

Spain-Palma: Advertising services
OJ S 227/2020 20/11/2020
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: C/ 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=tlcaHFG6NwSiEJrVRqloyA%3D%3D

[detalle_licitacion&idEvl=tlcaHFG6NwSiEJrVRqloyA%3D%3D](https://contrataciondelestado.es/wps/poc?uri=deeplink:detalle_licitacion&idEvl=tlcaHFG6NwSiEJrVRqloyA%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>

[perfilContratante&idBp=XLg%2BBJKLqRuiEJrVRqloyA%3D%3D](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 ejecución y/o adquisición de productos publicitarios audiovisuales, fotográficos y sonoros

Reference number: 105/2020

II.1.2. Main CPV code

79341000 Advertising services

II.1.3. Type of contract

Services

II.1.4. Short description

Servicios de ejecución y/o adquisición de productos publicitarios audiovisuales, fotográficos y sonoros.

II.1.5. Estimated total value

Value excluding VAT: 317 355,37 EUR

II.1.6. Information about lots

This contract is divided into lots: no

II.2. Description

II.2.3. Place of performance

NUTS code: ES532 Mallorca

II.2.4. Description of the procurement

Servicios de ejecución y/o adquisición de productos publicitarios audiovisuales, fotográficos y sonoros.

II.2.5. Award criteria

Criteria below

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

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: Originalidad / Weighting: 10

Cost criterion - Name: Archivo fotográfico gratuito / Weighting: 1.5

Cost criterion - Name: Archivo audiovisual gratuito / Weighting: 3

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

Cost criterion - Name: Criterios de carácter social: incorporación de personas con discapacidad o personas con dificultad de acceso al mercado laboral / Weighting: 5

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

Cost criterion - Name: Precio de un cortometraje / Weighting: 10

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 pieza documental / Weighting: 2

Cost criterion - Name: Precio pieza segmento estratégico / Weighting: 3

Cost criterion - Name: Precio spot utilizando hasta cuatro modelos en una jornada de rodaje / Weighting: 5

Cost criterion - Name: Precio spot utilizando hasta cuatro modelos en seis jornadas de rodaje en diferentes islas / Weighting: 10

II.2.6. Estimated value

Value excluding VAT: 317 355,37 EUR

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

Duration in months: 10

This contract is subject to renewal: no

II.2.10. Information about variants

Variants will be accepted: yes

II.2.11. Information about options

Options: yes

Description of options:

Se admite la posibilidad de prórroga del contrato de acuerdo con lo previsto en el artículo 29.2 de la LCSP. El preaviso de la prórroga se deberá realizar con una antelación mínima de dos meses antes de la fecha de finalización del contrato.

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. Descripción: artículo 87 1A Ley Contrato Sector Público

III.1.3. Technical and professional ability

List and brief description of selection criteria:

Trabajos realizados. Descripción: artículo 90 Ley Contrato Sector Público.

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: 15/12/2020 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: 18/12/2020 Local time: 11:00

Place:

Sede de AETIB.

Datos de dirección:

— calle: Rita Levi, s/n,

— código postal: 07121,

— población: Palma,

— país: ESPAÑA.

Information about authorised persons and opening procedure: Descripción.

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 de Recursos Contractuales

Postal address: Avenida General Perón, 38, 8.^a planta

Town: Madrid

Postal code: 28071

Country: Spain

E-mail: tribunal_recursoscontratos@minhap.es

VI.5. Date of dispatch of this notice

16/11/2020