

Spain-Canarias: Marketing services
OJ S 184/2023 25/09/2023
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Auditorio de Tenerife

Town: Canarias

NUTS code: ES709 Tenerife

Country: Spain

E-mail: contratacion@auditoriodetenerife.com

Internet address(es):

Main address: <http://www.auditoriodetenerife.com>

I.4. Type of the contracting authority

Other type: AdministracionAutonomica

I.5. Main activity

Recreation, culture and religion

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Lic 9/590/2023 - Servicios de creatividad, diseño, maquetación, producción y desarrollo de campañas de publicidad de marketing

Reference number: 590/2023

II.1.2. Main CPV code

79342000 Marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

El objeto del contrato será el servicio de creatividad, diseño, maquetación, producción y desarrollo de campañas de publicidad de marketing online

II.1.6. Information about lots

This contract is divided into lots: yes

II.1.7. Total value of the procurement

Value excluding VAT: 41 940,00 EUR

II.2. Description

II.2.1. Title

Lote 1

Lot No: 1

II.2.2. Additional CPV code(s)

79342000 Marketing services

II.2.3. Place of performance

NUTS code: ES70 Canarias

Main site or place of performance: Av de la Constitucion 1 38003 Santa Cruz de Tenerife

II.2.4. Description of the procurement

Lote 1

II.2.5. Award criteria

Quality criterion - Name: Calidad (Subjetivo) / Weighting: 10,000000

Quality criterion - Name: Calidad (Subjetivo) / Weighting: 3,000000

Quality criterion - Name: Calidad (Subjetivo) / Weighting: 2,000000

Quality criterion - Name: Calidad (Subjetivo) / Weighting: 45,000000

Price - Weighting: 40,000000

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**

Lote 2

Lot No: 2

II.2.2. Additional CPV code(s)

79342000 Marketing services

II.2.3. Place of performance

NUTS code: ES70 Canarias

Main site or place of performance: Av de la Constitucion 1 38003 Santa Cruz de Tenerife

II.2.4. Description of the procurement

Lote 2

II.2.5. Award criteria

Quality criterion - Name: Calidad (Subjetivo) / Weighting: 15,000000

Quality criterion - Name: Calidad (Subjetivo) / Weighting: 10,000000

Quality criterion - Name: Calidad (Subjetivo) / Weighting: 3,000000

Quality criterion - Name: Calidad (Subjetivo) / Weighting: 2,000000

Quality criterion - Name: Calidad (Subjetivo) / Weighting: 45,000000

Price - Weighting: 25,000000

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: no

IV.2. Administrative information

IV.2.1. Previous publication concerning this procedure

Notice number in the OJ S: [2023/S 086-266748](#)

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

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

20/09/2023

V.2.2. Information about tenders

Number of tenders received: 12

Number of tenders received by electronic means: 12

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

V.2.3. Name and address of the contractor

Official name: As Comunicacion Y Publicidad, S.L.

National registration number: B38745865

Postal address: C/ Pintor Jose Aguiar 2

Town: Madrid

NUTS code: ES España

Country: Spain

Telephone: +34 922249090

The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 90 000,00 EUR

Total value of the contract/lot: 39 600,00 EUR

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

A contract/lot is awarded: yes

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

20/09/2023

V.2.2. Information about tenders

Number of tenders received: 12

Number of tenders received by electronic means: 12

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

V.2.3. Name and address of the contractor

Official name: Juan José Fuentes Tabares S.L.

National registration number: B38722898

Postal address: Puerto Escondido 3 1º

Town: Canarias

NUTS code: ES España

Postal code: 38003

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: 38 000,00 EUR

Total value of the contract/lot: 2 340,00 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 Contratos Públicos de la Comunidad Autónoma

Postal address: Edificio Usos Múltiples II, planta 6ª Avda. José Manuel Guimerá, 10

Town: Canarias

Postal code: 38003

Country: Spain

VI.5. Date of dispatch of this notice

20/09/2023