

Spain-Castellón de la Plana: Advertising campaign services**OJ S 163/2023 25/08/2023****Contract award notice****Services****Legal Basis:**

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Junta de Gobierno del Ayuntamiento de Castellón de la Plana

National registration number: P1204000B

Postal address: Plaza Mayor, 1

Town: Castellón de la Plana

NUTS code: ES522 Castellón/Castelló

Postal code: 12001

Country: Spain

Contact person: Junta de Gobierno del Ayuntamiento de Castellón de la Plana

E-mail: plataformadecontratacion@castello.es

Telephone: +34 964355215

Fax: +34 964355264

Internet address(es):Main address: <http://www.castello.es>Address of the buyer profile: <https://contrataciondelestado.es/wps/poc?uri=deeplink:perfilContratante&idBp=c39iBxzjSfEQK2TEfXGy%2BA%3D%3D>**I.4. Type of the contracting authority**

Regional or local authority

I.5. Main activity

General public services

Section II: Object

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

Servicio de diseño y ejecución de campañas de comerciales y otras actividades destinadas a la dinamización comercial en la ciudad de Castelló de la Plana, dividido en lotes

Reference number: 56599/2022

II.1.2. Main CPV code

79341400 Advertising campaign services

II.1.3. Type of contract

Services

II.1.4. Short description

Servicio de diseño y ejecución de campañas de comerciales y otras actividades destinadas a la dinamización comercial en la ciudad de Castelló de la Plana, dividido en lotes

II.1.6. Information about lots

This contract is divided into lots: yes

II.1.7. Total value of the procurement

Value excluding VAT: 84 009,91 EUR

II.2. Description

II.2.1. Title

Campañas de dinamización comercial
Lot No: 1

II.2.2. Additional CPV code(s)

79341400 Advertising campaign services

II.2.3. Place of performance

NUTS code: ES522 Castellón/Castelló

II.2.4. Description of the procurement

Campañas de dinamización comercial

II.2.5. Award criteria

Quality criterion - Name: Memoria técnica / Weighting: 45
Price - Weighting: 55

II.2.11. Information about options

Options: yes
Description of options:
Susceptible de dos prórrogas durante los años naturales 2026 y 2027, respectivamente

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

Formación comercial y acompañamiento digital
Lot No: 2

II.2.2. Additional CPV code(s)

80533100 Computer training services

II.2.3. Place of performance

NUTS code: ES522 Castellón/Castelló

II.2.4. Description of the procurement

Formación comercial y acompañamiento digital

II.2.5. Award criteria

Quality criterion - Name: Memoria técnica / Weighting: 45
Price - Weighting: 55

II.2.11.

Information about options

Options: yes

Description of options:

Susceptible de dos prórrogas durante los años naturales 2026 y 2027, respectivamente

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

Organización de ferias, mercados y Gala de los comercios de siempre de Castelló de la Plana
Lot No: 3

II.2.2. Additional CPV code(s)

79341400 Advertising campaign services

II.2.3. Place of performance

NUTS code: ES522 Castellón/Castelló

II.2.4. Description of the procurement

Organización de ferias, mercados y Gala de los comercios de siempre de Castelló de la Plana

II.2.5. Award criteria

Quality criterion - Name: Memoria técnica / Weighting: 45

Price - Weighting: 55

II.2.11. Information about options

Options: yes

Description of options:

Susceptible de dos prórrogas durante los años naturales 2026 y 2027, respectivamente

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

Decoración calles comerciales y campaña navideña
Lot No: 4

II.2.2. Additional CPV code(s)

79341400 Advertising campaign services

II.2.3. Place of performance

NUTS code: ES522 Castellón/Castelló

II.2.4. Description of the procurement

Decoración calles comerciales y campaña navideña

II.2.5. Award criteria

Quality criterion - Name: Memoria técnica / Weighting: 45

Price - Weighting: 55

II.2.11. Information about options

Options: yes

Description of options:

Susceptible de dos prórrogas durante los años naturales 2026 y 2027, respectivamente

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: yes

IV.2. Administrative information

IV.2.1. Previous publication concerning this procedure

Notice number in the OJ S: [2023/S 047-137664](#)

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: 56599/2022-3

Lot No: 3

Title:

Organización de ferias, mercados y Gala de los comercios de siempre de Castelló de la Plana

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

09/08/2023

V.2.2. Information about tenders

Number of tenders received: 1

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: ALTER EGO COMUNICACIÓN Y PROYECTOS S.L.U

National registration number: B44511426

Postal address: Avenida Casalduch 21, 5º , pta 10

Town: Castellón de la Plana

NUTS code: ES España

Postal code: 12005

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: 85 289,25 EUR

Total value of the contract/lot: 84 009,91 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: Avda. Perón, 38

Town: Madrid

Postal code: 28020

Country: Spain

Internet address: <https://tribunalcontratos.gob.es>

VI.5. Date of dispatch of this notice

21/08/2023