

469219-2026 - Competition

Spain – Advertising and marketing services – Servicios de apoyo en comunicación

OJ S 129/2026 08/07/2026

Contract or concession notice – standard regime

Services

1. Buyer

1.1. Buyer

Official name: Banco de España

Email: contratacion@bde.es

Legal type of the buyer: Body governed by public law, controlled by a central government authority

Activity of the contracting authority: General public services

2. Procedure

2.1. Procedure

Title: Servicios de apoyo en comunicación

Description: Servicios de apoyo en comunicación

Procedure identifier: d1ace50f-53dd-46fd-a7dc-53d69e659914

Internal identifier: LIC-10487

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): Madrid (ES300)

Country: Spain

2.1.3. Value

Estimated value excluding VAT: 2 897 451,00 EUR

2.1.4. General information

Legal basis:

Directive 2014/24/EU

2.1.6. Grounds for exclusion

Sources of grounds for exclusion: Notice

Agreements with other economic operators aimed at distorting competition: Los motivos de exclusión serán los establecidos en los pliegos y en la normativa de aplicación.

5. Lot

5.1. Lot: LOT-0000

Title: Servicios de apoyo en comunicación

Description: Servicios de apoyo en comunicación

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79340000 Advertising and marketing services

5.1.2. Place of performance

Country subdivision (NUTS): Madrid (ES300)

Country: Spain

5.1.3. Estimated duration

Duration: 2 Years

5.1.4. Renewal

Maximum renewals: 3

Other information about renewals: 2 años iniciales, prorrogables por periodos sucesivos mínimos de un año hasta el límite total de 5 años.

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

5.1.9. Selection criteria

Sources of selection criteria: Notice

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: Disponibilidad de un diseñador y de un editor de vídeo fuera del horario laboral fijado.

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

Award criterion number: 2

Criterion:

Type: Price

Description: Oferta económica.

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

Award criterion number: 49

Criterion:

Type: Quality

Description: Experiencia acreditada de los coordinadores.

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

Award criterion number: 16

Criterion:

Type: Quality

Description: Experiencia acreditata de las personas que desarrollarán los servicios.

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

Award criterion number: 10

Criterion:

Type: Quality

Description: Metodología a aplicar durante la prestación del servicio.

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

Award criterion number: 23

5.1.11. Procurement documents

Address of the procurement documents: https://contrataciondelestado.es/wps/poc?uri=deeplink:detalle_licitacion&idEvl=nYwbFQKEa33L1rX3q%2FMAPA%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=nYwbFQKEa33L1rX3q%2FMAPA%3D%3D

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

Electronic catalogue: Not allowed

Deadline for receipt of tenders: 06/08/2026 14:00:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Duration during which the tender must remain valid: 4 Months

Information about public opening:

Opening date: 08/09/2026 11:00:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Place: Banco de España

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: Banco de España - Tribunal Administrativo Central de Recursos Contractuales

Information about review deadlines: En caso de que el contrato sea susceptible de interposición de recurso en materia especial de contratación, los plazos aplicables serán los recogidos en el Capítulo V, "Del recurso especial", de la Ley de Contratos del Sector Público.

8. Organisations

8.1. ORG-0001

Official name: Banco de España

Registration number: 51081180151878

Registration number: Q2802472G
Town: Madrid
Postcode: 28014
Country subdivision (NUTS): Madrid (ES300)
Country: Spain
Contact point: Banco de España
Email: contratacion@bde.es
Telephone: 913385000
Internet address: <http://www.bde.es>
Buyer profile: <https://contrataciondelestado.es/wps/poc?uri=deeplink:perfilContratante&idBp=AAOeCRmvUWmXQV0WE7IYPw%3D%3D>

Other contact points:

Official name: Tribunal Administrativo Central de Recursos Contractuales
Town: Madrid
Postcode: 28020
Country subdivision (NUTS): Madrid (ES300)
Country: Spain

Roles of this organisation:

Buyer
Review organisation

Notice information

Notice identifier/version: 96b8e835-4c12-4235-a24b-82cec8e1d46b - 01
Form type: Competition
Notice type: Contract or concession notice – standard regime
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