

539895-2026 - Competition

Spain – Advertising and marketing services – Servicios de diseño, estrategia, asesoría, creatividad, definición de medios y estudio de resultados de la Campaña "Climatización sostenible: La bomba de calor"

OJ S 148/2026 04/08/2026

Contract or concession notice – standard regime

Services

1. Buyer

1.1. Buyer

Official name: Dirección General del Instituto para la Diversificación y Ahorro de la Energía (IDAE)

Email: 440@idaes.es

Legal type of the buyer: Central government authority

Activity of the contracting authority: General public services

2. Procedure

2.1. Procedure

Title: Servicios de diseño, estrategia, asesoría, creatividad, definición de medios y estudio de resultados de la Campaña "Climatización sostenible: La bomba de calor"

Description: Se trata de contratar un servicio para diseño, estrategia, asesoría, creatividad, definición de medios y estudio de resultados de la Campaña "Climatización sostenible: La bomba de calor"

Procedure identifier: a254f2fc-df7c-4b56-b7ef-a51eef6eb466

Internal identifier: CONTR/2026/031

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

2.1.2. Place of performance

Country subdivision (NUTS): Madrid (ES300)

Country: Spain

2.1.3. Value

Estimated value excluding VAT: 400 000,00 EUR

2.1.4. General information

Legal basis:

Directive 2014/24/EU

2.1.6. Grounds for exclusion

Sources of grounds for exclusion: Notice

Corruption: Y los establecidos en la legislación vigente

5. Lot

5.1. Lot: LOT-0000

Title: Servicios de diseño, estrategia, asesoría, creatividad, definición de medios y estudio de resultados de la Campaña "Climatización sostenible: La bomba de calor"

Description: Se trata de contratar un servicio para diseño, estrategia, asesoría, creatividad, definición de medios y estudio de resultados de la Campaña "Climatización sostenible: La bomba de calor"

Internal identifier: CONTR/2026/031

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79340000 Advertising and marketing services

Additional classification (cpv): 79341000 Advertising services

5.1.2. Place of performance

Country subdivision (NUTS): Madrid (ES300)

Country: Spain

5.1.3. Estimated duration

Duration: 10 Months

5.1.6. General information

Reserved participation:

Participation is not reserved.

Procurement Project not financed with EU Funds.

The procurement is covered by the Government Procurement Agreement (GPA): no

5.1.9. Selection criteria

Sources of selection criteria: Notice

Criterion: Other economic or financial requirements

Description of selection criterion: Otros

5.1.10. Award criteria

Criterion:

Type: Price

Description: Oferta económica.

Category of award weight criterion: Weight (points, exact)

Award criterion number: 30

Criterion:

Type: Quality

Description: Innovación y originalidad.

Category of award weight criterion: Weight (points, exact)

Award criterion number: 10

Criterion:

Type: Quality

Description: Propuesta de creatividad y materiales.

Category of award weight criterion: Weight (points, exact)

Award criterion number: 20

Criterion:

Type: Quality

Description: Propuesta de diseño y estrategia general.

Category of award weight criterion: Weight (points, exact)

Award criterion number: 34

Criterion:

Type: Quality

Description: Propuesta evaluación de campaña.

Category of award weight criterion: Weight (points, exact)

Award criterion number: 3

Criterion:

Type: Quality

Description: Propuesta mix de medios.

Category of award weight criterion: Weight (points, exact)

Award criterion number: 3

5.1.11. Procurement documents

Address of the procurement documents: https://contrataciondelestado.es/wps/poc?uri=deeplink:detalle_licitacion&idEvl=FWAJTmWPh8ukU02jNGj1Fw%3D%3D

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Required

Address for submission: https://contrataciondelestado.es/wps/poc?uri=deeplink:detalle_licitacion&idEvl=FWAJTmWPh8ukU02jNGj1Fw%3D%3D

Languages in which tenders or requests to participate may be submitted: Spanish

Electronic catalogue: Not allowed

Deadline for receipt of tenders: 15/09/2026 14:00:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Duration during which the tender must remain valid: 10 Months

Information about public opening:

Opening date: 30/09/2026 11:30:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Terms of contract:

The execution of the contract must be performed within the framework of sheltered employment programmes: No

Electronic invoicing: Allowed

Electronic ordering will be used: no

Electronic payment will be used: yes

5.1.15. Techniques

Framework agreement:

No framework agreement

Information about the dynamic purchasing system:

No dynamic purchase system

5.1.16. Further information, mediation and review

Review organisation: Dirección General del Instituto para la Diversificación y Ahorro de la Energía (IDAE) - IDAE

Information about review deadlines: hasta 2026-08-24+02:00

Organisation providing more information on the review procedures: Dirección General del Instituto para la Diversificación y Ahorro de la Energía (IDAE) - IDAE

8. Organisations

8.1. ORG-0001

Official name: Dirección General del Instituto para la Diversificación y Ahorro de la Energía (IDAE)

Registration number: 10000200000412

Registration number: Q2820009E

Town: Madrid

Postcode: 28004

Country subdivision (NUTS): Madrid (ES300)

Country: Spain

Contact point: Dirección General del Instituto para la Diversificación y Ahorro de la Energía (IDAE)

Email: 440@idae.es

Telephone: 914564988

Fax: 915230414

Internet address: <http://www.idae.es>

Buyer profile: <https://contrataciondelestado.es/wps/poc?uri=deeplink:perfilContratante&idBp=Sh7TDTsiNU0%3D>

Other contact points:

Official name: IDAE

Town: Madrid

Postcode: 28004

Country subdivision (NUTS): Madrid (ES300)

Country: Spain

Email: 440@idae.es

Telephone: 914564900

Internet address: <https://www.idae.es/home>

Other contact points:

Official name: IDAE

Town: Madrid

Postcode: 28004

Country subdivision (NUTS): Madrid (ES300)

Country: Spain

Email: 440@idae.es

Telephone: 914564900

Internet address: <https://www.idae.es/home>

Roles of this organisation:

Buyer

Review organisation

Organisation providing more information on the review procedures

Notice information

Notice identifier/version: 7053c2c4-f91a-45ff-ad84-985034e4ec85 - 01

Form type: Competition

Notice type: Contract or concession notice – standard regime

Notice subtype: 16

Notice dispatch date: 03/08/2026 10:16:50 (UTC+02:00) Eastern European Time, Central European Summer Time

Languages in which this notice is officially available: Spanish

Notice publication number: 539895-2026

OJ S issue number: 148/2026

Publication date: 04/08/2026