2. Place of performance

Country subdivision (NUTS): Madrid (ES300)

Country: Spain

5.1.3. Estimated duration

Duration: 1 Year

5.1.5. Value

Estimated value excluding VAT: 180 000,00 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): no

5.1.7. Strategic procurement

Aim of strategic procurement: No strategic procurement

5.1.9. Selection criteria

Sources of selection criteria: Notice

Criterion: General yearly turnover

Description of selection criterion: Cifra anual de negocio

Criterion: References on specified services

Description of selection criterion: Trabajos realizados

5.1.10. Award criteria

Criterion:

Type: Quality

Description: Certificación Google.

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

Award criterion number: 6

Criterion:

Type: Price

Description: Posicionamiento web (SEO) Coste económico anual por la gestión de cada cuenta (hasta 22,5 puntos).

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

Award criterion number: 22,5

Criterion:

Type: Price

Description: SEM o Coste económico anual por la gestión de cada cuenta (hasta 22,5 puntos)..

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

Award criterion number: 22,5

Criterion:

Type: Quality

Description: Objetivos de la campaña SEM. Hasta 10 punto.

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

Award criterion number: 10

Criterion:

Type: Quality

Description: Organización de la campaña SEM..

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

Award criterion number: 7

Criterion:

Type: Quality

Description: Propuesta estratégica SEM. Hasta 8 puntos.

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

Award criterion number: 8

Criterion:

Type: Quality

Description: Propuesta Estratégica. Hasta 24 puntos.

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

Award criterion number: 24

5.1.11. Procurement documents

Address of the procurement documents: https://contrataciondelestado.es/wps/poc?uri=deeplink:detalle_licitacion&idEvl=Rb2l0zojaIX%2Fa9DgO%2BoYKQ%3D%3D

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Required

Address for submission: https://contrataciondelestado.es/wps/poc?uri=deeplink:detalle_licitacion&idEvl=Rb2l0zojaIX%2Fa9DgO%2BoYKQ%3D%3D

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

Electronic catalogue: Not allowed

Deadline for receipt of tenders: 15/07/2026 15:00:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Duration during which the tender must remain valid: 3 Years

Information about public opening:

Opening date: 16/07/2026 10:00:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Place: Fundación del Teatro Real F.S.P.

Opening date: 23/07/2026 10:00:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Place: Fundación del Teatro Real F.S.P.

Opening date: 16/07/2026 10:00:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Place: Fundación del Teatro Real F.S.P.

Terms of contract:

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

Electronic invoicing: Not allowed

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: Dirección General de la Fundación del Teatro Real - Fundación del Teatro Real F.S.P.

Information about review deadlines: hasta 2026-07-15+02:00

5.1. Lot: LOT-0003

Title: Lote 3.- Paid Social

Description: Lote 3.- Paid Social

Internal identifier: 3

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79341400 Advertising campaign services

5.1.2. Place of performance

Country subdivision (NUTS): Madrid (ES300)

Country: Spain

5.1.3. Estimated duration

Duration: 1 Year

5.1.5. Value

Estimated value excluding VAT: 300 000,00 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): no

5.1.7. Strategic procurement

Aim of strategic procurement: No strategic procurement

5.1.9. Selection criteria

Sources of selection criteria: Notice

Criterion: General yearly turnover

Description of selection criterion: Cifra anual de negocio

Criterion: References on specified services

Description of selection criterion: Trabajos realizados

5.1.10. Award criteria

Criterion:

Type: Price

Description: Importe de la oferta económica por cada nueva campaña adicional (hasta 20 puntos).

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

Award criterion number: 20

Criterion:

Type: Price

Description: Oferta económica (hasta 40 puntos).

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

Award criterion number: 40

Criterion:

Type: Quality

Description: Posibilidad de realizar campañas ilimitadas (hasta 10 puntos).

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

Award criterion number: 10

Criterion:

Type: Quality

Description: Propuesta estratégica Paid Social (hasta 30 puntos).

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

Award criterion number: 30

5.1.11. Procurement documents

Address of the procurement documents: https://contrataciondelestado.es/wps/poc?uri=deeplink:detalle_licitacion&idEvl=Rb2l0zojaIX%2Fa9DgO%2BoYKQ%3D%3D

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Required

Address for submission: https://contrataciondelestado.es/wps/poc?uri=deeplink:detalle_licitacion&idEvl=Rb2l0zojaIX%2Fa9DgO%2BoYKQ%3D%3D

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

Electronic catalogue: Not allowed

Deadline for receipt of tenders: 15/07/2026 15:00:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Duration during which the tender must remain valid: 3 Years

Information about public opening:

Opening date: 16/07/2026 10:00:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Place: Fundación del Teatro Real F.S.P.

Opening date: 23/07/2026 10:00:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Place: Fundación del Teatro Real F.S.P.

Opening date: 16/07/2026 10:00:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Place: Fundación del Teatro Real F.S.P.

Terms of contract:

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

Electronic invoicing: Not allowed

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: Dirección General de la Fundación del Teatro Real - Fundación del Teatro Real F.S.P.

Information about review deadlines: hasta 2026-07-15+02:00

8. Organisations

8.1. ORG-0001

Official name: Dirección General de la Fundación del Teatro Real

Registration number: 50335820063262

Registration number: G81352247

Town: Madrid

Postcode: 28013

Country subdivision (NUTS): Madrid (ES300)

Country: Spain

Contact point: Dirección General de la Fundación del Teatro Real

Email: contratos@teatroreal.es

Telephone: 619679164

Internet address: <http://www.teatroreal.es>

Buyer profile: <https://contrataciondelestado.es/wps/poc?uri=deeplink:perfilContratante&idBp=F6ydPGJE%2BjIQK2TEfXGy%2BA%3D%3D>

Other contact points:

Official name: Fundación del Teatro Real FSP

Town: Madrid

Postcode: 28013

Country subdivision (NUTS): Madrid (ES300)

Country: Spain

Email: contratos@teatroreal.es

Other contact points:

Official name: Fundación del Teatro Real F.S.P.

Town: Madrid

Postcode: 28013

Country subdivision (NUTS): Madrid (ES300)

Country: Spain

Email: contratos@teatroreal.es

Roles of this organisation:

Buyer

Review organisation

Organisation providing more information on the review procedures

Notice information

Notice identifier/version: ed2e37ec-e9ea-428b-a298-833a9085295d - 01

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Notice type: Contract or concession notice – standard regime

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