

**Spain-Palma de Mallorca: Advertising and marketing services**

OJ S 207/2022 26/10/2022

Contract award notice

Services

**Legal Basis:**

Directive 2014/24/EU

**Section I: Contracting authority**

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**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](mailto: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.4. Type of the contracting authority**

Regional or local authority

**I.5. Main activity**

General public services

**Section II: Object**

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

Servicio de publicidad para la gestión de una campaña internacional multiproducto para la promoción de Mallorca como destino de deportes.

Reference number: 208/2022

**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 publicidad para la gestión de una campaña internacional multiproducto para la promoción de Mallorca como destino de deportes.

**II.1.6.**

## Information about lots

This contract is divided into lots: no

### II.1.7. Total value of the procurement

Value excluding VAT: 371 900,83 EUR

## II.2. Description

### II.2.3. Place of performance

NUTS code: ES532 Mallorca

### II.2.4. Description of the procurement

Servicio de publicidad para la gestión de una campaña internacional multiproducto para la promoción de Mallorca como destino de deportes.

### II.2.5. Award criteria

Price

### 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

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### 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: [2022/S 105-293503](#)

#### 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

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**Contract No:** 208/2022

**Title:**

Servicio de publicidad para la gestión de una campaña internacional multiproducto para la promoción de Mallorca como destino de deportes.

A contract/lot is awarded: yes

## **V.2. Award of contract**

### **V.2.1. Date of conclusion of the contract**

17/08/2022

### **V.2.2. Information about tenders**

Number of tenders received: 5

Number of tenders received from SMEs: 4

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

### **V.2.3. Name and address of the contractor**

Official name: Avante Comunicación S.L.

National registration number: B80518822

Postal address: Calle Chile, 10 - ED MADRID 92 OF 146, las Rozas de Madrid

Town: Madrid

NUTS code: ES España

Postal code: 28290

Country: Spain

The contractor is an SME: no

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

Initial estimated total value of the contract/lot: 371 900,83 EUR

Total value of the contract/lot: 371 900,83 EUR

### **V.2.5. Information about subcontracting**

## **Section VI: Complementary information**

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### **VI.3. Additional information**

### **VI.4. Procedures for review**

#### **VI.4.1. Review body**

Official name: Fundació Mallorca Turisme

Postal address: Plaça de l'Hospital, 4

Town: Palma

Postal code: 07012

Country: Spain

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

### **VI.5. Date of dispatch of this notice**

21/10/2022