

490560-2026 - Competition

Portugal – Advertising services – Aquisição serviços especializados conceção, produção e realização criativa, estratégica e técnica, produção audiovisual, distribuição multimeios e gestão de crise de campanhas multicanal (PRR)

OJ S 135/2026 16/07/2026

Contract or concession notice – standard regime

Services

1. Buyer

1.1. Buyer

Official name: Serviços Partilhados do Ministério da Saúde, EPE

Email: contratacao@spms.min-saude.pt

Legal type of the buyer: Public undertaking

Activity of the contracting authority: Health

2. Procedure

2.1. Procedure

Title: Aquisição serviços especializados conceção, produção e realização criativa, estratégica e técnica, produção audiovisual, distribuição multimeios e gestão de crise de campanhas multicanal (PRR)

Description: (DAG) Aquisição de serviços especializados para conceção, produção e realização criativa, estratégica e técnica, produção audiovisual, distribuição multimeios e gestão de crise de campanhas multicanal, no âmbito do projeto 3.1.2 — comunicação e capacitação PRR (20260278)

Procedure identifier: 90cc3283-561a-4e23-bcdc-e66f533ceb7d

Internal identifier: 20260278

Type of procedure: Open

The procedure is accelerated: no

Main features of the procedure: Ver peças do procedimento

2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79341000 Advertising services

2.1.2. Place of performance

Town: Lisboa

Country subdivision (NUTS): Grande Lisboa (PT1A0)

Country: Portugal

2.1.3. Value

Estimated value excluding VAT: 425 000,00 EUR

2.1.4. General information

Legal basis:

Directive 2014/24/EU

2.1.5. Terms of procurement

Terms of submission:

Maximum number of lots for which one tenderer can submit tenders: 4

Terms of contract:

Maximum number of lots for which contracts can be awarded to one tenderer: 4

2.1.6. Grounds for exclusion

Sources of grounds for exclusion: Procurement Document, European Single Procurement Document Request

5. Lot

5.1. Lot: LOT-0001

Title: Lote 1 - Serviços de conceção, produção e realização criativa, estratégica e técnica

Description: Lote 1 - Serviços de conceção, produção e realização criativa, estratégica e técnica

Internal identifier: LOT-0001

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79341000 Advertising services

5.1.2. Place of performance

Town: Lisboa

Country subdivision (NUTS): Grande Lisboa (PT1A0)

Country: Portugal

5.1.3. Estimated duration

Duration: 4 Months

5.1.4. Renewal

Maximum renewals: 0

5.1.5. Value

Estimated value excluding VAT: 85 000,00 EUR

5.1.6. General information

Reserved participation:

Participation is not reserved.

The names and professional qualifications of the staff assigned to perform the contract must be given: Tender requirement

Procurement Project fully or partially financed with EU Funds.

The procurement is covered by the Government Procurement Agreement (GPA): no

This procurement is also suitable for small and medium-sized enterprises (SMEs): yes

5.1.9. Selection criteria

Sources of selection criteria: Procurement Document

5.1.10. Award criteria

Criterion:

Type: Price

Name: Preço

Description: Preço

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

Award criterion number: 70

Criterion:

Type: Quality

Name: Qualidade

Description: Qualidade

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

Award criterion number: 30

5.1.11. Procurement documents

Languages in which the procurement documents are officially available: Portuguese

Address of the procurement documents: <https://community.vortal.biz/Public/public-tender-documents/QWdDeIVPWmdUT2FscKhbjNTQW13cHRtM3k2TzdWZGIUK3hQRHFGS1lac3hIdE9tQkFETVpnY>

5.1.12. Terms of procurement**Terms of submission:**

Electronic submission: Required

Address for submission: <https://community.vortal.biz/public/>

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

Electronic catalogue: Allowed

Advanced or qualified electronic signature or seal (as defined in Regulation (EU) No 910/2014) is required

Variants: Not allowed

Deadline for receipt of tenders: 12/08/2026 18:00:59 (UTC+00:00) Western European Time, GMT

Duration during which the tender must remain valid: 180 Days

Terms of contract:

The execution of the contract must be performed within the framework of sheltered employment programmes: No

Conditions relating to the performance of the contract: Ver peças do procedimento

Electronic invoicing: Allowed

Electronic ordering will be used: yes

Electronic payment will be used: yes

Financial arrangement: Ver peças do procedimento

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: Serviços Partilhados do Ministério da Saúde, EPE

Information about review deadlines: Ver peças do procedimento

5.1. Lot: LOT-0002

Title: Lote 2 - Serviços de Produção Audiovisual

Description: Lote 2 - Serviços de Produção Audiovisual

Internal identifier: LOT-0002

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79341000 Advertising services

5.1.2. Place of performance

Town: Lisboa

Country subdivision (NUTS): Grande Lisboa (PT1A0)

Country: Portugal

5.1.3. Estimated duration

Duration: 4 Months

5.1.4. Renewal

Maximum renewals: 0

5.1.5. Value

Estimated value excluding VAT: 75 000,00 EUR

5.1.6. General information

Reserved participation:

Participation is not reserved.

