

538068-2026 - Result

Spain – Advertising and marketing services – Acuerdo Marco contratación servicios de estrategia comunicación corporativa, interna, relación con los medios y producciones audiovisuales para BSM y CBSA

OJ S 148/2026 04/08/2026

Contract or concession award notice – standard regime

Services

1. Buyer

1.1. Buyer

Official name: BARCELONA DE SERVEIS MUNICIPALS, S.A.

Email: sjc@bsmsa.cat

Legal type of the buyer: Public undertaking, controlled by a local authority

Activity of the contracting authority: General public services

2. Procedure

2.1. Procedure

Title: Acuerdo Marco contratación servicios de estrategia comunicación corporativa, interna, relación con los medios y producciones audiovisuales para BSM y CBSA

Description: Acuerdo Marco contratación servicios de estrategia comunicación corporativa, interna, relación con los medios y producciones audiovisuales para BSM y CBSA

Procedure identifier: a301d152-b5d0-4fb4-8b9c-2c494870b33f

Previous notice: 639459-2025

Internal identifier: 2025CR0140AC

Type of procedure: Open

The procedure is accelerated: no

2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79340000 Advertising and marketing services

Additional classification (cpv): 79341000 Advertising services, 79342000 Marketing services, 79415200 Design consultancy services, 79416000 Public relations services, 92111200

Advertising, propaganda and information film and video-tape production, 92111220

Advertising video-tape production, 92111240 Propaganda video-tape production

2.1.2. Place of performance

Country subdivision (NUTS): Barcelona (ES511)

Country: Spain

Additional information: Ver PCP

2.1.2. Place of performance

Country subdivision (NUTS): Barcelona (ES511)

Country: Spain

Additional information: Ver PCP

2.1.3. Value

Estimated value excluding VAT: 1 870 000,00 EUR

2.1.4. General information

Legal basis:

Directive 2014/24/EU

5. Lot

5.1. Lot: LOT-0001

Title: Estrategia de comunicación y relación con los medios

Description: Estrategia de comunicación y relación con los medios

Internal identifier: Lote 1

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79340000 Advertising and marketing services

Additional classification (cpv): 79341000 Advertising services, 79342000 Marketing services,

79415200 Design consultancy services, 79416000 Public relations services

5.1.2. Place of performance

Country subdivision (NUTS): Barcelona (ES511)

Country: Spain

5.1.3. Estimated duration

Duration: 2 Years

5.1.5. Value

Estimated value excluding VAT: 440 000,00 EUR

5.1.6. General information

Procurement Project not financed with EU Funds.

The procurement is covered by the Government Procurement Agreement (GPA): yes

5.1.10. Award criteria

Criterion:

Type: Price

Description: Consultar pliegos

Criterion:

Type: Quality

Description: Consultar pliegos

Description of the method to be used if weighting cannot be expressed by criteria: Consultar pliegos

5.1.15. Techniques

Framework agreement:

Framework agreement, without reopening of competition

Information about the dynamic purchasing system:

No dynamic purchase system

5.1.16. Further information, mediation and review

Review organisation: TRIBUNAL CATALÀ DE CONTRACTES

Information about review deadlines: Consultar pliegos

5.1. Lot: LOT-0002

Title: Comunicación interna y transformación cultural
Description: Comunicación interna y transformación cultural
Internal identifier: Lote 2

5.1.1. Purpose

Main nature of the contract: Services
Main classification (cpv): 79340000 Advertising and marketing services
Additional classification (cpv): 79341000 Advertising services, 79342000 Marketing services, 79415200 Design consultancy services, 79416000 Public relations services

5.1.2. Place of performance

Country subdivision (NUTS): Barcelona (ES511)
Country: Spain

5.1.3. Estimated duration

Duration: 2 Years

5.1.5. Value

Estimated value excluding VAT: 264 000,00 EUR

5.1.6. General information

Procurement Project not financed with EU Funds.
The procurement is covered by the Government Procurement Agreement (GPA): yes

5.1.10. Award criteria

Criterion:

Type: Price
Description: Consultar pliegos

Criterion:

