

Spain-Madrid: Advertising campaign services

OJ S 130/2023 10/07/2023

Contract award notice

Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Dirección General del Instituto para la Diversificación y Ahorro de la Energía (IDAE)

National registration number: Q2820009E

Postal address: Madera 8

Town: Madrid

NUTS code: ES300 Madrid

Postal code: 28004

Country: Spain

Contact person: Dirección General del Instituto para la Diversificación y Ahorro de la Energía (IDAE)

E-mail: 440@idae.es

Telephone: +34 914564988

Fax: +34 915230414

Internet address(es):

Main address: <http://www.idae.es>

Address of the buyer profile: <https://contrataciondelestado.es/wps/poc?uri=deeplink:perfilContratante&idBp=Sh7TDTsiNU0%3D>

I.4. Type of the contracting authority

Ministry or any other national or federal authority, including their regional or local subdivisions

I.5. Main activity

General public services

Section II: Object

II.1. Scope of the procurement**II.1.1. Title**

Servicios de compra de espacios en medios de comunicación y demás soportes publicitarios para la materialización de la campaña de publicidad institucional denominada "EL CIUDADANO COMO ACTOR CLAVE EN LA TRANSICIÓN ENERGÉTICA" 2023
Reference number: CONTR/2023/604

II.1.2. Main CPV code

79341400 Advertising campaign services

II.1.3. Type of contract

Services

II.1.4. Short description

ompra de espacios en medios de comunicación y demás soportes publicitarios

II.1.6. Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Value excluding VAT: 2 650 000,00 EUR

II.2. Description

II.2.3. Place of performance

NUTS code: ES300 Madrid

II.2.4. Description of the procurement

ompra de espacios en medios de comunicación y demás soportes publicitarios

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

Restricted 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: [2021/S 100-264802](#)

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: CONTR/2023/604-

Title:

Servicios de compra de espacios en medios de comunicación y demás soportes publicitarios para la materialización de la campaña de publicidad institucional denominada “EL CIUDADANO COMO ACTOR CLAVE EN LA TRANSICIÓN ENERGÉTICA” 2023

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

11/05/2023

V.2.2. Information about tenders

Number of tenders received: 13

Number of tenders received from SMEs: 6

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

V.2.3. Name and address of the contractor

Official name: MEDIA SAPIENS SPAIN S.L.

National registration number: B86016060

Town: Madrid

NUTS code: ES3 Comunidad de Madrid

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: 2 650 000,00 EUR

Total value of the contract/lot: 2 650 000,00 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: IDAE

Postal address: Madera, 8

Town: Madrid

Postal code: 28004

Country: Spain

E-mail: 440@idae.es

Internet address: <https://www.idae.es/home>

VI.5. Date of dispatch of this notice

05/07/2023