The names and professional qualifications of the staff assigned to perform the contract must be given: Tender requirement

Procurement Project fully or partially financed with EU Funds.

The procurement is covered by the Government Procurement Agreement (GPA): no

This procurement is also suitable for small and medium-sized enterprises (SMEs): yes

5.1.9. Selection criteria

Sources of selection criteria: Procurement Document

5.1.10. Award criteria

Criterion:

Type: Price

Name: Preço

Description: Preço

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

Award criterion number: 70

Criterion:

Type: Quality

Name: Qualidade

Description: Qualidade

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

Award criterion number: 30

5.1.11. Procurement documents

Languages in which the procurement documents are officially available: Portuguese

Address of the procurement documents: <https://community.vortal.biz/Public/public-tender-documents>

[/QWdDeIVPWmdUT2FscKhkbjNTQW13cHRtM3k2TzdWZGIUK3hQRHFGS1lac3hIdE9tQkFETVpnY](https://community.vortal.biz/Public/public-tender-documents/QWdDeIVPWmdUT2FscKhkbjNTQW13cHRtM3k2TzdWZGIUK3hQRHFGS1lac3hIdE9tQkFETVpnY)

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Required

Address for submission: <https://community.vortal.biz/public/>

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

Electronic catalogue: Allowed

Advanced or qualified electronic signature or seal (as defined in Regulation (EU) No 910/2014) is required

Variants: Not allowed

Deadline for receipt of tenders: 12/08/2026 18:00:59 (UTC+00:00) Western European Time, GMT

Duration during which the tender must remain valid: 180 Days

Terms of contract:

The execution of the contract must be performed within the framework of sheltered employment programmes: No

Conditions relating to the performance of the contract: Ver peças do procedimento

Electronic invoicing: Allowed

Electronic ordering will be used: yes

Electronic payment will be used: yes

Financial arrangement: Ver peças do procedimento

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: Serviços Partilhados do Ministério da Saúde, EPE

Information about review deadlines: Ver peças do procedimento

5.1. Lot: LOT-0003

Title: Lote 3 - Meios de comunicação/ Distribuição multimeios

Description: Lote 3 - Meios de comunicação/ Distribuição multimeios

Internal identifier: LOT-0003

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79341000 Advertising services

5.1.2. Place of performance

Town: Lisboa

Country subdivision (NUTS): Grande Lisboa (PT1A0)

Country: Portugal

5.1.3. Estimated duration

Duration: 4 Months

5.1.4. Renewal

Maximum renewals: 0

5.1.5. Value

Estimated value excluding VAT: 200 000,00 EUR

5.1.6. General information

Reserved participation:

Participation is not reserved.

The names and professional qualifications of the staff assigned to perform the contract must be given: Tender requirement

Procurement Project fully or partially financed with EU Funds.

The procurement is covered by the Government Procurement Agreement (GPA): no

This procurement is also suitable for small and medium-sized enterprises (SMEs): yes

5.1.9. Selection criteria

Sources of selection criteria: Procurement Document

5.1.10. Award criteria

Criterion:

Type: Price

Name: Preço

Description: Preço

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

Award criterion number: 70

Criterion:

Type: Quality

Name: Qualidade

Description: Qualidade

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

Award criterion number: 30

5.1.11. Procurement documents

Languages in which the procurement documents are officially available: Portuguese

Address of the procurement documents: <https://community.vortal.biz/Public/public-tender-documents>

[/QWdDeIVPWmdUT2FscKhbjNTQW13cHRtM3k2TzdWZGIUK3hQRHFGS1lac3hIdE9tQkFETVpnY](https://community.vortal.biz/Public/public-tender-documents)

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Required

Address for submission: <https://community.vortal.biz/public/>

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

Electronic catalogue: Allowed

Advanced or qualified electronic signature or seal (as defined in Regulation (EU) No 910/2014) is required

Variants: Not allowed

Deadline for receipt of tenders: 12/08/2026 18:00:59 (UTC+00:00) Western European Time, GMT

