

Spain-Castellón de la Plana: Advertising services
OJ S 156/2021 13/08/2021
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Patronato Provincial Turismo de Castellón

National registration number: P6200004G

Postal address: Avda. Vall d'Uixó, 25

Town: Castellón de la Plana

NUTS code: ES522 Castellón/Castelló

Postal code: 12004

Country: Spain

Contact person: Patronato Provincial Turismo de Castellón

E-mail: turismodecastellon@dipc.as.es

Telephone: +34 964359883

Fax: +34 964359870

Internet address(es):

Main address: <http://www.turismodecastellon.com>

Address of the buyer profile: <https://contrataciondelestado.es/wps/poc?uri=deeplink:perfilContratante&idBp=QIUtdkniWFwQK2TEfXGy%2BA%3D%3D>

I.4. Type of the contracting authority

Regional or local authority

I.5. Main activity

General public services

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Campaña Publicidad en Mercado Nacional

Reference number: 1/21

II.1.2. Main CPV code

79341000 Advertising services

II.1.3. Type of contract

Services

II.1.4. Short description

Campaña Publicidad en Mercado Nacional

II.1.6.

Information about lots

This contract is divided into lots: yes

II.1.7. Total value of the procurement

Value excluding VAT: 544 468,87 EUR

II.2. Description

II.2.1. Title

Creatividad de la campaña publicitaria

Lot No: 1

II.2.2. Additional CPV code(s)

79822500 Graphic design services

II.2.3. Place of performance

NUTS code: ES522 Castellón/Castelló

II.2.4. Description of the procurement

Creatividad de la campaña publicitaria

II.2.5. Award criteria

Quality criterion - Name: Lote 1. Calidad de la creatividad de la empresa / Weighting: 49

Cost criterion - Name: Lote 2. Porcentaje beneficio industrial / Weighting: 100

Cost criterion - Name: Lote 1. Precio creatividad / Weighting: 51

II.2.11. Information about options

Options: yes

Description of options:

Posibilidad de prórroga hasta tres anualidades más

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

Planificación estratégica y compra de espacios publicitarios

Lot No: 2

II.2.2. Additional CPV code(s)

79341000 Advertising services

II.2.3. Place of performance

NUTS code: ES522 Castellón/Castelló

II.2.4. Description of the procurement

Planificación estratégica y compra de espacios publicitarios

II.2.5. Award criteria

Quality criterion - Name: Lote 1. Calidad de la creatividad de la empresa / Weighting: 49

Cost criterion - Name: Lote 2. Porcentaje beneficio industrial / Weighting: 100

Cost criterion - Name: Lote 1. Precio creatividad / Weighting: 51

II.2.11. Information about options

Options: yes

Description of options:

Posibilidad de prórroga hasta tres anualidades más

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: no

IV.2. Administrative information

IV.2.1. Previous publication concerning this procedure

Notice number in the OJ S: [2021/S 060-150770](#)

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 prior information notice

Section V: Award of contract

Contract No: 1/21

Lot No: 1

Title:

Creatividad de la campaña publicitaria

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

02/08/2021

V.2.2. Information about tenders

Number of tenders received: 6

Number of tenders received from SMEs: 5

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

V.2.3. Name and address of the contractor

Official name: WILSON AGENCIA CREATIVA COOP. VALENCIANA

National registration number: F98730286
Postal address: G.V. Marqués del Turia, 49, 7º
Town: Valencia
NUTS code: ES España
Postal code: 46005
Country: Spain
The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 20 000,00 EUR
Total value of the contract/lot: 10 500,00 EUR

V.2.5. Information about subcontracting

Section V: Award of contract

Contract No: 1/21

Lot No: 2

Title:

Planificación estratégica y compra de espacios publicitarios

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

05/08/2021

V.2.2. Information about tenders

Number of tenders received: 8
Number of tenders received from SMEs: 4
The contract has been awarded to a group of economic operators: no

V.2.3. Name and address of the contractor

Official name: MEDIA TALENT S.L.
National registration number: B87234555
Postal address: Carrera de San Jerónimo, 18, 3º
Town: Madrid
NUTS code: ES España
Postal code: 28014
Country: Spain
The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 565 950,41 EUR
Total value of the contract/lot: 533 968,87 EUR

V.2.5. Information about subcontracting

Section VI: Complementary information

VI.3. Additional information

VI.4. Procedures for review

VI.4.1. Review body

Official name: Patronato Provincial de Turismo de Castellón

Postal address: Avda. Vall d'Uixó, 25

Town: Castelló

Postal code: 12004

Country: Spain

Internet address: <https://turismodecastellon.sedelectronica.es/info.0>

VI.5. Date of dispatch of this notice

09/08/2021