

Spain-Barcelona: Advertising and marketing services
OJ S 192/2022 05/10/2022
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Institut Barcelona Esports
National registration number: Q0801296E
Postal address: Av. de l'Estadi 40
Town: Barcelona
NUTS code: ES511 Barcelona
Postal code: 08038
Country: Spain
E-mail: sjuridicsibe@bcn.cat
Telephone: +34 934023000
Fax: +34 934023033

Internet address(es):

Main address: https://contractaciopublica.gencat.cat/ecofin_pscp/AppJava/perfil/BCN_IBE/customProf

I.4. Type of the contracting authority

Regional or local authority

I.5. Main activity

Other activity: Gestión de instalaciones de centros deportivos

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Servicios de diseño gráfico, creatividad y adaptación de las piezas de comunicación de las campañas de comunicación del Institut Barcelona Esports, con medidas de contratación pública sostenible
Reference number: CC 21000170 / Exp. 20210230

II.1.2. Main CPV code

79340000 Advertising and marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

Servicios de diseño gráfico, creatividad y adaptación de las piezas de comunicación de las campañas de comunicación del Institut Barcelona Esports, con medidas de contratación pública sostenible, dividido en 10 lotes

II.1.6. Information about lots

This contract is divided into lots: yes

II.1.7. Total value of the procurement

Value excluding VAT: 143 001,29 EUR

II.2. Description

II.2.1. Title

Campaña TICB,s
Lot No: 1

II.2.2. Additional CPV code(s)

79340000 Advertising and marketing services

II.2.3. Place of performance

NUTS code: ES España
Main site or place of performance: Barcelona

II.2.4. Description of the procurement

Servicios de diseño gráfico, creatividad y adaptación de las piezas de comunicación de las campañas de comunicació del 'Institut Barcelona Esports con medidas de contratación pública sostenible

II.2.5. Award criteria

Quality criterion - Name: Juicio de valor / Weighting: 40
Cost criterion - Name: Automaticos / Weighting: 60

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

Campaña caminatas populares
Lot No: 2

II.2.2. Additional CPV code(s)

79340000 Advertising and marketing services

II.2.3. Place of performance

NUTS code: ES España
Main site or place of performance: Barcelona

II.2.4. Description of the procurement

Servicios de diseño gráfico, creatividad y adaptación de las piezas de comunicación de las campañas de comunicació del 'Institut Barcelona Esports con medidas de contratación pública sostenible

II.2.5. Award criteria

Quality criterion - Name: Subjetivos / Weighting: 40

Cost criterion - Name: Automáticos / Weighting: 60

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

Campaña media maratón de Barcelona

Lot No: 3

II.2.2. Additional CPV code(s)

79340000 Advertising and marketing services

II.2.3. Place of performance

NUTS code: ES España

Main site or place of performance: Barcelona

II.2.4. Description of the procurement

Servicios de diseño gráfico, creatividad y adaptación de las piezas de comunicación de las campañas de comunicació del 'Institut Barcelona Esports con medidas de contratación pública sostenible

II.2.5. Award criteria

Quality criterion - Name: Subjetivos / Weighting: 40

Cost criterion - Name: Automaticos / Weighting: 60

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

Campaña media maratón de Barcelona

Lot No: 4

II.2.2. Additional CPV code(s)

79340000 Advertising and marketing services

II.2.3. Place of performance

NUTS code: ES España

Main site or place of performance: Barcelona

II.2.4. Description of the procurement

Servicios de diseño gráfico, creatividad y adaptación de las piezas de comunicación de las campañas de comunicació del 'Institut Barcelona Esports con medidas de contratación pública sostenible

II.2.5. Award criteria

Quality criterion - Name: Subjetivos / Weighting: 40

Cost criterion - Name: Automaticos / Weighting: 60

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

Campaña media maratón de Barcelona

Lot No: 5

II.2.2. Additional CPV code(s)

79340000 Advertising and marketing services

II.2.3. Place of performance

NUTS code: ES España

Main site or place of performance: Barcelona

II.2.4. Description of the procurement

Servicios de diseño gráfico, creatividad y adaptación de las piezas de comunicación de las campañas de comunicació del 'Institut Barcelona Esports con medidas de contratación pública sostenible

II.2.5. Award criteria

Quality criterion - Name: Subjetivos / Weighting: 40

Cost criterion - Name: Automaticos / Weighting: 60

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

Campaña media maratón de Barcelona

Lot No: 6

II.2.2.

