

Spain-Toledo: Advertising services
OJ S 236/2021 06/12/2021
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 compra de espacios publicitarios, con el objetivo de llevar a cabo la difusión, potenciación de los recursos, marcas y productos turísticos de CLM.-1104

TO20SER00345

Reference number: 2020/016846

II.1.2. Main CPV code

79341000 Advertising services

II.1.3. Type of contract

Services

II.1.4. Short description

Servicios y gestión para compra de espacios publicitarios, con el objetivo de llevar a cabo la difusión, potenciación de los recursos, marcas y productos turísticos de CLM.-1104
TO20SER00345

II.1.6. Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Value excluding VAT: 4 793 388,43 EUR

II.2. Description

II.2.2. Additional CPV code(s)

79341400 Advertising campaign services

II.2.3. Place of performance

NUTS code: ES42 Castilla-La Mancha

II.2.4. Description of the procurement

Servicios y gestión para compra de espacios publicitarios, con el objetivo de llevar a cabo la difusión, potenciación de los recursos, marcas y productos turísticos de CLM.-1104
TO20SER00345

II.2.5. Award criteria

Quality criterion - Name: Propuesta de estrategia de medios y planificación de la compra de espacios publicitarios. Según lo recogido en el apartado 22 del PCAP / Weighting: 50

Cost criterion - Name: Descuentos en la comisión de agencia. Según lo recogido en el apartado 22 del PCAP / Weighting: 10

Cost criterion - Name: Descuentos en la compra de espacios publicitarios. Según lo recogido en el apartado 22 del PCAP / Weighting: 40

II.2.11. Information about options

Options: yes

Description of options:

12 meses

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 057-144212](#)

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: 028387/2021

Title:

Servicios y gestión para compra de espacios publicitarios, con el objetivo de llevar a cabo la difusión, potenciación de los recursos, marcas y productos turísticos de CLM.-1104
TO20SER00345

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

26/11/2021

V.2.2. Information about tenders

Number of tenders received: 8

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: 4 793 388,43 EUR

Total value of the contract/lot: 4 793 388,43 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: Secretaría General de la Presidencia de la Junta de Comunidades de Castilla-La Mancha

Postal address: Plaza del Conde, 2

Town: Toledo

Postal code: 45071

Country: Spain

VI.5. Date of dispatch of this notice

01/12/2021