

**Spain-Gijón: Advertising and marketing services**

OJ S 209/2022 28/10/2022

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

Directive 2014/24/EU

**Section I: Contracting authority**

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**I.1. Name and addresses**

Official name: Sociedad Pública de Gestión y Promoción Turística y Cultural del Principado de Asturias S.A.U.

National registration number: A74177734

Postal address: Luis Moya Blanco, 261

Town: Gijón

NUTS code: ES120 Asturias

Postal code: 33203

Country: Spain

Contact person: Sociedad Pública de Gestión y Promoción Turística y Cultural del Principado de Asturias S.A.U.

E-mail: [contratacion@turismoycultura.asturias.es](mailto:contratacion@turismoycultura.asturias.es)

Telephone: +034 985185858

Fax: +034 985185578

**Internet address(es):**

Main address: <http://www.turismoasturias.es>

Address of the buyer profile: <https://contrataciondelestado.es/wps/poc?uri=deeplink:perfilContratante&idBp=4kDiKZZIHtQQK2TEfXGy%2BA%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=fhm%2B0bIGEzN7h85%2Fpmmsfw%3D%3D](https://contrataciondelestado.es/wps/poc?uri=deeplink:detalle_licitacion&idEvl=fhm%2B0bIGEzN7h85%2Fpmmsfw%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=4kDiKZZIHtQQK2TEfXGy%2BA%3D%3D>

**I.4. Type of the contracting authority**

Body governed by public law

**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 preproducción, grabación y postproducción de un fondo de archivo audiovisual de los recursos turísticos de Asturias dentro de la estrategia de marketing digital.

Reference number: CM 64/22

### **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 preproducción, grabación y postproducción de un fondo de archivo audiovisual de los recursos turísticos de Asturias dentro de la estrategia de marketing digital.

### **II.1.5. Estimated total value**

Value excluding VAT: 297 520,66 EUR

### **II.1.6. Information about lots**

This contract is divided into lots: no

## **II.2. Description**

### **II.2.2. Additional CPV code(s)**

92100000 Motion picture and video services, 92111000 Motion picture and video production services

### **II.2.3. Place of performance**

NUTS code: ES120 Asturias

Main site or place of performance: Los trabajos se desarrollarán en las instalaciones del contratista y en cualquier localización de Asturias en función de las necesidades de SPGP. .

### **II.2.4. Description of the procurement**

Servicio de preproducción, grabación y postproducción de un fondo de archivo audiovisual de los recursos turísticos de Asturias dentro de la estrategia de marketing digital.

### **II.2.5. Award criteria**

Criteria below

Quality criterion - Name: Memoria técnica / Weighting: 30

Quality criterion - Name: Propuesta creativa / Weighting: 30

Cost criterion - Name: Número de figurantes ofertados para el rodaje / Weighting: 5

Cost criterion - Name: Número de piezas entregadas a mayores / Weighting: 15

Cost criterion - Name: Oferta económica / Weighting: 20

### **II.2.6. Estimated value**

Value excluding VAT: 297 520,66 EUR

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

Duration in months: 21

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: yes

Description of options:

Una vez llegado a su vencimiento el contrato no podrá ser prorrogado

#### **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: C14.I1.S2. Plan Territorial de Sostenibilidad Turística en Destino del Principado de Asturias

#### **II.2.14. Additional information**

### **Section III: Legal, economic, financial and technical information**

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#### **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

Preferencia para empresas con trabajadores con discapacidad

##### **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

- Maquinaria, material y equipo técnico para la ejecución del contrato

#### **III.2. Conditions related to the contract**

##### **III.2.2. Contract performance conditions**

Consideraciones de tipo medioambiental. Descripción: Según lo establecido en el Pliego de Condiciones Jurídicas

Consideraciones de tipo social. Descripción: Según lo establecido en el Pliego de Condiciones Jurídicas

### **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 141-404449](#)

#### **IV.2.2. Time limit for receipt of tenders or requests to participate**

Date: 15/11/2022 Local time: 10:00

#### **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**

Spanish

#### **IV.2.6. Minimum time frame during which the tenderer must maintain the tender**

Duration in months: 3 (from the date stated for receipt of tender)

#### **IV.2.7. Conditions for opening of tenders**

Date: 15/11/2022 Local time: 11:00

Place:

Laboral Ciudad de la Cultura

Datos de Dirección:

Calle: Luis Moya Blanco, 261

CP: 33203

Población: Gijón

País: España

Information about authorised persons and opening procedure: Descripción:

### **Section VI: Complementary information**

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#### **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: 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](mailto:tribunal_recursos.contratos@hacienda.gob.es)

Telephone: +034 913491319

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

Official name: Sociedad Pública de Gestión y Promoción Turística y Cultural del Principado de Asturias S.A.U.

Postal address: Luis Moya Blanco, 261

Town: Gijón

Postal code: 33203

Country: Spain

E-mail: [tribunal\\_recursos.contratos@hacienda.gob.es](mailto:tribunal_recursos.contratos@hacienda.gob.es)

Telephone: +034 985185858

**VI.5. Date of dispatch of this notice**  
25/10/2022