

421610-2026 - Competition

Spain – Advertising services – Servicio de creatividad y producción de contenidos para la campaña institucional de comunicación del Ministerio de Industria y Turismo (MINTUR) sobre la transformación del modelo turístico

OJ S 117/2026 19/06/2026

Contract or concession notice – standard regime

Services

1. Buyer

1.1. Buyer

Official name: Junta de Contratación del Ministerio de Industria y Turismo

Email: jcontratacion@mintur.es

Legal type of the buyer: Central government authority

Activity of the contracting authority: General public services

2. Procedure

2.1. Procedure

Title: Servicio de creatividad y producción de contenidos para la campaña institucional de comunicación del Ministerio de Industria y Turismo (MINTUR) sobre la transformación del modelo turístico

Description: Servicio de creatividad y producción de contenidos para la campaña institucional de comunicación del Ministerio de Industria y Turismo (MINTUR) sobre la transformación del modelo turístico

Procedure identifier: 95d37ccb-0040-4076-bc8a-eea04a43600e

Internal identifier: J26.028.04

Type of procedure: Open

The procedure is accelerated: no

2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79341000 Advertising services

Additional 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: 702 479,34 EUR

2.1.4. General information

Legal basis:

Directive 2014/24/EU

2.1.6. Grounds for exclusion

Sources of grounds for exclusion: Notice

Breaching of obligations set under purely national exclusion grounds: Motivos de exclusión exclusivamente nacionales

5. Lot

5.1. Lot: LOT-0000

Title: Servicio de creatividad y producción de contenidos para la campaña institucional de comunicación del Ministerio de Industria y Turismo (MINTUR) sobre la transformación del modelo turístico

Description: Servicio de creatividad y producción de contenidos para la campaña institucional de comunicación del Ministerio de Industria y Turismo (MINTUR) sobre la transformación del modelo turístico

Internal identifier: J26.028.04

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79341000 Advertising services

Additional 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: 40 Days

5.1.4. Renewal

Maximum renewals: 0

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): yes

5.1.9. Selection criteria

Sources of selection criteria: Notice

Criterion: General yearly turnover

Description of selection criterion: Cifra anual de negocio

5.1.10. Award criteria

Criterion:

Type: Price

Description: Oferta económica.

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

Award criterion number: 35

Criterion:

Type: Quality

Description: Propuesta estratégica y creativa.

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

Award criterion number: 65

5.1.11. Procurement documents

Address of the procurement documents: https://contrataciondelestado.es/wps/poc?uri=deeplink:detalle_licitacion&idEvl=sv1bmqrHeGJt5r0ngvMetA%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=sv1bmqrHeGJt5r0ngvMetA%3D%3D

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

Electronic catalogue: Not allowed

Deadline for receipt of tenders: 20/07/2026 23:59:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Duration during which the tender must remain valid: 2 Months

Information about public opening:

Opening date: 22/07/2026 12:00:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Place: Ministerio de Industria y Turismo

Opening date: 12/08/2026 12:00:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Place: Ministerio de Industria y Turismo

Opening date: 29/07/2026 12:00:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Place: Ministerio de Industria y Turismo

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: Junta de Contratación del Ministerio de Industria y Turismo - Tribunal Administrativo Central de Recursos Contractuales y art. 16 Ley 39/2015 de 1 octubre

Information about review deadlines: 15 días hábiles desde el día siguiente a la notificación de la adjudicación

8. Organisations

8.1. ORG-0001

Official name: Junta de Contratación del Ministerio de Industria y Turismo

Registration number: 11177080161468

Registration number: S2800214E

Town: Madrid

Postcode: 28071

Country subdivision (NUTS): Madrid (ES300)

Country: Spain

Contact point: Junta de Contratación del Ministerio de Industria y Turismo

Email: jcontratacion@mintur.es

Telephone: +34 913494796

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

Other contact points:

Official name: Tribunal Administrativo Central de Recursos Contractuales y art. 16 Ley 39 /2015 de 1 octubre

Town: Madrid

Postcode: 28020

Country subdivision (NUTS): Madrid (ES300)

Country: Spain

Roles of this organisation:

Buyer

Review organisation

Notice information

Notice identifier/version: a3870ff4-2946-4a71-91ed-b9192f07a64f - 01

Form type: Competition

Notice type: Contract or concession notice – standard regime

Notice subtype: 16

Notice dispatch date: 17/06/2026 17:09:13 (UTC+02:00) Eastern European Time, Central European Summer Time

Languages in which this notice is officially available: Spanish

Notice publication number: 421610-2026

OJ S issue number: 117/2026

Publication date: 19/06/2026