

Spain-Madrid: Advertising campaign services

OJ S 194/2020 06/10/2020

Contract award notice

Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Junta de Contratación del Ministerio de Agricultura, Alimentación y Medio Ambiente

National registration number: S28005561

Postal address: Paseo de la Infanta Isabel, 1

Town: Madrid

NUTS code: ES300 Madrid

Postal code: 28014

Country: Spain

Contact person: Junta de Contratación del Ministerio de Agricultura, Alimentación y Medio Ambiente

E-mail: jmesadec@mapama.es

Telephone: +34 913475452

Internet address(es):

Main address: <https://contrataciondelestado.es>

Address of the buyer profile: <https://contrataciondelestado.es/wps/poc?uri=deeplink:perfilContratante&idBp=W9RdRmTswScQK2TEfXGy%2BA%3D%3D>

I.4. Type of the contracting authority

Ministry or any other national or federal authority, including their regional or local subdivisions

I.5. Main activity

General public services

Section II: Object

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

Servicio para la realización del diseño, concepto creativo y producción de los materiales promocionales para las campañas de comunicación de la red rural nacional

Reference number: 2018/0000111

II.1.2. Main CPV code

79341400 Advertising campaign services

II.1.3. Type of contract

Services

II.1.4. Short description

Servicio para la realización del diseño, concepto creativo y producción de los materiales promocionales para las campañas de comunicación de la red rural nacional.

II.1.6. Information about lots

This contract is divided into lots: yes

II.1.7. Total value of the procurement

Value excluding VAT: 384 264,47 EUR

II.2. Description

II.2.1. Title

Lote 1: campañas de comunicación
Lot No: 1

II.2.2. Additional CPV code(s)

79341400 Advertising campaign services, 92111200 Advertising, propaganda and information film and video-tape production

II.2.3. Place of performance

NUTS code: ES España

II.2.4. Description of the procurement

Lote 1: campañas de comunicación.

II.2.5. Award criteria

Quality criterion - Name: Otros / Weighting: 51
Price - Weighting: 49

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

II.2. Description

II.2.1. Title

Lote 2: elaboración de contenidos
Lot No: 2

II.2.2. Additional CPV code(s)

79341400 Advertising campaign services, 92111200 Advertising, propaganda and information film and video-tape production

II.2.3. Place of performance

NUTS code: ES España

II.2.4. Description of the procurement

Lote 2: elaboración de contenidos.

II.2.5. Award criteria

Quality criterion - Name: Otros / Weighting: 51

Price - Weighting: 49

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: [2020/S 080-188927](#)

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: 1

Lot No: 1

Title:

Lote 1: campañas de comunicación

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

30/09/2020

V.2.2. Information about tenders

Number of tenders received: 13

Number of tenders received from SMEs: 9

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

V.2.3. Name and address of the contractor

Official name: 16 Escalones Producciones, S. L.

Postal address: C/ La Palma, 4
Town: Sevilla
NUTS code: ES España
Postal code: 41703
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: 435 123,97 EUR
Total value of the contract/lot: 278 479,34 EUR

V.2.5. Information about subcontracting

Section V: Award of contract

Contract No: 1

Lot No: 2

Title:

Lote 2: elaboración de contenidos

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

30/09/2020

V.2.2. Information about tenders

Number of tenders received: 17

Number of tenders received from SMEs: 13

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

V.2.3. Name and address of the contractor

Official name: 16 Escalones Producciones, S. L.

Postal address: C/ La Palma, 4

Town: Sevilla

NUTS code: ES España

Postal code: 41703

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: 165 289,26 EUR

Total value of the contract/lot: 105 785,13 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

Postal address: Avenida General Perón, 38

Town: Madrid

Postal code: 28020

Country: Spain

Telephone: +34 913491319

VI.5. Date of dispatch of this notice

01/10/2020