

Spain-San Cristóbal de La Laguna: Advertising campaign services

OJ S 163/2021 24/08/2021

Contract notice**Services****Legal Basis:**

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Consejo de Administración de Metropolitano de Tenerife, S.A.

National registration number: A38620209

Postal address: Carretera General La Cuesta-Taco, 124

Town: San Cristóbal de La Laguna -Santa Cruz de Tenerife

NUTS code: ES70 Canarias

Postal code: 38108

Country: Spain

Contact person: Consejo de Administración de Metropolitano de Tenerife, S.A.

E-mail: contrataciones@metrotenerife.com

Telephone: +034 922024830

Fax: +034 922010085

Internet address(es):Main address: <http://www.metrotenerife.com>Address of the buyer profile: <https://contrataciondelestado.es/wps/poc?uri=deeplink:perfilContratante&idBp=U3SjMXEY%2BOWQK2TEfXGy%2BA%3D%3D>**I.3. Communication**The procurement documents are available for unrestricted and full direct access, free of charge, at: https://contrataciondelestado.es/wps/poc?uri=deeplink:detalle_licitacion&idEvl=9aVlbiFgaV8BPRBxZ4nJ%2Fg%3D%3D

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted to the abovementioned address

Electronic communication requires the use of tools and devices that are not generally

available. Unrestricted and full direct access to these tools and devices is possible, free of

charge, at: <https://contrataciondelestado.es/wps/poc?uri=deeplink:perfilContratante&idBp=U3SjMXEY%2BOWQK2TEfXGy%2BA%3D%3D>

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted to the abovementioned address

I.4. Type of the contracting authority

Other type: Otras Entidades del Sector Público

I.5. Main activity

General public services

Section II: Object

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

Servicios de diseño, producción y medios publicitarios de Metropolitano de Tenerife, S.A.

Reference number: 2A 20-28

II.1.2. Main CPV code

79341400 Advertising campaign services

II.1.3. Type of contract

Services

II.1.4. Short description

Servicios de diseño, producción y medios publicitarios de Metropolitano de Tenerife, S.A.

II.1.5. Estimated total value

Value excluding VAT: 260 000,00 EUR

II.1.6. Information about lots

This contract is divided into lots: yes

Tenders may be submitted for maximum number of lots: 2

Maximum number of lots that may be awarded to one tenderer: 2

II.2. Description

II.2.1. Title

Servicios de creatividad y diseño

Lot No: 1

II.2.2. Additional CPV code(s)

79822500 Graphic design services, 79340000 Advertising and marketing services, 79341200 Advertising management services, 79341400 Advertising campaign services

II.2.3. Place of performance

NUTS code: ES709 Tenerife

II.2.4. Description of the procurement

Servicios de creatividad y diseño

II.2.5. Award criteria

Criteria below

Quality criterion - Name: Valoracion propuesta de diseño Lote 1. / Weighting: 35

Cost criterion - Name: Criterios sociales Lote 1. / Weighting: 10

Cost criterion - Name: Precio Lote 1. / Weighting: 55

II.2.6. Estimated value

Value excluding VAT: 25 000,00 EUR

II.2.7. Duration of the contract, framework agreement or dynamic purchasing system

Duration in months: 12

This contract is subject to renewal: no

II.2.10. Information about variants

Variants will be accepted: no

II.2.11. Information about options

Options: yes

Description of options:

Tres (3) posibles prórrogas de un (1) año de duración cada una de ellas.

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

Servicios de publicidad y marketing: producción de medios.
Lot No: 2

II.2.2. Additional CPV code(s)

79340000 Advertising and marketing services, 79341200 Advertising management services, 79341400 Advertising campaign services, 79822500 Graphic design services

II.2.3. Place of performance

NUTS code: ES709 Tenerife

II.2.4. Description of the procurement

Servicios de publicidad y marketing: producción de medios.

II.2.5. Award criteria

Criteria below

Quality criterion - Name: Valoración Plan de Medios Lote 2. / Weighting: 35

Cost criterion - Name: Criterios sociales Lote 2. / Weighting: 10

Cost criterion - Name: Precio Lote 2. / Weighting: 55

II.2.6. Estimated value

Value excluding VAT: 40 000,00 EUR

II.2.7. Duration of the contract, framework agreement or dynamic purchasing system

Duration in months: 12

This contract is subject to renewal: no

II.2.10. Information about variants

Variants will be accepted: no

II.2.11. Information about options

Options: yes

Description of options:

Tres (3) posibles prórrogas de un (1) año de duración cada una de ellas.

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 III: Legal, economic, financial and technical information

III.1. Conditions for participation

III.1.1. Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers

List and brief description of conditions:

Capacidad de obrar

No prohibición para contratar

No estar incurso en incompatibilidades

Cumplimiento con las obligaciones con la Seguridad Social

Cumplimiento con las obligaciones tributarias

III.1.2. Economic and financial standing

List and brief description of selection criteria:

Cifra anual de negocio

III.1.3. Technical and professional ability

List and brief description of selection criteria:

- Trabajos realizados

III.2. Conditions related to the contract

III.2.2. Contract performance conditions

Consideraciones de tipo social. Descripción: Ver punto 22 del cuadro de características del Pliego de Condiciones Administrativas

Consideraciones de tipo medioambiental. Descripción: Ver punto 22 del cuadro de características del Pliego de Condiciones Administrativas

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.2.2. Time limit for receipt of tenders or requests to participate

Date: 29/09/2021 Local time: 15:00

IV.2.3. Estimated date of dispatch of invitations to tender or to participate to selected candidates

IV.2.4. Languages in which tenders or requests to participate may be submitted

Spanish

IV.2.7. Conditions for opening of tenders

Date: 08/10/2021 Local time: 13:00

Place:

Datos de Dirección:

Calle:

CP:

Población:

País:

Section VI: Complementary information

VI.1. Information about recurrence

This is a recurrent procurement: no

VI.3. Additional information

VI.4. Procedures for review

VI.4.1. Review body

Official name: Consejo de Administración de Metropolitano de Tenerife, S.A.

Postal address: Carretera General La Cuesta-Taco, 124

Town: San Cristóbal de La Laguna, Santa Cruz de Tenerife

Postal code: 38108

Country: Spain

E-mail: contrataciones@metrotenerife.com

VI.5. Date of dispatch of this notice

19/08/2021