

Spain-Malaga: Advertising and marketing services

OJ S 163/2023 25/08/2023

Contract notice

Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Empresa Pública para la Gestión del Turismo y del Deporte de Andalucía, S.A.

National registration number: A-93/090744

Postal address: Calle Compañía 40

Town: Málaga

NUTS code: ES617 Málaga

Postal code: 29008

Country: Spain

Contact person: C/ Compañía 40

E-mail: contratacion@andalucia.org

Telephone: +34 951299300

Internet address(es):

Main address: <http://www.juntadeandalucia.es/contratacion>

Address of the buyer profile: <http://www.juntadeandalucia.es/contratacion>

I.3. Communication

The procurement documents are available for unrestricted and full direct access, free of charge, at: <http://www.juntadeandalucia.es/contratacion>

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted electronically via: <https://sirecftdpriexp.juntadeandalucia.es/licitacion-electronica/index.action>

I.4. Type of the contracting authority

Other type: Empresa Pública

I.5. Main activity

Other activity: Promocionar el Turismo y el Deporte

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Campaña de publicidad nacional en LinkedIn

II.1.2. Main CPV code

79340000 Advertising and marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

Prestación de servicios para la Empresa Pública para la Gestión del Turismo y del Deporte de Andalucía, S.A. de agencia de publicidad, de conformidad con el art. 13 de la Ley 34/1988, de 11 de noviembre, General de Publicidad, para SERVICIOS DE CREATIVIDAD, PLANIFICACIÓN Y EJECUCIÓN DE UNA CAMPAÑA DE PUBLICIDAD NACIONAL EN LINKEDIN.

II.1.5. Estimated total value

II.1.6. Information about lots

This contract is divided into lots: no

II.2. Description

II.2.3. Place of performance

NUTS code: ES España

II.2.4. Description of the procurement

Prestación de servicios para la Empresa Pública para la Gestión del Turismo y del Deporte de Andalucía, S.A. de agencia de publicidad, de conformidad con el art. 13 de la Ley 34/1988, de 11 de noviembre, General de Publicidad, para SERVICIOS DE CREATIVIDAD, PLANIFICACIÓN Y EJECUCIÓN DE UNA CAMPAÑA DE PUBLICIDAD NACIONAL EN LINKEDIN.

II.2.5. Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.6. Estimated value

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

Duration in months: 1

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: no

II.2.13. Information about European Union funds

The procurement is related to a project and/or programme financed by European Union funds: yes

Identification of the project: El contrato será cofinanciado con cargo a Fondos FEDER: Programa Operativo Integrado de Andalucía 2014-2020 (tasa de cofinanciación 80%) "Andalucía se Mueve con Europa".

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: no

IV.2. Administrative information

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

Date: 25/09/2023 Local time: 14:00

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.2.7. Conditions for opening of tenders

Date: 25/09/2023 Local time: 15:00

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 de Recursos Contractuales

Town: Sevilla

Country: Spain

VI.5. Date of dispatch of this notice

20/08/2023