

622884-2026 - Result

Spain – Advertising and marketing services – Servicio de apoyo de marketing y comunicación digital de la Universidad de Granada

OJ S 175/2026 10/09/2026

Contract or concession award notice – standard regime

Services

1. Buyer

1.1. Buyer

Official name: Rectorado de la Universidad de Granada

Email: scgp@ugr.es

Legal type of the buyer: Body governed by public law, controlled by a regional authority

Activity of the contracting authority: Education

2. Procedure

2.1. Procedure

Title: Servicio de apoyo de marketing y comunicación digital de la Universidad de Granada

Description: Servicio de apoyo de marketing y comunicación digital de la Universidad de Granada

Procedure identifier: 22024f2e-c234-4f18-bfcd-9429ea7c2d0c

Previous notice: e63468d6-4e75-4f96-bfee-5c7c81485165-01

Internal identifier: UGR/2026/0005

Type of procedure: Open

2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79340000 Advertising and marketing services

2.1.2. Place of performance

Country subdivision (NUTS): A Coruña (ES111)

Country: Spain

2.1.2. Place of performance

Country subdivision (NUTS): Lugo (ES112)

Country: Spain

2.1.2. Place of performance

Country subdivision (NUTS): Ourense (ES113)

Country: Spain

2.1.2. Place of performance

Country subdivision (NUTS): Pontevedra (ES114)

Country: Spain

2.1.2. Place of performance

Country subdivision (NUTS): Asturias (ES120)

Country: Spain

2.1.2. Place of performance

Country subdivision (NUTS): Cantabria (ES130)
Country: Spain

2.1.2. Place of performance

Country subdivision (NUTS): Araba/Álava (ES211)
Country: Spain

2.1.2. Place of performance

Country subdivision (NUTS): Gipuzkoa (ES212)
Country: Spain

2.1.2. Place of performance

Country subdivision (NUTS): Bizkaia (ES213)
Country: Spain

2.1.2. Place of performance

Country subdivision (NUTS): Navarra (ES220)
Country: Spain

2.1.2. Place of performance

Country subdivision (NUTS): La Rioja (ES230)
Country: Spain

2.1.2. Place of performance

Country subdivision (NUTS): Huesca (ES241)
Country: Spain

2.1.2. Place of performance

Country subdivision (NUTS): Teruel (ES242)
Country: Spain

2.1.2. Place of performance

Country subdivision (NUTS): Zaragoza (ES243)
Country: Spain

2.1.2. Place of performance

Country subdivision (NUTS): Madrid (ES300)
Country: Spain

2.1.2. Place of performance

Country subdivision (NUTS): Ávila (ES411)
Country: Spain

2.1.2. Place of performance

Country subdivision (NUTS): Burgos (ES412)
Country: Spain

2.1.2. Place of performance

Country subdivision (NUTS): León (ES413)
Country: Spain

2.1.2. Place of performance

Country subdivision (NUTS): Palencia (ES414)
Country: Spain

- 2.1.2. Place of performance**
Country subdivision (NUTS): Salamanca (ES415)
Country: Spain
- 2.1.2. Place of performance**
Country subdivision (NUTS): Segovia (ES416)
Country: Spain
- 2.1.2. Place of performance**
Country subdivision (NUTS): Soria (ES417)
Country: Spain
- 2.1.2. Place of performance**
Country subdivision (NUTS): Valladolid (ES418)
Country: Spain
- 2.1.2. Place of performance**
Country subdivision (NUTS): Zamora (ES419)
Country: Spain
- 2.1.2. Place of performance**
Country subdivision (NUTS): Albacete (ES421)
Country: Spain
- 2.1.2. Place of performance**
Country subdivision (NUTS): Ciudad Real (ES422)
Country: Spain
- 2.1.2. Place of performance**
Country subdivision (NUTS): Cuenca (ES423)
Country: Spain
- 2.1.2. Place of performance**
Country subdivision (NUTS): Guadalajara (ES424)
Country: Spain
- 2.1.2. Place of performance**
Country subdivision (NUTS): Toledo (ES425)
Country: Spain
- 2.1.2. Place of performance**
Country subdivision (NUTS): Badajoz (ES431)
Country: Spain
- 2.1.2. Place of performance**
Country subdivision (NUTS): Cáceres (ES432)
Country: Spain
- 2.1.2. Place of performance**
Country subdivision (NUTS): Barcelona (ES511)
Country: Spain
- 2.1.2. Place of performance**
Country subdivision (NUTS): Girona (ES512)
Country: Spain

2.1.2. Place of performance

Country subdivision (NUTS): Lleida (ES513)

Country: Spain

2.1.2. Place of performance

Country subdivision (NUTS): Tarragona (ES514)

