

423656-2026 - Result

Spain – Advertising and marketing services – Acuerdo Marco para la contratación de servicios de márketing digital para Barcelona de Serveis Municipals, SA

OJ S 117/2026 19/06/2026

Contract or concession award notice – standard regime

Services - Supplies

1. Buyer

1.1. Buyer

Official name: BARCELONA DE SERVEIS MUNICIPALS, S.A.

Email: sjc@bsmsa.cat

Legal type of the buyer: Public undertaking, controlled by a local authority

Activity of the contracting authority: General public services

2. Procedure

2.1. Procedure

Title: Acuerdo Marco para la contratación de servicios de márketing digital para Barcelona de Serveis Municipals, SA

Description: El objeto del presente contrato es el que se describe en el Pliego de clausulas particulares.

Procedure identifier: 18264662-ddae-41d5-91a6-7bab43e39c0c

Previous notice: 474345-2025

Internal identifier: 2025MK0102AC

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

2.1.2. Place of performance

Country subdivision (NUTS): Barcelona (ES511)

Country: Spain

Additional information: Ver PCP

2.1.3. Value

Estimated value excluding VAT: 440 000,00 EUR

2.1.4. General information

Legal basis:

Directive 2014/24/EU

5. Lot

5.1. Lot: LOT-0001

Title: Acuerdo Marco para la contratación de servicios de márketing digital para Barcelona de Serveis Municipals, SA

Description: Ver pliego de clausulas particulares

Internal identifier: 2025MK0102AC

5.1.1. Purpose

Main nature of the contract: Services

Additional nature of the contract: Supplies

Main classification (cpv): 79340000 Advertising and marketing services

5.1.2. Place of performance

Country subdivision (NUTS): Barcelona (ES511)

Country: Spain

5.1.3. Estimated duration

Duration: 4 Years

5.1.5. Value

Estimated value excluding VAT: 440 000,00 EUR

5.1.6. General information

Procurement Project not financed with EU Funds.

The procurement is covered by the Government Procurement Agreement (GPA): yes

5.1.10. Award criteria

Criterion:

Type: Quality

Description: Consultar pliegos

Description of the method to be used if weighting cannot be expressed by criteria: Consultar pliegos

5.1.15. Techniques

Framework agreement:

Framework agreement, without reopening of competition

Information about the dynamic purchasing system:

No dynamic purchase system

5.1.16. Further information, mediation and review

Review organisation: TRIBUNAL CATALÀ DE CONTRACTES

Information about review deadlines: De acuerdo con lo previsto en el Pliego de Clausulas particulares

6. Results

Approximate value of the framework agreements

:

440 000,00

EUR

6.1. Result lot identifier: LOT-0001

Winner selection status: At least one winner was chosen.

Framework agreement:

Re-estimated value of the framework agreement: 440 000,00 EUR

6.1.2. Information about winners

Winner:

Official name: DIVERSOS HOMOLOGADOS(<https://contractaciopublica.cat/ca/detall-publicacio/205abfdb-eb9d-4904-b449-5e16c14198e8/300808584>)

Tender:

Tender identifier: Ofertas

Identifier of lot or group of lots: LOT-0001

Subcontracting: Not yet known

Contract information:

Identifier of the contract: Contratos

Date on which the winner was chosen: 22/04/2026

Date of the conclusion of the contract: 16/06/2026

6.1.4. Statistical information**Received tenders or requests to participate:**

Type of received submissions: Tenders

Number of tenders or requests to participate received: 9

Type of received submissions: Tenders submitted electronically

Number of tenders or requests to participate received: 9

Type of received submissions: Tenders from micro, small or medium tenderers

Number of tenders or requests to participate received: 4

Type of received submissions: Tenders from tenderers registered in other European Economic Area countries than the country of the buyer

Number of tenders or requests to participate received: 0

Type of received submissions: Tenders from tenders registered in countries outside of the European Economic Area

Number of tenders or requests to participate received: 0

8. Organisations

8.1. ORG-0001

Official name: BARCELONA DE SERVEIS MUNICIPALS, S.A.

Registration number: A08765919

Department: Asesoría Jurídica, Régimen Jurídico y Contratación

Postal address: Carrer Calàbria, 66

Town: Barcelona

Postcode: 08015

Country subdivision (NUTS): Barcelona (ES511)

Country: Spain

Email: sjc@bsmsa.cat

Telephone: +34 938875020

Internet address: <http://contractaciopublica.gencat.cat/perfil/BSM/customProf>

Buyer profile: <https://contractaciopublica.cat/ca/perfils-contractant/detall/bsm?categoria=0>

Roles of this organisation:

Buyer

Procurement service provider

8.1. ORG-0002

Official name: TRIBUNAL CATALÀ DE CONTRACTES

Registration number: TCCSP

Postal address: Via Laietana 14

Town: Barcelona
Postcode: 08002
Country subdivision (NUTS): Barcelona (ES511)
Country: Spain
Email: tccsp@gencat.cat
Telephone: +34938842038

Roles of this organisation:

Review organisation

8.1. ORG-0003

Official name: DIVERSOS HOMOLOGADOS(<https://contractaciopublica.cat/ca/detall-publicacio/205abfdb-eb9d-4904-b449-5e16c14198e8/300808584>)

Size of the economic operator: Micro, small, or medium

Registration number: XXXXX

Town: Barcelona

Postcode: 08015

Country subdivision (NUTS): Barcelona (ES511)

Country: Spain

Email: sjc@bsmsa.cat

Telephone: +348875020

Roles of this organisation:

Tenderer

Winner of these lots: LOT-0001

8.1. ORG-0000

Official name: Publications Office of the European Union

Registration number: PUBL

Town: Luxembourg

Postcode: 2417

Country subdivision (NUTS): Luxembourg (LU000)

Country: Luxembourg

Email: ted@publications.europa.eu

Telephone: +352 29291

Internet address: <https://op.europa.eu>

Roles of this organisation:

TED eSender

Notice information

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