

Spain-Calp: Advertising and marketing services
OJ S 164/2022 26/08/2022
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Alcaldía del Ajuntament de Calp
National registration number: P0304700H
Postal address: Avda. Ifach, 12
Town: Calp (Alicante)
NUTS code: ES521 Alicante/Alacant
Postal code: 03710
Country: Spain
Contact person: Alcaldía del Ajuntament de Calp
E-mail: contratacion@ajcalp.es
Telephone: +34 965833600
Fax: +34 965833304

Internet address(es):

Main address: <http://www.calp.es>
Address of the buyer profile: <https://contrataciondelestado.es/wps/poc?uri=deeplink:perfilContratante&idBp=I8bPegW7eOU%3D>

I.4. Type of the contracting authority

Regional or local authority

I.5. Main activity

General public services

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Servicio de realización de acciones de promoción offline según establezca el Plan de Marketing Anual para el Departamento de Turismo del Ayuntamiento de Calp (Alicante)
Reference number: SER 18/2022-L2

II.1.2. Main CPV code

79340000 Advertising and marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

Servicio de realización de acciones de promoción offline según establezca el Plan de Marketing Anual para el Departamento de Turismo del Ayuntamiento de Calp (Alicante)

II.1.6. Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Value excluding VAT: 65 363,64 EUR

II.2. Description

II.2.2. Additional CPV code(s)

79341400 Advertising campaign services, 79342000 Marketing services

II.2.3. Place of performance

NUTS code: ES521 Alicante/Alacant

II.2.4. Description of the procurement

Servicio de realización de acciones de promoción offline según establezca el Plan de Marketing Anual para el Departamento de Turismo del Ayuntamiento de Calp (Alicante)

II.2.5. Award criteria

Price

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: [2022/S 030-075648](#)

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: 135/2022

Title:

Servicio de realización de acciones de promoción offline según establezca el Plan de Marketing Anual para el Departamento de Turismo del Ayuntamiento de Calp (Alicante)

A contract/lot is awarded: yes

V.2. Award of contract**V.2.1. Date of conclusion of the contract**

19/08/2022

V.2.2. Information about tenders

Number of tenders received: 8

Number of tenders received from SMEs: 7

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

V.2.3. Name and address of the contractor

Official name: Mediatalent S.L.

National registration number: B87234555

Postal address: Carrera de San Jerónimo, 18. 3º, 3

Town: Madrid

NUTS code: ES300 Madrid

Postal code: 28014

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: 90 909,09 EUR

Total value of the contract/lot: 65 363,64 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: Tribunal Administrativo Central de Recursos Contractuales (DiR: EA0023025)

Postal address: Avda. General Perón, 38, 8ª Planta

Town: Madrid

Postal code: 28020

Country: Spain

E-mail: tribunal_recursos.contratos@hacienda.gob.es

Internet address: <http://www.hacienda.gob.es>

VI.5. Date of dispatch of this notice

22/08/2022