

Spain-Toledo: Advertising campaign services

OJ S 190/2023 03/10/2023

Contract award notice

Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Secretaría General de la Presidencia de la Junta de Comunidades de Castilla-La Mancha

National registration number: S1911001D

Postal address: Plaza del Conde,2

Town: Toledo

NUTS code: ES425 Toledo

Postal code: 45071

Country: Spain

Contact person: Secretaría General de la Presidencia de la Junta de Comunidades de Castilla-La Mancha

E-mail: presidencia.contratacion@jccm.es

Telephone: +34 925267600

Fax: +34 925330121

Internet address(es):

Main address: <http://contratacion.castillalamancha.es/>

Address of the buyer profile: <https://contrataciondelestado.es/wps/poc?uri=deeplink:perfilContratante&idBp=C96X8iJgoWwQK2TEfXGy%2BA%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 y Gestión para la compra de espacios publicitarios, para lleva a cabo la difusión y promoción de las actuaciones de la Junta de Comunidades de Castilla-La Mancha

Reference number: 2023/000256

II.1.2. Main CPV code

79341400 Advertising campaign services

II.1.3. Type of contract

Services

II.1.4. Short description

Servicios y Gestión para la compra de espacios publicitarios, para llevar a cabo la difusión y promoción de las actuaciones de la Junta de Comunidades de Castilla-La Mancha

II.1.6. Information about lots

This contract is divided into lots: yes

II.1.7. Total value of the procurement

Value excluding VAT: 7 318 595,04 EUR

II.2. Description

II.2.1. Title

Lote 1: Social, Sociosanitario e Institucional

Lot No: 1

II.2.2. Additional CPV code(s)

79341000 Advertising services, 79341400 Advertising campaign services

II.2.3. Place of performance

NUTS code: ES425 Toledo

II.2.4. Description of the procurement

Lote 1: Social, Sociosanitario e Institucional

II.2.5. Award criteria

Quality criterion - Name: Propuesta de estrategia de medios y planificación de la compra de espacios publicitarios, de conformidad al apartado 17.1 del Anexo I "Cuadro de características" del PCAP / Weighting: 50

Cost criterion - Name: Descuentos en compra de espacios publicitarios, de conformidad al apartado 17.1 del Anexo I "Cuadro de características" del PCAP / Weighting: 40

Cost criterion - Name: Descuentos en la comisión de la agencia, de conformidad al apartado 17.1 del Anexo I "Cuadro de características" del PCAP / Weighting: 10

II.2.11. Information about options

Options: yes

Description of options:

Hasta 36 meses, en periodos de 12 meses cada uno.

II.2.13. Information about European Union funds

The procurement is related to a project and/or programme financed by European Union funds: yes

Identification of the project: Fondo FPA0090010

II.2.14. Additional information

II.2. Description

II.2.1. Title

Lote 2: Económico

Lot No: 2

II.2.2. Additional CPV code(s)

79341000 Advertising services, 79341400 Advertising campaign services

II.2.3. Place of performance

NUTS code: ES425 Toledo

II.2.4. Description of the procurement

Lote 2: Económico

II.2.5. Award criteria

Quality criterion - Name: Propuesta de estrategia de medios y planificación de la compra de espacios publicitarios, de conformidad al apartado 17.1 del Anexo I "Cuadro de características" del PCAP / Weighting: 50

Cost criterion - Name: Descuentos en compra de espacios publicitarios, de conformidad al apartado 17.1 del Anexo I "Cuadro de características" del PCAP / Weighting: 40

Cost criterion - Name: Descuentos en la comisión de la agencia, de conformidad al apartado 17.1 del Anexo I "Cuadro de características" del PCAP / Weighting: 10

II.2.11. Information about options

Options: yes

Description of options:

Hasta 36 meses, en periodos de 12 meses cada uno.

II.2.13. Information about European Union funds

The procurement is related to a project and/or programme financed by European Union funds:

yes

Identification of the project: Fondo FPA0090010

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 067-201449](#)

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: 044703/2023

Lot No: 1

Title:

Lote 1: Social, Sociosanitario e Institucional

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

27/09/2023

V.2.2. Information about tenders

Number of tenders received: 9

Number of tenders received from SMEs: 0

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

V.2.3. Name and address of the contractor

Official name: WAVEMAKER PUBLICIDAD SPAIN S.L.

National registration number: B81173171

Postal address: C/ Ríos Rosas, 26

Town: Madrid

NUTS code: ES300 Madrid

Postal code: 28003

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: 4 149 586,78 EUR

Total value of the contract/lot: 4 149 586,78 EUR

V.2.5. Information about subcontracting

Section V: Award of contract

Contract No: 044704/2023

Lot No: 2

Title:

Lote 2: Económico

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

27/09/2023

V.2.2. Information about tenders

Number of tenders received: 9

Number of tenders received from SMEs: 0

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

V.2.3. Name and address of the contractor

Official name: WAVEMAKER PUBLICIDAD SPAIN S.L.

National registration number: B81173171

Postal address: C/ Ríos Rosas, 26

Town: Madrid
NUTS code: ES300 Madrid
Postal code: 28003
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: 3 169 008,26 EUR
Total value of the contract/lot: 3 169 008,26 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 Central De Recursos Contractuales
Postal address: Avenida General Perón, 38, planta 8.
Town: Madrid
Postal code: 28020
Country: Spain
E-mail: tribunal_recursos.contratos@hacienda.gob.es
Telephone: +34 913491319
Internet address: <https://www.hacienda.gob.es/es-ES/>

VI.5. Date of dispatch of this notice

28/09/2023