

Spain-Palma de Mallorca: Advertising and marketing services

OJ S 225/2021 19/11/2021

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

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Direcció de la Fundació Mallorca Turisme

National registration number: G57594558

Postal address: Plaza del Hospital, 4

Town: Palma de Mallorca

NUTS code: ES532 Mallorca

Postal code: 07012

Country: Spain

Contact person: Direcció de la Fundació Mallorca Turisme

E-mail: bbibiloni1@conselldemallorca.net**Internet address(es):**Main address: <https://contrataciondelestado.es>Address of the buyer profile: <https://contrataciondelestado.es/wps/poc?uri=deeplink:perfilContratante&idBp=3PCFaRjQVdMBPRBxZ4nJ%2Fg%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=OGTyOSSAR84SugstABGr5A%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=3PCFaRjQVdMBPRBxZ4nJ%2Fg%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**

Servicio de márketing digital y redes sociales de la Fundació Mallorca Turisme

Reference number: 679/2021

II.1.2. Main CPV code

79340000 Advertising and marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

Servicio de márketing digital y redes sociales de la Fundació Mallorca Turisme

II.1.5. Estimated total value

Value excluding VAT: 545 454,42 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

Servicio de márketing digital y redes sociales de la Fundació Mallorca Turisme

II.2.5. Award criteria

Criteria below

Cost criterion - Name: Comisión agencia / Weighting: 25

Cost criterion - Name: Community manager / Weighting: 5

Cost criterion - Name: Creativo con título de grado homologado en publicidad o márketing / Weighting: 10

Cost criterion - Name: Experto con certificado Google ADS / Weighting: 15

Cost criterion - Name: Mejora capacitación de usuarios / Weighting: 25

Cost criterion - Name: Oferta económica Redes Sociales / Weighting: 20

II.2.6. Estimated value

Value excluding VAT: 545 454,42 EUR

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

Start: 01/01/2022 End: 31/12/2022

This contract is subject to renewal: no

II.2.10. Information about variants

Variants will be accepted: no

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

No prohibición para contratar

No estar incurso en incompatibilidades

Cumplimiento con las obligaciones con la Seguridad Social

Cumplimiento con las obligaciones tributarias

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:

- Trabajos realizados

III.2. Conditions related to the contract

III.2.3. Information about staff responsible for the performance of the contract

Obligation to indicate the names and professional qualifications of the staff assigned to performing the contract

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: 10/01/2022 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

Catalan, Spanish

IV.2.7. Conditions for opening of tenders

Date: 23/12/2021 Local time: 13:00

Place:

Videollamada

Datos de Dirección:

Calle: Hospital, 4

CP: 07012

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: Fundació Mallorca Turisme

Postal address: Hospital, 4

Town: Palma

Postal code: 07012

Country: Spain

Internet address: <https://fundaciomallorcaturisme.sedelectronica.es/info.0>

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

Official name: Fundació Mallorca Turisme

Postal address: Hospital,4

Town: Palma

Postal code: 07012

Country: Spain

VI.5. Date of dispatch of this notice

15/11/2021