

491955-2026 - Competition

Spain – Advertising and marketing services – Servicio integral para la gestión y creación de contenidos para las redes sociales oficiales de promoción turística de la isla de Ibiza como destino turístico

OJ S 135/2026 16/07/2026

Contract or concession notice – standard regime

Services

1. Buyer

1.1. Buyer

Official name: Vicepresidencia del Consejo de Administración de Fires, Congressos i Esdeveniments D'Eivissa, S.A.U.

Email: info@fecoev.com

Legal type of the buyer: Public undertaking, controlled by a local authority

Activity of the contracting authority: General public services

2. Procedure

2.1. Procedure

Title: Servicio integral para la gestión y creación de contenidos para las redes sociales oficiales de promoción turística de la isla de Ibiza como destino turístico

Description: Servicio integral para la gestión y creación de contenidos para las redes sociales oficiales de promoción turística de la isla de Ibiza como destino turístico

Procedure identifier: 36ba8a1e-b543-4173-aa5a-7ad38ed8b2eb

Internal identifier: 44 BIS -2026 PROM Copia

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

Additional classification (cpv): 32321300 Audio-visual materials, 79342200 Promotional services

2.1.2. Place of performance

Country subdivision (NUTS): Eivissa y Formentera (ES531)

Country: Spain

2.1.3. Value

Estimated value excluding VAT: 816 000,00 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: Según la legislación vigente

5. Lot

5.1. Lot: LOT-0000

Title: Servicio integral para la gestión y creación de contenidos para las redes sociales oficiales de promoción turística de la isla de Ibiza como destino turístico

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5.1.2. Place of performance

Country subdivision (NUTS): Eivissa y Formentera (ES531)

Country: Spain

5.1.3. Estimated duration

Duration: 24 Months

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

5.1.7. Strategic procurement

Aim of strategic procurement: No strategic procurement

5.1.9. Selection criteria

Sources of selection criteria: Notice

Criterion: General yearly turnover

Description of selection criterion: Cifra anual de negocio

5.1.10. Award criteria

Criterion:

Type: Quality

Description: Capacidad y experiencia del personal adscrito.

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

Award criterion number: 12

Criterion:

Type: Quality

Description: Criterios impacto social. Incorporación al equipo de personas de colectivos indicados.

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

Award criterion number: 3

Criterion:

Type: Quality

Description: Criterios sostenibilidad medioambiental.

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

Award criterion number: 2

Criterion:

Type: Quality

Description: Incremento de inversión en Social Media Ads.

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

Award criterion number: 9

Criterion:

Type: Quality

Description: Mejoras operativas y especialización. Adscripción personal adicional especializado.

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

Award criterion number: 6

Criterion:

Type: Price

Description: Oferta económica (total 24 meses).

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

Award criterion number: 18

Criterion:

Type: Quality

Description: Estrategia de Influencer Marketing.

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

Award criterion number: 8

Criterion:

Type: Quality

Description: Estrategia de Social Media Ads.

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

Award criterion number: 12

Criterion:

Type: Quality

Description: Estrategia y social media plan.

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

Award criterion number: 30

5.1.11. Procurement documents

Address of the procurement documents: https://contrataciondelestado.es/wps/poc?uri=deeplink:detalle_licitacion&idEvl=NRgRDqCi3M4IYE3ZiZ%2BxmQ%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=NRgRDqCi3M4IYE3ZiZ%2BxmQ%3D%3D

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

Electronic catalogue: Not allowed

Deadline for receipt of tenders: 01/09/2026 23:59:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Duration during which the tender must remain valid: 6 Months

Information about public opening:

Opening date: 16/09/2026 08:30:46 (UTC+02:00) Eastern European Time, Central European Summer Time

Place: Departamento de Promoción Turística de FECOEV

Terms of contract:

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

Electronic invoicing: Not 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: Vicepresidencia del Consejo de Administración de Fires, Congressos i Esdeveniments D'Eivissa, S.A.U. - FECOEV

Information about review deadlines: 15 días hábiles desde la publicación del anuncio de licitación

8. Organisations

8.1. ORG-0001

Official name: Vicepresidencia del Consejo de Administración de Fires, Congressos i Esdeveniments D'Eivissa, S.A.U.

Registration number: 51110620154822

Registration number: A07837602

Town: Eivissa

Postcode: 07800

Country subdivision (NUTS): Menorca (ES533)

Country: Spain

Contact point: Vicepresidencia del Consejo de Administración de Fires, Congressos i Esdeveniments D'Eivissa, S.A.U.

Email: info@fecoev.com

Telephone: 971313947

Fax: 971313947

Internet address: <http://fecoev.com/index.php/es/>

Buyer profile: <https://contrataciondelestado.es/wps/poc?uri=deeplink:perfilContratante&idBp=Ka3wxE73PHYuf4aBO%2BvQIQ%3D%3D>

Other contact points:

Official name: FECOEV

Town: Eivissa (Illes Balears)

Postcode: 07800

Country subdivision (NUTS): Eivissa y Formentera (ES531)

Country: Spain

Telephone: 971313947

Roles of this organisation:

Buyer

Review organisation

Notice information

Notice identifier/version: 017ff7aa-199f-49b0-a172-30d8f6596cf9 - 01

Form type: Competition

Notice type: Contract or concession notice – standard regime

Notice subtype: 16

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