

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

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.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 publicidad y/o máquetin para la gestión de campañas de co-márquetin con empresas de intermediación turística para la comercialización de Mallorca como destino turístico en nuestros principales mercados emisores durante el año 2022

Reference number: 753/2021

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 publicidad y/o máquetin para la gestión de campañas de co-márquetin con empresas de intermediación turística para la comercialización de Mallorca como destino turístico en nuestros principales mercados emisores durante el año 2022

II.1.6. Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Value excluding VAT: 495 867,77 EUR

II.2. Description

II.2.3. Place of performance

NUTS code: ES532 Mallorca

II.2.4. Description of the procurement

Servicio de publicidad y/o máquetin para la gestión de campañas de co-márquetin con empresas de intermediación turística para la comercialización de Mallorca como destino turístico en nuestros principales mercados emisores durante el año 2022

II.2.5. Award criteria

Cost criterion - Name: Comisión de agencia / Weighting: 100

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: [2021/S 251-667155](#)

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

Contract No: 753/2021

Title:

Servicio de publicidad y/o márketing para la gestión de campañas de co-márketing con empresas de intermediación turística para la comercialización de Mallorca como destino turístico en nuestros principales mercados emisores durante el año 2022

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

24/02/2022

V.2.2. Information about tenders

Number of tenders received: 3

Number of tenders received from SMEs: 3

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

V.2.3. Name and address of the contractor

Official name: NIVORIA SOLUTIONS SL

National registration number: B85166932

Postal address: C/ Entença, 218, planta 1, Puerta 8,

Town: Barcelona

NUTS code: ES España

Postal code: 08029

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: 495 867,77 EUR

Total value of the contract/lot: 495 867,77 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: Fundació Mallorca Turisme

Postal address: Plaça de l'Hospital, 4

Town: Palma

Postal code: 07012

Country: Spain

VI.5. Date of dispatch of this notice

21/10/2022