

Spain-Jaén: Advertising management services
OJ S 194/2023 09/10/2023
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Presidencia de la Diputación Provincial de Jaén

National registration number: P2300000C

Postal address: Plaza de San Francisco, 2

Town: Jaén

NUTS code: ES616 Jaén

Postal code: 23071

Country: Spain

Contact person: Presidencia de la Diputación Provincial de Jaén

E-mail: negociado_contratacion@dipujaen.es

Telephone: +34 953248110

Internet address(es):

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

Address of the buyer profile: <https://contrataciondelestado.es/wps/poc?uri=deeplink:perfilContratante&idBp=Yipj0NT56ZUQK2TEfXGy%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

Servicio de Agencia de medios para la Diputación Provincial de Jaén por un periodo de 12 meses

Reference number: CO-2022/1260

II.1.2. Main CPV code

79341200 Advertising management services

II.1.3. Type of contract

Services

II.1.4. Short description

Servicio de agencia de medios para la Diputación Provincial de Jaén por un período de 12 meses

II.1.6. Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Value excluding VAT: 94,99 EUR

II.2. Description

II.2.3. Place of performance

NUTS code: ES616 Jaén

Main site or place of performance: Ver PPT. Jaén.

II.2.4. Description of the procurement

Servicio de agencia de medios para la Diputación Provincial de Jaén por un período de 12 meses

II.2.5. Award criteria

Quality criterion - Name: Propuesta Teórica de Estrategia de Comunicación / Weighting: 9

Cost criterion - Name: A1.1- Porcentaje de descuento sobre tarifas oficiales - RADIO - Regional / Weighting: 7

Cost criterion - Name: A1.2- Porcentaje de descuento sobre tarifas oficiales - RADIO - Nacional / Weighting: 10

Cost criterion - Name: A2.1- Porcentaje de descuento sobre tarifas oficiales - PRENSA - Regional / Weighting: 5

Cost criterion - Name: A2.2 Porcentaje de descuento sobre tarifas oficiales - PRENSA - Nacional / Weighting: 8

Cost criterion - Name: A3.1- Porcentaje de descuento sobre tarifas oficiales - PUBLICIDAD EN SOPORTES EXTERIORES - Regional / Weighting: 4

Cost criterion - Name: A3.2- Porcentaje de descuento sobre tarifas oficiales - PUBLICIDAD EN SOPORTES EXTERIORES - Nacional / Weighting: 6

Cost criterion - Name: A4.1- Porcentaje de descuento sobre tarifas oficiales - TELEVISIÓN - Regional / Weighting: 3

Cost criterion - Name: A4.2- Porcentaje de descuento sobre tarifas oficiales - TELEVISIÓN - Nacional / Weighting: 5

Cost criterion - Name: A5.1- Porcentaje de descuento sobre tarifas oficiales - INTERNET Y REDES SOCIALES - Regional / Weighting: 3.5

Cost criterion - Name: A5.2- Porcentaje de descuento sobre tarifas oficiales - INTERNET Y REDES SOCIALES - Nacional / Weighting: 3.5

Cost criterion - Name: A6.1- Porcentaje de descuento sobre tarifas oficiales - REVISTAS, SUPLEMENTOS Y OTROS - Regional / Weighting: 2

Cost criterion - Name: A6.2- Porcentaje de descuento sobre tarifas oficiales - REVISTAS, SUPLEMENTOS Y OTROS - Nacional / Weighting: 3

Cost criterion - Name: B- Porcentaje de descuento sobre la comisión inicial de la Agencia / Weighting: 16

Cost criterion - Name: C1. Impartición de actividades formativas / Weighting: 5

Cost criterion - Name: C2. Elaboración de cuñas de radio para las campañas publicitarias / Weighting: 6

Cost criterion - Name: C3. Elaboración de GIFS animados / Weighting: 4

II.2.11. Information about options

Options: yes

Description of options:

prórroga y modificación 20 % ver apartados 12 y 32 del Anexo I del PCAP

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: [2023/S 048-140212](#)

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: CO-2022/1260

Title:

Servicio de Agencia de medios para la Diputación Provincial de Jaén por un periodo de 12 meses

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

04/10/2023

V.2.2. Information about tenders

Number of tenders received: 8

Number of tenders received from SMEs: 5

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

V.2.3. Name and address of the contractor

Official name: Proximia Havas S.L.

National registration number: B63968267

Postal address: C/Eloy Gonzalo, 10

Town: MADRID

NUTS code: ES3 Comunidad de Madrid

Postal code: 28010

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: 1 686 776,86 EUR

Total value of the contract/lot: 94,99 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: Registro General de la Consejería de Hacienda, Industria y Energía

Postal address: Juan Antonio Vizarrón, s/n

Town: Sevilla

Postal code: 41071

Country: Spain

E-mail: tribunaladministrativo.contratos@juntadeandalucia.es

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

Official name: Tribunal de Contratos de la Junta de Andalucía

Postal address: Barcelona, nº 4-6

Town: Sevilla

Postal code: 41001

Country: Spain

E-mail: tribunaladministrativo.contratos@juntadeandalucia.es

VI.5. Date of dispatch of this notice

04/10/2023