

Spain-Santiago de Compostela: World wide web (www) site design services

OJ S 173/2023 08/09/2023

Contract award notice

Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Consellería de Sanidad

Postal address: San Lázaro s/n

Town: Santiago de Compostela

NUTS code: ES11 Galicia

Postal code: 15703

Country: Spain

E-mail: contratacion@sergas.es

Telephone: +34 881543618

Fax: +34 881542762

Internet address(es):Main address: www.sergas.esAddress of the buyer profile: www.sergas.es**I.4. Type of the contracting authority**

Regional or local agency/office

I.5. Main activity

Health

Section II: Object

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

Servicio de diseño y ejecución de una estrategia de comunicación para la promoción de estilos de vida saludables.

Reference number: AB-CON1-22-002

II.1.2. Main CPV code

72413000 World wide web (www) site design services

II.1.3. Type of contract

Services

II.1.4. Short description

Servicio de diseño y ejecución de una estrategia de comunicación para la promoción de estilos de vida saludables.

II.1.6. Information about lots

This contract is divided into lots: yes

II.1.7. Total value of the procurement

Value excluding VAT: 115 038,20 EUR

II.2. Description

II.2.1. Title

Estrategia creativa, plan de optimización del posicionamiento SEO del portal, consultoría de nuevas tendencias y programación de Newsletters

Lot No: 1

II.2.2. Additional CPV code(s)

79415200 Design consultancy services

II.2.3. Place of performance

NUTS code: ES111 A Coruña

II.2.4. Description of the procurement

Servicio de diseño y ejecución de una estrategia de comunicación para la promoción de estilos de vida saludables.

II.2.5. Award criteria

Quality criterion - Name: Estrategia creativa / Weighting: 25

Quality criterion - Name: Plan de optimización de posicionamiento web / Weighting: 15

Quality criterion - Name: Propuesta de diseño de una Newsletter / Weighting: 5

Quality criterion - Name: Plan de actuación y participación de recursos previsto / Weighting: 5

Quality criterion - Name: Entrega semestral del informe de consultoría de nuevas tendencias en promoción de la salud / Weighting: 10

Cost criterion - Name: Oferta económica / Weighting: 40

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

II.2. Description

II.2.1. Title

Social media y marketing de contenidos (página web y redes sociales)

Lot No: 2

II.2.2. Additional CPV code(s)

79340000 Advertising and marketing services

II.2.3. Place of performance

NUTS code: ES111 A Coruña

II.2.4. Description of the procurement

Servicio de diseño y ejecución de una estrategia de comunicación para la promoción de estilos de vida saludables.

II.2.5. Award criteria

Quality criterion - Name: Estrategia de comunicación digital / Weighting: 15
Quality criterion - Name: Servicio de Community Manager / Weighting: 15
Quality criterion - Name: Servicio de marketing de contenidos / Weighting: 15
Quality criterion - Name: Plan de actuación y participación de recursos previsto / Weighting: 5
Quality criterion - Name: Aumento de la frecuencia de publicación mensual en cada red social (una publicación adicional para cada red social) / Weighting: 10
Cost criterion - Name: Oferta económica / Weighting: 40

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

II.2. Description

II.2.1. Title

Maquetación y diseño de guías y documentos técnicos estratégicos para la promoción de la salud

Lot No: 3

II.2.2. Additional CPV code(s)

79822500 Graphic design services

II.2.3. Place of performance

NUTS code: ES111 A Coruña

II.2.4. Description of the procurement

Servicio de diseño y ejecución de una estrategia de comunicación para la promoción de estilos de vida saludables.

II.2.5. Award criteria

Quality criterion - Name: Memoria de calidad gráfica / Weighting: 50

Cost criterion - Name: Oferta económica / Weighting: 50

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: [2022/S 205-585030](#)

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

Contract No: AB-CON1-22-002

Lot No: 1

Title:

Estrategia creativa, plan de optimización del posicionamiento SEO del portal, consultoría de nuevas tendencias y programación de Newsletters

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

01/09/2023

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: CORRE LOLA CORRE, S.L

Town: Vigo

NUTS code: ES114 Pontevedra

Country: Spain

The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 217 200,00 EUR

Total value of the contract/lot: 60 000,00 EUR

V.2.5. Information about subcontracting

Section V: Award of contract

Contract No: AB-CON1-22-002

Lot No: 2

Title:

Social media y marketing de contenidos (página web y redes sociales)

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

01/09/2023

V.2.2. Information about tenders

Number of tenders received: 9

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

V.2.3. Name and address of the contractor

Official name: CORRE LOLA CORRE, S.L

Town: Vigo

NUTS code: ES114 Pontevedra

Country: Spain

The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 124 800,00 EUR

Total value of the contract/lot: 35 000,00 EUR

V.2.5. Information about subcontracting

Section V: Award of contract

Contract No: AB-CON1-22-002

Lot No: 3

Title:

Maquetación y diseño de guías y documentos técnicos estratégicos para la promoción de la salud

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

01/09/2023

V.2.2. Information about tenders

Number of tenders received: 10

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

V.2.3. Name and address of the contractor

Official name: DOS ESPACIOS INTERNET CONSULTING, S.L

Town: Vilagarcía de Arousa

NUTS code: ES114 Pontevedra

Country: Spain

The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 30 935,00 EUR

Total value of the contract/lot: 20 038,20 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

Country: Spain

Internet address: <https://tacgal.xunta.gal/procedementos.html>

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

Official name: Consellería de Sanidad - Servicio Gallego de Salud

Town: Santiago de Compostela

Country: Spain

Internet address: www.sergas.es

VI.5. Date of dispatch of this notice

05/09/2023