Type: Quality
Description: Consultar pliegos
Description of the method to be used if weighting cannot be expressed by criteria: Consultar pliegos

5.1.15. Techniques

Framework agreement:

Framework agreement, without reopening of competition

Information about the dynamic purchasing system:

No dynamic purchase system

5.1.16. Further information, mediation and review

Review organisation: TRIBUNAL CATALÀ DE CONTRACTES
Information about review deadlines: Consultar pliegos

5.1. Lot: LOT-0003

Title: Producciones audiovisuales
Description: Producciones audiovisuales
Internal identifier: Lote 3

5.1.1. Purpose

Main nature of the contract: Services
Main classification (cpv): 92111200 Advertising, propaganda and information film and video-tape production

Additional classification (cpv): 92111220 Advertising video-tape production, 92111240 Propaganda video-tape production

5.1.2. Place of performance

Country subdivision (NUTS): Barcelona (ES511)
Country: Spain

5.1.3. Estimated duration

Duration: 2 Years

5.1.5. Value

Estimated value excluding VAT: 1 166 000,00 EUR

5.1.6. General information

Procurement Project not financed with EU Funds.
The procurement is covered by the Government Procurement Agreement (GPA): yes

5.1.10. Award criteria

Criterion:

Type: Price
Description: Consultar pliegos

Criterion:

Type: Quality
Description: Consultar pliegos
Description of the method to be used if weighting cannot be expressed by criteria: Consultar pliegos

5.1.15. Techniques

Framework agreement:

Framework agreement, without reopening of competition

Information about the dynamic purchasing system:

No dynamic purchase system

5.1.16. Further information, mediation and review

Review organisation: TRIBUNAL CATALÀ DE CONTRACTES
Information about review deadlines: Consultar pliegos

6. Results

Maximum value of the framework agreements in this notice: 1 870 000,00 EUR

6.1. Result lot identifier: LOT-0001

Winner selection status: At least one winner was chosen.

Framework agreement:

Maximum value of the framework agreement: 440 000,00 EUR

6.1.2. Information about winners

Winner:

Official name: DIVERSOS HOMOLOGATS - <https://contractaciopublica.cat/ca/detall-publicacio/45c6b073-0858-41f3-b6f6-7e52eb710c4f/300853399>

Tender:

Tender identifier: Oferta Lote 1
Identifier of lot or group of lots: LOT-0001

Subcontracting: Not yet known

Contract information:

Identifier of the contract: Contrato Lote 1

Date on which the winner was chosen: 19/06/2026

Date of the conclusion of the contract: 28/07/2026

6.1.4. Statistical information

Received tenders or requests to participate:

Type of received submissions: Tenders

Number of tenders or requests to participate received: 10

Type of received submissions: Tenders submitted electronically

Number of tenders or requests to participate received: 10

Type of received submissions: Tenders from micro, small or medium tenderers

Number of tenders or requests to participate received: 3

Type of received submissions: Tenders from tenderers registered in other European Economic Area countries than the country of the buyer

Number of tenders or requests to participate received: 0

Type of received submissions: Tenders from tenders registered in countries outside of the European Economic Area

Number of tenders or requests to participate received: 0

6.1. Result lot identifier: LOT-0002

Winner selection status: At least one winner was chosen.

Framework agreement:

Maximum value of the framework agreement: 264 000,00 EUR

6.1.2. Information about winners

Winner:

Official name: DIVERSOS HOMOLOGATS - <https://contractaciopublica.cat/ca/detall-publicacio/45c6b073-0858-41f3-b6f6-7e52eb710c4f/300853399>

Tender:

Tender identifier: Oferta Lote 2

Identifier of lot or group of lots: LOT-0002

Subcontracting: Not yet known

Contract information:

Identifier of the contract: Contrato Lote 2

Date on which the winner was chosen: 19/06/2026

Date of the conclusion of the contract: 28/07/2026

6.1.4. Statistical information

Received tenders or requests to participate:

Type of received submissions: Tenders

Number of tenders or requests to participate received: 11

Type of received submissions: Tenders submitted electronically

Number of tenders or requests to participate received: 11

Type of received submissions: Tenders from micro, small or medium tenderers

Number of tenders or requests to participate received: 4

Type of received submissions: Tenders from tenderers registered in other European Economic Area countries than the country of the buyer

Number of tenders or requests to participate received: 0

Type of received submissions: Tenders from tenders registered in countries outside of the European Economic Area

Number of tenders or requests to participate received: 0

6.1. Result lot identifier: LOT-0003

Winner selection status: At least one winner was chosen.

