

Spain-Gijón: Advertising and marketing services

OJ S 181/2022 20/09/2022

Contract notice**Services****Legal Basis:**

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Sociedad Pública de Gestión y Promoción Turística y Cultural del Principado de Asturias S.A.U.

National registration number: A74177734

Postal address: Luis Moya Blanco, 261

Town: Gijón

NUTS code: ES120 Asturias

Postal code: 33203

Country: Spain

Contact person: Sociedad Pública de Gestión y Promoción Turística y Cultural del Principado de Asturias S.A.U.

E-mail: contratacion@turismoycultura.asturias.es

Telephone: +034 985185858

Fax: +034 985185578

Internet address(es):

Main address: <http://www.turismoasturias.es>

Address of the buyer profile: <https://contrataciondelestado.es/wps/poc?uri=deeplink:perfilContratante&idBp=4kDiKZZIHtQQK2TEfXGy%2BA%3D%3D>

I.3. Communication

The procurement documents are available for unrestricted and full direct access, free of charge, at: https://contrataciondelestado.es/wps/poc?uri=deeplink:detalle_licitacion&idEvl=r9TH0Q%2Fj2zUSugstABGr5A%3D%3D

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted to the abovementioned address

Electronic communication requires the use of tools and devices that are not generally available. Unrestricted and full direct access to these tools and devices is possible, free of charge, at: <https://contrataciondelestado.es/wps/poc?uri=deeplink:perfilContratante&idBp=4kDiKZZIHtQQK2TEfXGy%2BA%3D%3D>

I.4. Type of the contracting authority

Body governed by public law

I.5. Main activity

General public services

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Servicio de conceptualización, diseño y ejecución de una estrategia digital de Inbound Marketing para el destino Asturias para los años 2022 – 2024
Reference number: CM 65/22

II.1.2. Main CPV code

79340000 Advertising and marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

Servicio de conceptualización, diseño y ejecución de una estrategia digital de Inbound Marketing para el destino Asturias para los años 2022 – 2024

II.1.5. Estimated total value

Value excluding VAT: 287 189,00 EUR

II.1.6. Information about lots

This contract is divided into lots: no

II.2. Description

II.2.2. Additional CPV code(s)

72262000 Software development services, 79341000 Advertising services, 79342000 Marketing services, 79416000 Public relations services

II.2.3. Place of performance

NUTS code: ES120 Asturias

Main site or place of performance: Los trabajos se desarrollarán en las instalaciones del contratista Luis Moya Blanco, 261. Gijón. 33203

II.2.4. Description of the procurement

Servicio de conceptualización, diseño y ejecución de una estrategia digital de Inbound Marketing para el destino Asturias para los años 2022 – 2024

II.2.5. Award criteria

Criteria below

Quality criterion - Name: Estrategia de Inbound propuesta / Weighting: 10

Quality criterion - Name: Herramienta tecnológica puesta a disposición del contrato / Weighting : 30

Quality criterion - Name: Planificación y metodología de los trabajos / Weighting: 10

Cost criterion - Name: Plan de formación / Weighting: 10

Cost criterion - Name: Volumen de contenido a crear / Weighting: 10

Cost criterion - Name: Oferta económica / Weighting: 30

II.2.6. Estimated value

Value excluding VAT: 287 189,00 EUR

II.2.7. Duration of the contract, framework agreement or dynamic purchasing system

Duration in months: 24

This contract is subject to renewal: no

II.2.10. Information about variants

Variants will be accepted: no

II.2.11. Information about options

Options: yes

Description of options:

Una vez llegado a su vencimiento el contrato no podrá ser prorrogado

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 III: Legal, economic, financial and technical information

III.1. Conditions for participation

III.1.1. Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers

List and brief description of conditions:

Capacidad de obrar

Preferencia para empresas con trabajadores con discapacidad

III.1.2. Economic and financial standing

List and brief description of selection criteria:

Cifra anual de negocio

III.1.3. Technical and professional ability

List and brief description of selection criteria:

- Trabajos realizados

- Maquinaria, material y equipo técnico para la ejecución del contrato

III.2. Conditions related to the contract

III.2.2. Contract performance conditions

Consideraciones de tipo social. Descripción: Según lo establecido en el Pliego de Condiciones Jurídicas

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: [2022/S 141-404450](#)

IV.2.2.

Time limit for receipt of tenders or requests to participate

Date: 07/10/2022 Local time: 10:00

IV.2.3. Estimated date of dispatch of invitations to tender or to participate to selected candidates**IV.2.4. Languages in which tenders or requests to participate may be submitted**

Spanish

IV.2.6. Minimum time frame during which the tenderer must maintain the tender

Duration in months: 3 (from the date stated for receipt of tender)

IV.2.7. Conditions for opening of tenders

Date: 07/10/2022 Local time: 11:00

Place:

Laboral Ciudad de la Cultura

Datos de Dirección:

Calle: Luis Moya Blanco, 261

CP: 33203

Población: Gijón

País: España

Information about authorised persons and opening procedure: Descripción:

Section VI: Complementary information

VI.1. Information about recurrence

This is a recurrent procurement: no

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

E-mail: tribunal_recursos.contratos@hacienda.gob.es

Telephone: +034 913491319

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

Official name: Sociedad Pública de Gestión y Promoción Turística y Cultural del Principado de Asturias S.A.U.

Postal address: Luis Moya Blanco, 261

Town: Gijón

Postal code: 33203

Country: Spain

E-mail: contratacion@turismoycultura.asturias.es

Telephone: +034 985185858

VI.5. Date of dispatch of this notice

15/09/2022