Additional CPV code(s)

79340000 Advertising and marketing services

II.2.3. Place of performance

NUTS code: ES España

Main site or place of performance: Barcelona

II.2.4. Description of the procurement

Servicios de diseño gráfico, creatividad y adaptación de las piezas de comunicación de las campañas de comunicació del 'Institut Barcelona Esports con medidas de contratación pública sostenible

II.2.5. Award criteria

Quality criterion - Name: Subjetivos / Weighting: 40

Cost criterion - Name: Automaticos / Weighting: 60

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**

Campaña media maratón de Barcelona

Lot No: 7

II.2.2. Additional CPV code(s)

79340000 Advertising and marketing services

II.2.3. Place of performance

NUTS code: ES España

Main site or place of performance: Barcelona

II.2.4. Description of the procurement

Servicios de diseño gráfico, creatividad y adaptación de las piezas de comunicación de las campañas de comunicació del 'Institut Barcelona Esports con medidas de contratación pública sostenible

II.2.5. Award criteria

Quality criterion - Name: Subjetivos / Weighting: 40

Cost criterion - Name: Automaticos / Weighting: 60

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

Campaña media maratón de Barcelona
Lot No: 8

II.2.2. Additional CPV code(s)

79340000 Advertising and marketing services

II.2.3. Place of performance

NUTS code: ES España
Main site or place of performance: Barcelona

II.2.4. Description of the procurement

Servicios de diseño gráfico, creatividad y adaptación de las piezas de comunicación de las campañas de comunicació del 'Institut Barcelona Esports con medidas de contratación pública sostenible

II.2.5. Award criteria

Quality criterion - Name: Subjetivos / Weighting: 40
Cost criterion - Name: Automaticos / Weighting: 60

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

Campaña media maratón de Barcelona
Lot No: 9

II.2.2. Additional CPV code(s)

79340000 Advertising and marketing services

II.2.3. Place of performance

NUTS code: ES España
Main site or place of performance: Barcelona

II.2.4. Description of the procurement

Servicios de diseño gráfico, creatividad y adaptación de las piezas de comunicación de las campañas de comunicació del 'Institut Barcelona Esports con medidas de contratación pública sostenible

II.2.5. Award criteria

Quality criterion - Name: Subjetivos / Weighting: 40
Cost criterion - Name: Automaticos / Weighting: 60

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

Campaña media maratón de Barcelona
Lot No: 10

II.2.2. Additional CPV code(s)

79340000 Advertising and marketing services

II.2.3. Place of performance

NUTS code: ES España
Main site or place of performance: Barcelona

II.2.4. Description of the procurement

Servicios de diseño gráfico, creatividad y adaptación de las piezas de comunicación de las campañas de comunicació del 'Institut Barcelona Esports con medidas de contratación pública sostenible

II.2.5. Award criteria

Quality criterion - Name: Subjetivos / Weighting: 40
Cost criterion - Name: Automaticos / Weighting: 60

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: [2021/S 206-537706](#)

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

Lot No: 1

Title:

Campaña TICB,s

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

21/09/2022

V.2.2. Information about tenders

Number of tenders received: 5

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

V.2.3. Name and address of the contractor

Official name: Doseme Agencia Creativa, SA

Town: Barcelona

NUTS code: ES511 Barcelona

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: 49 500,00 EUR

Total value of the contract/lot: 17 968,50 EUR

V.2.5. Information about subcontracting

Section V: Award of contract

Contract No: 2

Lot No: 2

Title:

Campaña caminatas populares

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

21/09/2022

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: Evil Love, SL

Town: Barcelona

NUTS code: ES511 Barcelona

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: 43 500,00 EUR

Total value of the contract/lot: 16 162,75 EUR

V.2.5. Information about subcontracting**Section V: Award of contract**

Contract No: 3

Lot No: 3

Title:

Campaña media maratón de Barcelona

A contract/lot is awarded: yes

V.2. Award of contract**V.2.1. Date of conclusion of the contract**

21/09/2022

V.2.2. Information about tenders

Number of tenders received: 11

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

V.2.3. Name and address of the contractor

Official name: Moorning Cool Things, SL

Town: Barcelona

NUTS code: ES511 Barcelona

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: 43 500,00 EUR

Total value of the contract/lot: 14 036,00 EUR

V.2.5. Information about subcontracting**Section V: Award of contract**

Contract No: 4

Lot No: 4

Title:

Campaña maratón de Barcelona

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

21/09/2022

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: Quin Team, SL

Town: Barcelona

NUTS code: ES511 Barcelona

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: 43 500,00 EUR

Total value of the contract/lot: 14 036,00 EUR

V.2.5. Information about subcontracting

Section V: Award of contract

Contract No: 5

Lot No: 5

Title:

Campaña promoción deportiva

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

21/09/2022

V.2.2. Information about tenders

Number of tenders received: 4

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

V.2.3. Name and address of the contractor

Official name: Postdata, Disseny i Comunicació, SL

Town: Barcelona

NUTS code: ES511 Barcelona

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: 45 000,00 EUR

Total value of the contract/lot: 13 310,00 EUR

V.2.5. Information about subcontracting

Section V: Award of contract

Contract No: 6

Lot No: 6

Title:

Campaña cursa Bomberos

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

22/09/2022

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: Moorning Cool Things, SL

Town: Barcelona

NUTS code: ES511 Barcelona

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: 43 500,00 EUR

Total value of the contract/lot: 14 036,00 EUR

V.2.5. Information about subcontracting

Section V: Award of contract

Contract No: 7

Lot No: 7

Title:

Campaña premio mujer y deporte

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

22/09/2022

V.2.2. Information about tenders

Number of tenders received: 5

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

V.2.3.

Name and address of the contractor

Official name: Moorning Cool Things

Town: Barcelona

NUTS code: ES511 Barcelona

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: 24 000,00 EUR

Total value of the contract/lot: 7 260,00 EUR

V.2.5. Information about subcontracting**Section V: Award of contract**

Contract No: 8

Lot No: 8

Title:

Campaña fiesta del fitnes

A contract/lot is awarded: yes

V.2. Award of contract**V.2.1. Date of conclusion of the contract**

23/09/2022

V.2.2. Information about tenders

Number of tenders received: 4

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

V.2.3. Name and address of the contractor

Official name: Paseo de Gracia Comunicaci3n, SL

Town: Barcelona

NUTS code: ES511 Barcelona

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: 43 500,00 EUR

Total value of the contract/lot: 15 667,69 EUR

V.2.5. Information about subcontracting**Section V: Award of contract**

Contract No: 9

Lot No: 9

Title:

Campaña Barcelona Triatl3

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

22/09/2022

V.2.2. Information about tenders

Number of tenders received: 7

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

V.2.3. Name and address of the contractor

Official name: Evil Love, SL

Town: Barcelona

NUTS code: ES511 Barcelona

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: 43 500,00 EUR

Total value of the contract/lot: 16 062,00 EUR

V.2.5. Information about subcontracting

Section V: Award of contract

Contract No: 10

Lot No: 10

Title:

Campaña cursa dels Nassos

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

23/09/2022

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: Paseo de Gracia Comunicaci3n, SL

Town: Barcelona

NUTS code: ES511 Barcelona

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: 43 500,00 EUR

Total value of the contract/lot: 14 562,35 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 Català de Contractes del Sector Públic

Town: Barcelona

Country: Spain

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

Official name: Institut Barcelona Esports

Town: Barcelona

Country: Spain

VI.5. Date of dispatch of this notice

30/09/2022