Duration during which the tender must remain valid: 180 Days

Terms of contract:

The execution of the contract must be performed within the framework of sheltered employment programmes: No

Conditions relating to the performance of the contract: Ver peças do procedimento

Electronic invoicing: Allowed

Electronic ordering will be used: yes

Electronic payment will be used: yes

Financial arrangement: Ver peças do procedimento

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: Serviços Partilhados do Ministério da Saúde, EPE
Information about review deadlines: Ver peças do procedimento

5.1. Lot: LOT-0004

Title: Lote 4 - Serviços de Gestão de Crise e Gestão Reputacional
Description: Lote 4 - Serviços de Gestão de Crise e Gestão Reputacional
Internal identifier: LOT-0004

5.1.1. Purpose

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

5.1.2. Place of performance

Town: Lisboa
Country subdivision (NUTS): Grande Lisboa (PT1A0)
Country: Portugal

5.1.3. Estimated duration

Duration: 4 Months

5.1.4. Renewal

Maximum renewals: 0

5.1.5. Value

Estimated value excluding VAT: 65 000,00 EUR

5.1.6. General information

Reserved participation:

Participation is not reserved.

The names and professional qualifications of the staff assigned to perform the contract must be given: Tender requirement

Procurement Project fully or partially financed with EU Funds.

The procurement is covered by the Government Procurement Agreement (GPA): no

This procurement is also suitable for small and medium-sized enterprises (SMEs): yes

5.1.9. Selection criteria

Sources of selection criteria: Procurement Document

5.1.10. Award criteria

Criterion:

Type: Price

Name: Preço

Description: Preço

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

Award criterion number: 60

Criterion:

Type: Quality

Name: Qualidade

Description: Qualidade

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

Award criterion number: 40

5.1.11. Procurement documents

Languages in which the procurement documents are officially available: Portuguese

Address of the procurement documents: <https://community.vortal.biz/Public/public-tender-documents>

[/QWdDeIVPWmdUT2FscKhkbjNTQW13cHRtM3k2TzdWZGIUK3hQRHFGS1Iac3hIdE9tQkFETVpnY](https://community.vortal.biz/Public/public-tender-documents/QWdDeIVPWmdUT2FscKhkbjNTQW13cHRtM3k2TzdWZGIUK3hQRHFGS1Iac3hIdE9tQkFETVpnY)

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Required

Address for submission: <https://community.vortal.biz/public/>

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

Electronic catalogue: Allowed

Advanced or qualified electronic signature or seal (as defined in Regulation (EU) No 910/2014) is required

Variants: Not allowed

Deadline for receipt of tenders: 12/08/2026 18:00:59 (UTC+00:00) Western European Time, GMT

Duration during which the tender must remain valid: 180 Days

Terms of contract:

The execution of the contract must be performed within the framework of sheltered employment programmes: No

Conditions relating to the performance of the contract: Ver peças do procedimento

Electronic invoicing: Allowed

Electronic ordering will be used: yes

Electronic payment will be used: yes

Financial arrangement: Ver peças do procedimento

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: Serviços Partilhados do Ministério da Saúde, EPE

Information about review deadlines: Ver peças do procedimento

8. Organisations

8.1. ORG-0001

Official name: Serviços Partilhados do Ministério da Saúde, EPE

Registration number: 509540716

Postal address: Avenida da República 61

Town: Lisboa

Postcode: 1050-189

Country subdivision (NUTS): Grande Lisboa (PT1A0)

Country: Portugal

Email: contratacao@spms.min-saude.pt

Telephone: 211545600

Fax: 211545649

Internet address: <https://www.spms.min-saude.pt/>

Information exchange endpoint (URL): <https://community.vortal.biz/public/>

Roles of this organisation:

Buyer

Review organisation

8.1. ORG-0002

Official name: Imprensa Nacional-Casa da Moeda, S. A. (INCM)

Registration number: 500792887

Department: Unidade do Diário da República

Postal address: Avenida António José de Almeida

Town: Lisboa

Postcode: 1000-042

Country subdivision (NUTS): Grande Lisboa (PT1A0)

Country: Portugal

Contact point: Ponto de contacto

Email: 2serie@diariodarepublica.pt

Telephone: +351 217810870

Fax: +351 213945716

Internet address: <https://diariodarepublica.pt>

Roles of this organisation:

TED eSender

Notice information

Notice identifier/version: 5c588794-5a34-4b5f-9cb5-62c48e7ae549 - 01

Form type: Competition

Notice type: Contract or concession notice – standard regime

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