Framework agreement:

Maximum value of the framework agreement: 1 166 000,00 EUR

6.1.2. Information about winners

Winner:

Official name: DIVERSOS HOMOLOGATS - <https://contractaciopublica.cat/ca/detall-publicacio/45c6b073-0858-41f3-b6f6-7e52eb710c4f/300853399>

Tender:

Tender identifier: Oferta Lote 3

Identifier of lot or group of lots: LOT-0003

Subcontracting: Not yet known

Contract information:

Identifier of the contract: Contrato Lote 3

Date on which the winner was chosen: 19/06/2026

Date of the conclusion of the contract: 28/07/2026

6.1.4. Statistical information

Received tenders or requests to participate:

Type of received submissions: Tenders

Number of tenders or requests to participate received: 6

Type of received submissions: Tenders submitted electronically

Number of tenders or requests to participate received: 6

Type of received submissions: Tenders from micro, small or medium tenderers

Number of tenders or requests to participate received: 4

Type of received submissions: Tenders from tenderers registered in other European Economic Area countries than the country of the buyer

Number of tenders or requests to participate received: 0

Type of received submissions: Tenders from tenders registered in countries outside of the European Economic Area

Number of tenders or requests to participate received: 0

8. Organisations

8.1. ORG-0001

Official name: BARCELONA DE SERVEIS MUNICIPALS, S.A.

Registration number: A08765919

Department: Asesoría Jurídica, Régimen Jurídico y Contratación

Postal address: Carrer Calàbria, 66

Town: Barcelona

Postcode: 08015

Country subdivision (NUTS): Barcelona (ES511)

Country: Spain

Email: sjc@bsmsa.cat

Telephone: +34 938875020

Internet address: <http://contractaciopublica.gencat.cat/perfil/BSM/customProf>

Buyer profile: <https://contractaciopublica.cat/ca/perfils-contractant/detall/bsm?categoria=0>

Roles of this organisation:

Buyer

8.1. ORG-0002

Official name: TRIBUNAL CATALÀ DE CONTRACTES

Registration number: TCCSP

Postal address: Via Laietana 14

Town: Barcelona

Postcode: 08002

Country subdivision (NUTS): Barcelona (ES511)

Country: Spain

Email: tccsp@gencat.cat

Telephone: +34938842038

Roles of this organisation:

Review organisation

8.1. ORG-0003

Official name: DIVERSOS HOMOLOGATS - <https://contractaciopublica.cat/ca/detall-publicacio/45c6b073-0858-41f3-b6f6-7e52eb710c4f/300853399>

Size of the economic operator: Micro, small, or medium

Registration number: XXXXXXXX

Town: Barcelona

Postcode: 08002

Country subdivision (NUTS): Barcelona (ES511)

Country: Spain

Roles of this organisation:

Tenderer

Winner of these lots: LOT-0001, LOT-0002, LOT-0003

8.1. ORG-0000

Official name: Publications Office of the European Union

Registration number: PUBL

Town: Luxembourg

Postcode: 2417

Country subdivision (NUTS): Luxembourg (LU000)

Country: Luxembourg

Email: ted@publications.europa.eu

Telephone: +352 29291

Internet address: <https://op.europa.eu>

Roles of this organisation:

TED eSender

Notice information

Notice identifier/version: 3bf568ed-0f6c-4f2f-91a3-b5a100664951 - 01

Form type: Result

Notice type: Contract or concession award notice – standard regime

Notice subtype: 29

Notice dispatch date: 03/08/2026 09:20:02 (UTC+00:00) Western European Time, GMT

Languages in which this notice is officially available: Spanish

Notice publication number: 538068-2026

OJ S issue number: 148/2026

Publication date: 04/08/2026