

**Spain-Santiago de Compostela: Advertising management services**

OJ S 165/2023 29/08/2023

Contract award notice

Services

**Legal Basis:**

Directive 2014/24/EU

**Section I: Contracting authority**

---

**I.1. Name and addresses**

Official name: Agencia Turismo de Galicia  
National registration number: Q1500394J  
Postal address: Carretera Santiago-Noia, Km 3  
Town: SANTIAGO DE COMPOSTELA  
NUTS code: ES11 Galicia  
Postal code: 15897  
Country: Spain  
Contact person: Agencia Turismo de Galicia  
E-mail: [contratacion-turismo.cpr@xunta.es](mailto:contratacion-turismo.cpr@xunta.es)  
Telephone: +34 981547499

**Internet address(es):**

Main address: <https://www.contratosdegalicia.gal/licitacion?N=819744>  
Address of the buyer profile: <https://www.contratosdegalicia.gal/licitacion?N=819744>

**I.4. Type of the contracting authority**

Body governed by public law

**I.5. Main activity**

Other activity: FOMENTO DEL TURISMO DE GALICIA

**Section II: Object**

---

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

ESTRATEGIA DE COMUNICACION EN LAS REDES SOCIALES DE TURISMO DE GALICIA  
Reference number: 2023/42

**II.1.2. Main CPV code**

79341200 Advertising management services

**II.1.3. Type of contract**

Services

**II.1.4. Short description**

Estrategia de comunicación en las redes sociales de Turismo de Galicia mediante la gestión de las cuentas en las redes sociales de Turismo de Galicia y Camino de Santiago, así como el desarrollo de acciones publicitarias en las propias redes para promover contenidos. El contrato incluye la producción de material escrito, fotográfico y audiovisual.

#### **II.1.6. Information about lots**

This contract is divided into lots: no

#### **II.1.7. Total value of the procurement**

Lowest offer: 145 000,00 EUR / Highest offer: 171 200,00 EUR taken into consideration

### **II.2. Description**

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

79341200 Advertising management services

#### **II.2.3. Place of performance**

NUTS code: ES11 Galicia

Main site or place of performance: Galicia

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

Servicio de estrategia de comunicación en las redes sociales de Turismo de Galicia mediante la gestión de cuentas en las redes sociales de Turismo de Galicia y Camino de Santiago, así como desarrollo de acciones publicitarias en las propias redes para promover contenido.

#### **II.2.5. Award criteria**

Quality criterion - Name: Ejercicio teórico / Weighting: 9

Quality criterion - Name: Bases estratégicas, difusión de contenidos y plan de trabajo / Weighting: 40

Cost criterion - Name: Oferta económica / Weighting: 41

Cost criterion - Name: Políticas empresariales en materia de igualdad y conciliación de la vida personal, familiar y laboral / Weighting: 10

#### **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 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 068-202199](#)

##### **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**

---

**Title:**

ESTRATEGIA DE COMUNICACION EN LAS REDES SOCIALES DE TURISMO DE GALICIA

A contract/lot is awarded: yes

#### **V.2. Award of contract**

##### **V.2.1. Date of conclusion of the contract**

24/08/2023

##### **V.2.2. Information about tenders**

Number of tenders received: 8

The contract has been awarded to a group of economic operators: no

##### **V.2.3. Name and address of the contractor**

Official name: ESTEREA PROYECTOS DE INTERNET, S.L

National registration number: B27756030

Postal address: REPUBLICA ARGENTINA, 27-2º PLANTA

Town: VIGO, PONTEVEDRA

NUTS code: ES11 Galicia

Postal code: 36201

Country: Spain

E-mail: [jose.alcaniz@esterea.com](mailto:jose.alcaniz@esterea.com)

Telephone: +34 664290927

Internet address: <https://www.contratosdegalicia.gal/licitacion?N=819744>

The contractor is an SME: yes

##### **V.2.4. Information on value of the contract/lot**

Initial estimated total value of the contract/lot: 500 000,00 EUR

Total value of the contract/lot: 148 000,00 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 de Contratación Pública de la Comunidad Autónoma de Galicia

Town: Santiago de Compostela

Postal code: 15781

Country: Spain

E-mail: [tacgal@xunta.gal](mailto:tacgal@xunta.gal)

Telephone: +34 881995480

**VI.4.2. Body responsible for mediation procedures**

Official name: AGENCIA TURISMO DE GALICIA

Postal address: Estrada Santiago- Noia, Km 3

Town: Santiago de Compostela

Postal code: 15897

Country: Spain

E-mail: [contratacion-turismo.cpr@xunta.es](mailto:contratacion-turismo.cpr@xunta.es)

Telephone: +34 981547499

Internet address: <https://www.contratosdegalicia.gal/licitacion?N=819744>

**VI.4.3. Review procedure**

Precise information on deadline(s) for review procedures:

Recurso especial en materia de contratación: 15 días hábiles

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

Official name: Agencia Turismo de Galicia

Postal address: Estrada Santiago-Noia, km 3

Town: Santiago de Compostela

Postal code: 15897

Country: Spain

E-mail: [contratacion-turismo.cpr@xunta.es](mailto:contratacion-turismo.cpr@xunta.es)

Telephone: +34 981547499

Internet address: <https://www.contratosdegalicia.gal/licitacion?N=819744>

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

24/08/2023