

413631-2026 - Competition

Spain – Advertising and marketing services – La contratación de los servicios profesionales para el desarrollo de la idea creativa que module y vertebral la creación del vídeo, la concepción, producción, postproducción y entrega de un spot publicitario destinado a la promoción turística internacional de la isla de Tenerife, de acuerdo con las directrices estratégicas de Turismo de Tenerife.

OJ S 115/2026 17/06/2026

Contract or concession notice – standard regime

Services

1. Buyer

1.1. Buyer

Official name: Consejo de Administración de Spet, Turismo de Tenerife, S.A.

Email: licitaciones@webtenerife.com

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

Activity of the contracting authority: General public services

2. Procedure

2.1. Procedure

Title: La contratación de los servicios profesionales para el desarrollo de la idea creativa que module y vertebral la creación del vídeo, la concepción, producción, postproducción y entrega de un spot publicitario destinado a la promoción turística internacional de la isla de Tenerife, de acuerdo con las directrices estratégicas de Turismo de Tenerife.

Description: La contratación de los servicios profesionales para el desarrollo de la idea creativa que module y vertebral la creación del vídeo, la concepción, producción, postproducción y entrega de un spot publicitario destinado a la promoción turística internacional de la isla de Tenerife, de acuerdo con las directrices estratégicas de Turismo de Tenerife.

Procedure identifier: 8e20fd5a-dde9-455e-83e0-00e4b7757e3b

Internal identifier: 01/2026

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

Additional classification (cpv): 92100000 Motion picture and video services, 92111000 Motion picture and video production services, 92111210 Advertising film production

2.1.2. Place of performance

Country subdivision (NUTS): Tenerife (ES709)

Country: Spain

2.1.3. Value

Estimated value excluding VAT: 615 596,72 EUR

2.1.4. General information

Legal basis:

Directive 2014/24/EU

2.1.6. Grounds for exclusion

Sources of grounds for exclusion: Notice

Conflict of interest due to its participation in the procurement procedure: Conflicto de intereses debido a su participación en este procedimiento de contratación

5. Lot

5.1. Lot: LOT-0000

Title: La contratación de los servicios profesionales para el desarrollo de la idea creativa que module y vertebral la creación del vídeo, la concepción, producción, postproducción y entrega de un spot publicitario destinado a la promoción turística internacional de la isla de Tenerife, de acuerdo con las directrices estratégicas de Turismo de Tenerife.

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5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79340000 Advertising and marketing services

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5.1.2. Place of performance

Country subdivision (NUTS): Tenerife (ES709)

Country: Spain

5.1.3. Estimated duration

Duration: 6 Months

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

5.1.9. Selection criteria

Sources of selection criteria: Notice

Criterion: Other economic or financial requirements

Description of selection criterion: Otros

5.1.10. Award criteria**Criterion:**

Type: Quality

Description: Compromiso de entrega anticipada.

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

Award criterion number: 5

Criterion:

Type: Quality

Description: Mejoras técnicas y de formatos adicionales .

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

Award criterion number: 11

Criterion:

Type: Price

Description: Oferta económica.

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

Award criterion number: 35

Criterion:

Type: Quality

Description: Plan de trabajo y metodología .

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

Award criterion number: 10

Criterion:

Type: Quality

Description: Propuesta creativa y narrativa audiovisual .

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

Award criterion number: 39

5.1.11. Procurement documents

Address of the procurement documents: https://contrataciondelestado.es/wps/poc?uri=deeplink:detalle_licitacion&idEvl=%2BfFNPOyjQABq1DdmE7eaXg%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=%2BfFNPOyjQABq1DdmE7eaXg%3D%3D

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

Electronic catalogue: Not allowed

Deadline for receipt of tenders: 21/07/2026 23:59:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Duration during which the tender must remain valid: 6 Months

Information about public opening:

Opening date: 10/08/2026 09:00:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Place: Spet, Turismo de Tenerife

Terms of contract:

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

Electronic invoicing: 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: Consejo de Administración de Spet, Turismo de Tenerife, S.A. - Spet, Turismo de Tenerife

Information about review deadlines: 15 días hábiles

Organisation providing more information on the review procedures: Consejo de Administración de Spet, Turismo de Tenerife, S.A. - Spet, Turismo de Tenerife

8. Organisations

8.1. ORG-0001

Official name: Consejo de Administración de Spet, Turismo de Tenerife, S.A.

Registration number: 41107800154540

Registration number: A38299061

Town: Santa Cruz de Tenerife

Postcode: 38005

Country subdivision (NUTS): Tenerife (ES709)

Country: Spain

Contact point: Consejo de Administración de Spet, Turismo de Tenerife, S.A.

Email: licitaciones@webtenerife.com

Telephone: +34 922237870

Internet address: <http://www.webtenerife.com>

Buyer profile: <https://contrataciondelestado.es/wps/poc?uri=deeplink:perfilContratante&idBp=H0rEdTHGU8FvYnTkQN0%2FZA%3D%3D>

Other contact points:

Official name: Spet, Turismo de Tenerife

Town: Santa Cruz de Tenerife

Postcode: 38005

Country subdivision (NUTS): Madrid (ES300)

Country: Spain

Other contact points:

Official name: Spet, Turismo de Tenerife

Town: Santa Cruz de Tenerife

Postcode: 38005

Country subdivision (NUTS): Tenerife (ES709)

Country: Spain

Roles of this organisation:

Buyer

Review organisation

Organisation providing more information on the review procedures

Notice information

Notice identifier/version: 845cc59e-5d41-4373-8874-e8e02f3a3bb5 - 01

Form type: Competition

Notice type: Contract or concession notice – standard regime

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