

Spain-Burjassot: Advertising consultancy services
OJ S 147/2023 02/08/2023
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Direcció General de la Societat Anònima de Mitjans de Comunicació de la Comunitat Valenciana

National registration number: A98907975

Postal address: Polígono Acceso Ademúz, s/n

Town: Burjassot

NUTS code: ES523 Valencia/València

Postal code: 46100

Country: Spain

Contact person: Direcció General de la Societat Anònima de Mitjans de Comunicació de la Comunitat Valenciana

E-mail: licitacions@cvmc.es

Internet address(es):

Main address: <https://www.cvmc.es>

Address of the buyer profile: <https://contrataciondelestado.es/wps/poc?uri=deeplink:perfilContratante&idBp=geLcc6IM3GoQK2TEfXGy%2BA%3D%3D>

I.4. Type of the contracting authority

Other type: Otras Entidades del Sector Público

I.5. Main activity

Education

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Contratación del servicio de una agencia de medios para el asesoramiento, suministro de información, planificación, gestión y compra de soportes y espacios en medios publicitarios, y realización de campañas de publicidad no convencional para la Societat Anònima de Mitjans de Comunicació de la Comunitat Valenciana (SAMC), REF.CNMY23/SAMC/05

Reference number: CNMY23/SAMC/05

II.1.2. Main CPV code

79341100 Advertising consultancy services

II.1.3. Type of contract

Services

II.1.4. Short description

Procedimiento abierto sujeto a regulación armonizada

II.1.6. Information about lots

This contract is divided into lots: yes

II.1.7. Total value of the procurement

Value excluding VAT: 848 000,00 EUR

II.2. Description

II.2.1. Title

Agencia para la planificación, gestión y compra de publicidad programática y social ads.
Lot No: 1

II.2.2. Additional CPV code(s)

79341100 Advertising consultancy services, 79341200 Advertising management services,
79341400 Advertising campaign services

II.2.3. Place of performance

NUTS code: ES523 Valencia/València

II.2.4. Description of the procurement

Agencia para la planificación, gestión y compra de publicidad programática y social ads.

II.2.5. Award criteria

Quality criterion - Name: Oferta de información y reportes sobre condiciones comerciales del mercado y audiencias. / Weighting: 10

Quality criterion - Name: Planteamiento de arranque y desarrollo del servicio. / Weighting: 10

Quality criterion - Name: Planteamiento de campaña de branding. / Weighting: 10

Quality criterion - Name: Planteamiento de campaña del Producto. / Weighting: 10

Cost criterion - Name: Responsabilidad social: calidad laboral. / Weighting: 5

Cost criterion - Name: Comisión de agencia ofertada. / Weighting: 55

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

Agencia de medios para la planificación, gestión y compra de soportes y espacios en medios publicitarios off line y medios digitales, y realización de campañas de publicidad no convencional.

Lot No: 2

II.2.2. Additional CPV code(s)

79341100 Advertising consultancy services, 79341200 Advertising management services,
79341400 Advertising campaign services

II.2.3. Place of performance

NUTS code: ES523 Valencia/València

II.2.4. Description of the procurement

Agencia de medios para la planificación, gestión y compra de soportes y espacios en medios publicitarios off line y medios digitales, y realización de campañas de publicidad no convencional.

II.2.5. Award criteria

Quality criterion - Name: Oferta de información y reportes sobre condiciones comerciales del mercado y audiencias / Weighting: 10

Quality criterion - Name: Planteamiento de arranque y desarrollo del servicio / Weighting: 10

Quality criterion - Name: Planteamiento de campaña / Weighting: 20

Cost criterion - Name: Responsabilidad social: calidad laboral / Weighting: 5

Cost criterion - Name: Comisión de agencia ofertada / Weighting: 22

Cost criterion - Name: Porcentaje de descuento ofertado en prensa escrita / Weighting: 13

Cost criterion - Name: Porcentaje de descuento ofertado en radio / Weighting: 20

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: [2023/S 057-169353](#)

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: CNMY23/SAMC/05

Lot No: 1

Title:

Agencia para la planificación, gestión y compra de publicidad programática y social ads.

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

27/07/2023

V.2.2. Information about tenders

Number of tenders received: 4

Number of tenders received from SMEs: 1

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

V.2.3. Name and address of the contractor

Official name: ZENITHBRMEDIA, S.A.

National registration number: A96974340

Postal address: Plaza Ayuntamiento, 27 2ª planta

Town: Valencia

NUTS code: ES España

Postal code: 46002

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: 254 400,00 EUR

Total value of the contract/lot: 254 400,00 EUR

V.2.5. Information about subcontracting

Section V: Award of contract

Contract No: CNMY23/SAMC/05

Lot No: 2

Title:

Agencia de medios para la planificación, gestión y compra de soportes y espacios en medios publicitarios off line y medios digitales, y realización de campañas de publicidad no convencional.

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

27/07/2023

V.2.2. Information about tenders

Number of tenders received: 3

Number of tenders received from SMEs: 1

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

V.2.3. Name and address of the contractor

Official name: ZENITHBRMEDIA, S.A.

National registration number: A96974340
Postal address: Plaza Ayuntamiento, 27 2ª planta
Town: Valencia
NUTS code: ES España
Postal code: 46002
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: 593 600,00 EUR
Total value of the contract/lot: 593 600,00 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, Planta 8
Town: Madrid
Postal code: 28020
Country: Spain
Internet address: <https://www.hacienda.gob.es/es-ES/Areas%20Tematicas/Contratacion/TACRC/Paginas/Tribunal%20Administrativo%20Central%20de%20Recursos%20Contractuales.asp>

VI.4.4. Service from which information about the review procedure may be obtained

Official name: TRIBUNAL ADMINISTRATIVO CENTRAL DE RECURSOS CONTRACTUALES
Postal address: Avenida General Perón, 38, Planta 8
Town: Madrid
Postal code: 28020
Country: Spain
Internet address: <https://www.hacienda.gob.es/es-ES/Areas%20Tematicas/Contratacion/TACRC/Paginas/Tribunal%20Administrativo%20Central%20de%20Recursos%20Contractuales.asp>

VI.5. Date of dispatch of this notice

28/07/2023