

**Spain-Madrid: Public relations consultancy services**  
**OJ S 215/2022 08/11/2022**  
**Contract award notice**  
**Services**

**Legal Basis:**

Directive 2014/24/EU

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**Section I: Contracting authority**

**I.1. Name and addresses**

Official name: Junta de Contratación del Ministerio de Asuntos Exteriores, Unión Europea y Cooperación

National registration number: S2812001B

Postal address: Plaza de la Provincia,1

Town: Madrid

NUTS code: ES300 Madrid

Postal code: 28071

Country: Spain

Contact person: Junta de Contratación del Ministerio de Asuntos Exteriores, Unión Europea y Cooperación

E-mail: [junta.contratacion@maec.es](mailto:junta.contratacion@maec.es)

Telephone: +34 913799292

**Internet address(es):**

Main address: <https://contrataciondelestado.es>

Address of the buyer profile: <https://contrataciondelestado.es/wps/poc?uri=deeplink:perfilContratante&idBp=Ry8%2F2tKUmQwQK2TEfXGy%2BA%3D%3D>

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

Ministry or any other national or federal authority, including their regional or local subdivisions

**I.5. Main activity**

General public services

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**Section II: Object**

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

**II.1.1. Title**

Servicio de gestión de las cuentas en redes sociales

Reference number: 202222000031

**II.1.2. Main CPV code**

79416200 Public relations consultancy services

**II.1.3. Type of contract**

Services

**II.1.4. Short description**

Servicio de gestión de las cuentas en redes sociales

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

This contract is divided into lots: no

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

Value excluding VAT: 123 240,96 EUR

### **II.2. Description**

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

NUTS code: ES300 Madrid

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

Servicio de gestión de las cuentas en redes sociales

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

Quality criterion - Name: Equipo de trabajo / Weighting: 15

Quality criterion - Name: Planteamiento estratégico / Weighting: 10

Quality criterion - Name: Planteamiento operativo / Weighting: 25

Price - Weighting: 50

#### **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 113-318511](#)

##### **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:** 202222000031

**Title:**

Servicio de gestión de las cuentas en redes sociales

A contract/lot is awarded: yes

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

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

20/10/2022

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

Number of tenders received: 2

Number of tenders received from SMEs: 2

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

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

Official name: EUROSTAR MEDIAGROUP, S.L.

National registration number: B83500132

Postal address: Velázquez, 50 - 6ª planta

Town: Madrid

NUTS code: ES España

Postal code: 28001

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: 156 001,22 EUR

Total value of the contract/lot: 123 240,96 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: Junta de Contratación del MAUC

Postal address: Plaza de la Provincia, 1

Town: MADRID

Postal code: 28012

Country: Spain

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

03/11/2022