

**Spain-Santa Cruz de Tenerife: Marketing services**

OJ S 197/2021 11/10/2021

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

Directive 2014/24/EU

**Section I: Contracting authority**

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**I.1. Name and addresses**

Official name: Consejo de Administración de Spet, Turismo de Tenerife, S.A.

National registration number: A38299061

Postal address: Avda. de la Constitución, 12

Town: Santa Cruz de Tenerife

NUTS code: ES709 Tenerife

Postal code: 38005

Country: Spain

Contact person: Consejo de Administración de Spet, Turismo de Tenerife, S.A.

E-mail: [licitaciones@webtenerife.com](mailto:licitaciones@webtenerife.com)**Internet address(es):**Main address: <http://www.webtenerife.com>Address of the buyer profile: <https://contrataciondelestado.es/wps/poc?uri=deeplink:perfilContratante&idBp=H0rEdTHGU8FvYnTkQN0%2FZA%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=WddCWIt74u%2FnSoTX3z%2F7wA%3D%3D](https://contrataciondelestado.es/wps/poc?uri=deeplink:detalle_licitacion&idEvl=WddCWIt74u%2FnSoTX3z%2F7wA%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=H0rEdTHGU8FvYnTkQN0%2FZA%3D%3D>**I.4. Type of the contracting authority**

Body governed by public law

**I.5. Main activity**

General public services

**Section II: Object**

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

La contratación de los servicios de una Agencia especializada en marketing digital y redes sociales para la implementación y dinamización de una estrategia de social media adaptada a las necesidades de Turismo de Tenerife, S.A.

Reference number: 35/2021

**II.1.2. Main CPV code**

79342000 Marketing services

**II.1.3. Type of contract**

Services

**II.1.4. Short description**

La contratación de los servicios de una Agencia especializada en marketing digital y redes sociales para la implementación y dinamización de una estrategia de social media adaptada a las necesidades de Turismo de Tenerife, S.A.

**II.1.5. Estimated total value**

Value excluding VAT: 800 000,00 EUR

**II.1.6. Information about lots**

This contract is divided into lots: no

**II.2. Description**

**II.2.2. Additional CPV code(s)**

79341400 Advertising campaign services, 79413000 Marketing management consultancy services

**II.2.3. Place of performance**

NUTS code: ES709 Tenerife

**II.2.4. Description of the procurement**

La contratación de los servicios de una Agencia especializada en marketing digital y redes sociales para la implementación y dinamización de una estrategia de social media adaptada a las necesidades de Turismo de Tenerife, S.A.

**II.2.5. Award criteria**

Criteria below

Quality criterion - Name: Propuesta técnica / Weighting: 49

Cost criterion - Name: Asignación de recursos personales adicionales / Weighting: 10

Cost criterion - Name: Dinamización de las distintas RRSS en idiomas extras / Weighting: 10

Cost criterion - Name: Mejoras: Dinamización de canales nuevos adicionales / Weighting: 2

Cost criterion - Name: Oferta económica / Weighting: 29

**II.2.6. Estimated value**

Value excluding VAT: 800 000,00 EUR

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

Duration in months: 24

This contract is subject to renewal: yes

Description of renewals:

Cabe la prórroga del contrato, permaneciendo inalterables las características del contrato durante el período de duración del número de prórrogas que se indican, señalándose, asimismo, el plazo máximo de duración del contrato:

-Número de prórrogas: DOS (2) prórrogas, por un periodo de UN (1) año.

-Plazo máximo de duración del contrato: CUATRO (4) AÑOS, pudiendo finalizar con anterioridad a la fecha prevista en caso de ejecutar la totalidad del presupuesto.

**II.2.10. Information about variants**

Variants will be accepted: no

**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 III: Legal, economic, financial and technical information**

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**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

**III.1.2. Economic and financial standing**

List and brief description of selection criteria:

Otros

**III.1.3. Technical and professional ability**

List and brief description of selection criteria:

- Otros

**Section IV: Procedure**

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**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.2.2. Time limit for receipt of tenders or requests to participate**

Date: 10/11/2021 Local time: 23:59

**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.2.7. Conditions for opening of tenders**

Date: 17/11/2021 Local time: 14:37

Place:

Spet, Turismo de Tenerife  
Datos de Dirección:  
Calle: Avenida La Constitución, 12  
CP: 38005  
Población: Santa Cruz de Tenerife  
País: España

## **Section VI: Complementary information**

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### **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: Spet, Turismo de Tenerife  
Postal address: Avenida La Constitución  
Town: Santa Cruz de Tenerife  
Postal code: 38005  
Country: Spain

### **VI.5. Date of dispatch of this notice**

06/10/2021