

Spain-Palma: Advertising and marketing services

OJ S 209/2021 27/10/2021

Contract notice**Services****Legal Basis:**

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Presidencia de la Agencia de Estrategia Turística de las Islas Baleares (AETIB)

National registration number: Q5755004H

Postal address: Rita Levi, s/n

Town: Palma

NUTS code: ES532 Mallorca

Postal code: 07121

Country: Spain

Contact person: Presidencia de la Agencia de Estrategia Turística de las Islas Baleares (AETIB)

E-mail: juridico@aetib.caib.es

Telephone: +34 971176699

Internet address(es):Main address: <https://contrataciondelestado.es>Address of the buyer profile: <https://contrataciondelestado.es/wps/poc?uri=deeplink:perfilContratante&idBp=XLg%2BBJKLqRuiEJrVRqloyA%3D%3D>**I.3. Communication**The procurement documents are available for unrestricted and full direct access, free of charge, at: https://contrataciondelestado.es/wps/poc?uri=deeplink:detalle_licitacion&idEvl=CGRHUw2OAU8BPRBxZ4nJ%2Fg%3D%3D

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted to the abovementioned address

Electronic communication requires the use of tools and devices that are not generally

available. Unrestricted and full direct access to these tools and devices is possible, free of

charge, at: <https://contrataciondelestado.es/wps/poc?uri=deeplink:perfilContratante&idBp=XLg%2BBJKLqRuiEJrVRqloyA%3D%3D>**I.4. Type of the contracting authority**

Regional or local authority

I.5. Main activity

General public services

Section II: Object

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

Servicios de imagen y comunicación de la AETIB

Reference number: 004/2022

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 imagen y comunicación de la AETIB

II.1.5. Estimated total value

Value excluding VAT: 3 672 726,75 EUR

II.1.6. Information about lots

This contract is divided into lots: yes

Tenders may be submitted for maximum number of lots: 5

II.2. Description

II.2.1. Title

Creatividad, diseño y maquetación

Lot No: 1

II.2.2. Additional CPV code(s)

79340000 Advertising and marketing services

II.2.3. Place of performance

NUTS code: ES532 Mallorca

II.2.4. Description of the procurement

Creatividad, diseño y maquetación

II.2.5. Award criteria

Criteria below

Quality criterion - Name: Igualdad oportunidades / Weighting: 5

Quality criterion - Name: Mejoras / Weighting: 5

Quality criterion - Name: Propuesta creativa / Weighting: 35

Cost criterion - Name: Incorporación de personas con discapacidad o personas con dificultad de acceso al mercado laboral / Weighting: 5

Cost criterion - Name: Precio servicios de creatividad / Weighting: 25

Cost criterion - Name: Precio/hora servicio / Weighting: 25

II.2.6. Estimated value

Value excluding VAT: 41 322,31 EUR

II.2.7. Duration of the contract, framework agreement or dynamic purchasing system

Duration in months: 12

This contract is subject to renewal: yes

Description of renewals:

Se establece la posibilidad de prórroga de conformidad con la letra d del PCA

II.2.10. Information about variants

Variants will be accepted: yes

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

Ejecución y/o adquisición de productos publicitarios audiovisuales, fotográficos y sonoros
Lot No: 2

II.2.2. Additional CPV code(s)

79340000 Advertising and marketing services

II.2.3. Place of performance

NUTS code: ES532 Mallorca

II.2.4. Description of the procurement

Ejecución y/o adquisición de productos publicitarios audiovisuales, fotográficos y sonoros

II.2.5. Award criteria

Criteria below

Quality criterion - Name: Adecuación y relación con el tema planteado / Weighting: 10

Quality criterion - Name: Calidad técnica y estética de las imágenes / Weighting: 10

Quality criterion - Name: Capacidad de la composición para provocar sensaciones y emociones / Weighting: 10

Quality criterion - Name: Originalidad / Weighting: 10

Cost criterion - Name: Archivo audiovisual gratuito / Weighting: 1

Cost criterion - Name: Archivo fotográfico gratuito / Weighting: 0.5

Cost criterion - Name: Banco de imágenes: gratuidades / Weighting: 0.5

Cost criterion - Name: Incorporación de personas con discapacidad o personas con dificultad de acceso al mercado laboral. / Weighting: 8

