

450945-2026 - Competition

Spain – Advertising services – Servicio de creatividad y lanzamiento de la campaña de comunicación y promoción turística del destino Rías Baixas

OJ S 124/2026 01/07/2026

Contract or concession notice – standard regime

Services

1. Buyer

1.1. Buyer

Official name: Presidencia de la Diputación Provincial de Pontevedra

Email: contratacion@depo.es

Legal type of the buyer: Local authority

Activity of the contracting authority: General public services

2. Procedure

2.1. Procedure

Title: Servicio de creatividad y lanzamiento de la campaña de comunicación y promoción turística del destino Rías Baixas

Description: Servicio de creatividad y lanzamiento de la campaña de comunicación y promoción turística del destino Rías Baixas.

Procedure identifier: 40751be6-6b84-4aee-9eb0-54c398f33df0

Internal identifier: 2025073287

Type of procedure: Restricted

The procedure is accelerated: no

2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79341000 Advertising services

2.1.2. Place of performance

Country subdivision (NUTS): Pontevedra (ES114)

Country: Spain

2.1.3. Value

Estimated value excluding VAT: 743 929,20 EUR

2.1.4. General information

Legal basis:

Directive 2014/24/EU

2.1.6. Grounds for exclusion

Sources of grounds for exclusion: Notice

Fraud: Ver condiciones en PCAP

5. Lot

5.1. Lot: LOT-0000

Title: Servicio de creatividad y lanzamiento de la campaña de comunicación y promoción turística del destino Rías Baixas
Description: Servicio de creatividad y lanzamiento de la campaña de comunicación y promoción turística del destino Rías Baixas.
Internal identifier: 2025073287

5.1.1. Purpose

Main nature of the contract: Services
Main classification (cpv): 79341000 Advertising services

5.1.2. Place of performance

Country subdivision (NUTS): Pontevedra (ES114)
Country: Spain

5.1.3. Estimated duration

Duration: 1 Year

5.1.4. Renewal

Maximum renewals: 3
Other information about renewals: Ver cláusula 6 PCAP para duración de las prórrogas y plazos de ejecución, en su caso

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): no

5.1.7. Strategic procurement

Aim of strategic procurement: No strategic procurement

5.1.9. Selection criteria

Sources of selection criteria: Notice
Criterion: Enrolment in a relevant professional register
Description of selection criterion: Estar prerregistrado en el ROLECE, y declarar que no ha habido modificaciones en los datos registrados

Criterion: General yearly turnover
Description of selection criterion: Cifra anual de negocio

Criterion: References on specified services
Description of selection criterion: Trabajos realizados

5.1.10. Award criteria

Criterion:

Type: Quality
Description: Experiencia de la persona directiva de la campaña audiovisual.
Category of award weight criterion: Weight (points, exact)
Award criterion number: 6

Criterion:

Type: Quality
Description: Experiencia de la persona directora de comunicación.
Category of award weight criterion: Weight (points, exact)

Award criterion number: 6

Criterion:

Type: Quality

Description: Experiencia de la persona diseñadora gráfica.

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

Award criterion number: 6

Criterion:

Type: Quality

Description: Experiencia de la persona responsable de producción audiovisual.

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

Award criterion number: 6

Criterion:

Type: Price

Description: Menor precio ofertado, sin IVA.

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

Award criterion number: 35

Criterion:

Type: Quality

Description: Número de unidades de adaptaciones de elementos de promoción y comunicación digitales.

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

Award criterion number: 3

Criterion:

Type: Quality

Description: Número de unidades de adaptaciones gráficas de elementos promocionales.

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

Award criterion number: 3

Criterion:

Type: Quality

Description: Número de unidades de merchandising para el acto de FITUR.

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

Award criterion number: 3

Criterion:

Type: Quality

Description: Premios otorgados a la persona Directora de la Campaña Audiovisual.

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

Award criterion number: 2

Criterion:

Type: Quality

Description: Memoria técnica.

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

Award criterion number: 30

5.1.11. Procurement documents

Address of the procurement documents: https://contrataciondelestado.es/wps/poc?uri=deeplink:detalle_licitacion&idEvl=ElcXeps44jLgL1BHd3qjQA%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=ElcXeps44jLgL1BHd3qjQA%3D%3D

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

Electronic catalogue: Not allowed

Deadline for receipt of requests to participate: 31/07/2026 10:00:00 (UTC+02:00) Eastern European Time, Central European Summer Time

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: Presidencia de la Diputación Provincial de Pontevedra - TACGAL

Information about review deadlines: hasta 2026-07-21+02:00

8. Organisations

8.1. ORG-0001

Official name: Presidencia de la Diputación Provincial de Pontevedra

Registration number: 30349610066081

Registration number: P3600000H

Town: Pontevedra

Postcode: 36071

Country subdivision (NUTS): Pontevedra (ES114)

Country: Spain

Contact point: Presidencia de la Diputación Provincial de Pontevedra

Email: contratacion@depo.es

Telephone: +034 986804100

Fax: 986804126

Internet address: <http://www.depo.es>

Buyer profile: <https://contrataciondelestado.es/wps/poc?uri=deeplink:perfilContratante&idBp=M7XB0CBT%2B%2F4QK2TEfXGy%2BA%3D%3D>

Other contact points:

Official name: TACGAL

Town: Santiago de Compostela

Postcode: 15781

Country subdivision (NUTS): A Coruña (ES111)

Country: Spain

Internet address: <https://tacgal.xunta.gal/>

Roles of this organisation:

Buyer

Review organisation

Notice information

Notice identifier/version: a744e884-83e1-42f5-9c95-865e5b8a042e - 01

Form type: Competition

Notice type: Contract or concession notice – standard regime

Notice subtype: 16

Notice dispatch date: 30/06/2026 11:02:45 (UTC+02:00) Eastern European Time, Central European Summer Time

Languages in which this notice is officially available: Spanish

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