

Spain-Madrid: Advertising services
OJ S 131/2023 11/07/2023
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 diseño, estrategia, asesoría, creatividad y estudio de resultados ejecución de la Campaña "EL CIUDADANO COMO ACTOR CLAVE EN LA TRANSICIÓN ENERGÉTICA" 2023

Reference number: CONTR/2023/2578

II.1.2. Main CPV code

79341000 Advertising services

II.1.3. Type of contract

Services

II.1.4. Short description

Procedimiento abierto para Servicios de diseño, estrategia, asesoría, creatividad y estudio de resultados ejecución de la Campaña “EL CIUDADANO COMO ACTOR CLAVE EN LA TRANSICIÓN ENERGÉTICA” 2023

II.1.6. Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Value excluding VAT: 270 000,00 EUR

II.2. Description

II.2.2. Additional CPV code(s)

79341400 Advertising campaign services

II.2.3. Place of performance

NUTS code: ES300 Madrid

II.2.4. Description of the procurement

Procedimiento abierto para Servicios de diseño, estrategia, asesoría, creatividad y estudio de resultados ejecución de la Campaña “EL CIUDADANO COMO ACTOR CLAVE EN LA TRANSICIÓN ENERGÉTICA” 2023

II.2.5. Award criteria

Quality criterion - Name: Asesoría, consultoría y definición de medios / Weighting: 5

Quality criterion - Name: Creatividad y materiales, producción / Weighting: 30

Quality criterion - Name: Diseño y estrategia general / Weighting: 30

Quality criterion - Name: Estudio y medición de resultados / Weighting: 5

Price - Weighting: 30

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

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: [2023/S 050-146645](#)

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/2023/2578

Title:

Servicios de diseño, estrategia, asesoría, creatividad y estudio de resultados ejecución de la Campaña “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

04/07/2023

V.2.2. Information about tenders

Number of tenders received: 14

Number of tenders received from SMEs: 13

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

V.2.3. Name and address of the contractor

Official name: DARWIN PUBLICIDAD SL

National registration number: B85897858

Town: Madrid

NUTS code: ES30 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: 350 000,00 EUR

Total value of the contract/lot: 270 000,00 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

06/07/2023