Cost criterion - Name: Precio de banco de imágenes / Weighting: 5

Cost criterion - Name: Precio de ejecución de imágenes con modelos / Weighting: 10

Cost criterion - Name: Precio de las producciones audiovisuales / Weighting: 30

Cost criterion - Name: Precio ejecución de imágenes documentales / Weighting: 5

II.2.6. Estimated value

Value excluding VAT: 123 966,94 EUR

II.2.7. Duration of the contract, framework agreement or dynamic purchasing system

Duration in months: 12

This contract is subject to renewal: yes

Description of renewals:

Se establece la posibilidad de prórroga de conformidad con la letra d del PCA

II.2.10. Information about variants

Variants will be accepted: yes

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

Compra de espacios publicitarios
Lot No: 3

II.2.2. Additional CPV code(s)

79340000 Advertising and marketing services

II.2.3. Place of performance

NUTS code: ES532 Mallorca

II.2.4. Description of the procurement

Compra de espacios publicitarios

II.2.5. Award criteria

Criteria below

Quality criterion - Name: Criterio social: igualdad oportunidades entre mujeres y hombres /
Weighting: 5

Quality criterion - Name: Formato informe resultados / Weighting: 5

Quality criterion - Name: Mejoras. / Weighting: 5

Cost criterion - Name: Incorporación de personas con discapacidad o personas con dificultad
de acceso al mercado laboral.. / Weighting: 5

Cost criterion - Name: Descuento en medios nacionales e internacionales, descuento prensa
escrita y revistas. Tirada internacional / Weighting: 8

Cost criterion - Name: Descuento Illes Balears, cine / Weighting: 2

Cost criterion - Name: Descuento Illes Balears, medios digitales / Weighting: 6

Cost criterion - Name: Descuento Illes Balears, prensa de proximidad / Weighting: 3

Cost criterion - Name: Descuento Illes Balears, publicidad exterior / Weighting: 3

Cost criterion - Name: Descuento Illes Balears, radio / Weighting: 9

Cost criterion - Name: Descuento Illes Balers, televisión / Weighting: 7

Cost criterion - Name: Descuento Illes Balers. prensa escrita y revistas / Weighting: 14

Cost criterion - Name: Descuento medios nacionales e internacionales, medios digitales.
Nacional e internacional / Weighting: 4

Cost criterion - Name: Descuento medios nacionales e internacionales, prensa escrita y
revistas de turismo y viajes. Tirada nacional / Weighting: 12

Cost criterion - Name: Descuento medios nacionales e internacionales, Publicidad exterior.
Nacional e Internacional / Weighting: 6

Cost criterion - Name: Descuento medios nacionales e internacionales, radio emisión nacional
/ Weighting: 6

II.2.6. Estimated value

Value excluding VAT: 1 157 024,79 EUR

II.2.7. Duration of the contract, framework agreement or dynamic purchasing system

Duration in months: 12

This contract is subject to renewal: yes

Description of renewals:

Se establece la posibilidad de prórroga de conformidad con la letra d del PCA

II.2.10. Information about variants

Variants will be accepted: yes

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

Marketing online

Lot No: 4

II.2.2. Additional CPV code(s)

79340000 Advertising and marketing services

II.2.3. Place of performance

NUTS code: ES532 Mallorca

II.2.4. Description of the procurement

Marketing online

II.2.5. Award criteria

Criteria below

Quality criterion - Name: Igualdad de oportunidad entre mujeres y hombres / Weighting: 5

Quality criterion - Name: Otras mejoras / Weighting: 5

Quality criterion - Name: Propuesta de artículo o experiencia o ruta / Weighting: 10

Quality criterion - Name: Propuesta de un informe de seguimiento de KPIs mensual con memoria ilustrada y descriptiva con conclusiones y mejoras / Weighting: 5

Quality criterion - Name: Propuesta técnica de la planificación de la campaña escogida / Weighting: 5

Quality criterion - Name: Propuesta técnica de una campaña publicitaria enfocada a una temática o SET / Weighting: 10

Cost criterion - Name: Canales de adquisición del tráfico illesbalears.travel / Weighting: 6

Cost criterion - Name: Creación de empleo para personas con dificultades de acceso al mercado laboral / Weighting: 5

Cost criterion - Name: Crecimiento del tráfico illesbalears.travel / Weighting: 16

Cost criterion - Name: Mejora del comportamiento del usuario illesbalears.travel / Weighting: 12

Cost criterion - Name: Precio medio de producción de un contenido (artículo/ruta/experiencia) / Weighting: 21

II.2.6.

Estimated value

Value excluding VAT: 165 289,26 EUR

II.2.7. Duration of the contract, framework agreement or dynamic purchasing system

Duration in months: 12

This contract is subject to renewal: yes

Description of renewals:

Se establece la posibilidad de prórroga de conformidad con la letra d del PCA

II.2.10. Information about variants

Variants will be accepted: yes

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**

Gestión de las redes sociales

Lot No: 5

II.2.2. Additional CPV code(s)

79340000 Advertising and marketing services

II.2.3. Place of performance

NUTS code: ES532 Mallorca

II.2.4. Description of the procurement

Gestión de las redes sociales

II.2.5. Award criteria

Criteria below

Quality criterion - Name: Herramientas de analític utilizadas / Weighting: 4

Quality criterion - Name: Igualdad de oportunidades entre mujeres y hombres. / Weighting: 5

Quality criterion - Name: Otras mejoras. / Weighting: 4

Quality criterion - Name: Propuesta de un informe mensual ilustrado haciendo referencia al seguimiento de las KPIs, objetivos conseguidos, conclusiones y mejoras a realizar / Weighting : 3

Quality criterion - Name: Propuesta técnica del proyecto con las soluciones tácticas segmentadas por mercado emisor, perfil, productos/temáticas, con su argumentación / Weighting: 6

Quality criterion - Name: Propuestas de calendario de contenidos semanal / Weighting: 8

Cost criterion - Name: Capacidad de respuesta / Weighting: 4

Cost criterion - Name: Creación de empleo para personas con dificultades de acceso al mercado laboral. / Weighting: 5

Cost criterion - Name: Dedicación del perfil de Community manager / Weighting: 4

Cost criterion - Name: Mejora en el crecimiento de usuarios para cada perfil social / Weighting : 8

Cost criterion - Name: Mejora porcentual en el resultado mensual de engagement para cada perfil social / Weighting: 3

Cost criterion - Name: Mejora porcentual en el resultado mensual del alcance para cada perfil social / Weighting: 3

Cost criterion - Name: Mejora porcentual en la partida mensual del presupuesto destinado a posts promocionados y/o publicidad / Weighting: 3

Cost criterion - Name: Precio / Weighting: 40

II.2.6. Estimated value

Value excluding VAT: 181 818,18 EUR

II.2.7. Duration of the contract, framework agreement or dynamic purchasing system

Duration in months: 12

This contract is subject to renewal: yes

Description of renewals:

Se establece la posibilidad de prórroga de conformidad con la letra d del PCA

II.2.10. Information about variants

Variants will be accepted: yes

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 III: Legal, economic, financial and technical information

III.1. Conditions for participation

III.1.1. Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers

List and brief description of conditions:

Capacidad de obrar

III.1.2. Economic and financial standing

List and brief description of selection criteria:

Cifra anual de negocio

III.1.3. Technical and professional ability

List and brief description of selection criteria:

- Otros

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: no

IV.2. Administrative information

IV.2.2. Time limit for receipt of tenders or requests to participate

Date: 25/11/2021 Local time: 14:00

IV.2.3. Estimated date of dispatch of invitations to tender or to participate to selected candidates

IV.2.4. Languages in which tenders or requests to participate may be submitted

Spanish

IV.2.7. Conditions for opening of tenders

Date: 29/11/2021 Local time: 14:00

Place:

Datos de Dirección:

Calle:

CP:

Población:

País:

Section VI: Complementary information

VI.1. Information about recurrence

This is a recurrent procurement: no

VI.3. Additional information

VI.4. Procedures for review

VI.4.1. Review body

Official name: Tribunal Administrativo Central Recursos Contractuales

Postal address: Av General Perón, 38

Town: Madrid

Postal code: 28020

Country: Spain

VI.5. Date of dispatch of this notice

22/10/2021