Country: Spain

2.1.2. Place of performance

Country subdivision (NUTS): Alicante / Alacant (ES521)

Country: Spain

2.1.2. Place of performance

Country subdivision (NUTS): Castellón / Castelló (ES522)

Country: Spain

2.1.2. Place of performance

Country subdivision (NUTS): Valencia / València (ES523)

Country: Spain

2.1.2. Place of performance

Country subdivision (NUTS): Eivissa y Formentera (ES531)

Country: Spain

2.1.2. Place of performance

Country subdivision (NUTS): Mallorca (ES532)

Country: Spain

2.1.2. Place of performance

Country subdivision (NUTS): Menorca (ES533)

Country: Spain

2.1.2. Place of performance

Country subdivision (NUTS): Almería (ES611)

Country: Spain

2.1.2. Place of performance

Country subdivision (NUTS): Cádiz (ES612)

Country: Spain

2.1.2. Place of performance

Country subdivision (NUTS): Córdoba (ES613)

Country: Spain

2.1.2. Place of performance

Country subdivision (NUTS): Granada (ES614)

Country: Spain

2.1.2. Place of performance

Country subdivision (NUTS): Huelva (ES615)

Country: Spain

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Country subdivision (NUTS): Jaén (ES616)

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Country subdivision (NUTS): Málaga (ES617)

Country: Spain

2.1.2. Place of performance

Country subdivision (NUTS): Sevilla (ES618)

Country: Spain

2.1.2. Place of performance

Country subdivision (NUTS): Murcia (ES620)

Country: Spain

2.1.2. Place of performance

Country subdivision (NUTS): Ceuta (ES630)

Country: Spain

2.1.2. Place of performance

Country subdivision (NUTS): Melilla (ES640)

Country: Spain

2.1.2. Place of performance

Country subdivision (NUTS): El Hierro (ES703)

Country: Spain

2.1.2. Place of performance

Country subdivision (NUTS): Fuerteventura (ES704)

Country: Spain

2.1.2. Place of performance

Country subdivision (NUTS): Gran Canaria (ES705)

Country: Spain

2.1.2. Place of performance

Country subdivision (NUTS): La Gomera (ES706)

Country: Spain

2.1.2. Place of performance

Country subdivision (NUTS): La Palma (ES707)

Country: Spain

2.1.2. Place of performance

Country subdivision (NUTS): Lanzarote (ES708)

Country: Spain

2.1.2. Place of performance

Country subdivision (NUTS): Tenerife (ES709)

Country: Spain

2.1.4. General information

Legal basis:

Directive 2014/24/EU

5. Lot

5.1. Lot: LOT-0000

Title: Servicio de apoyo de marketing y comunicación digital de la Universidad de Granada

Description: Servicio de apoyo de marketing y comunicación digital de la Universidad de Granada

Internal identifier: UGR/2026/0005

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Main nature of the contract: Services

Main classification (cpv): 79340000 Advertising and marketing services

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5.1.2. Place of performance

Country subdivision (NUTS): Lanzarote (ES708)

Country: Spain

5.1.2. Place of performance

Country subdivision (NUTS): Tenerife (ES709)

Country: Spain

5.1.6. General information

Procurement Project not financed with EU Funds.

The procurement is covered by the Government Procurement Agreement (GPA): no

5.1.10. Award criteria

Criterion:

Type: Price

Description: Criterios automáticos.

Category of award weight criterion: Weight (points, exact)

Award criterion number: 50

Criterion:

Type: Quality

Description: Criterios sujetos a juicio de valor.

Category of award weight criterion: Weight (points, exact)

Award criterion number: 50

5.1.15. Techniques

Framework agreement:

No framework agreement

Information about the dynamic purchasing system:

No dynamic purchase system

5.1.16. Further information, mediation and review

Review organisation: Rectorado de la Universidad de Granada - Hospital Real

Information about review deadlines: 15 días hábiles

6. Results

Value of all contracts awarded in this notice: 192 000,00 EUR

6.1. Result lot identifier: LOT-0000

Winner selection status: At least one winner was chosen.

6.1.2. Information about winners

Winner:

Official name: ómibu brand consultants SL

Tender:

Tender identifier: REF TEN-0001/LOT-0000

Identifier of lot or group of lots: LOT-0000

Value of the tender: 192 000,00 EUR

The tender was ranked: no

Subcontracting: No

Contract information:

Identifier of the contract: 2026-128

Date on which the winner was chosen: 14/07/2026

Date of the conclusion of the contract: 07/09/2026

6.1.4. Statistical information

Received tenders or requests to participate:

Type of received submissions: Tenders from micro, small or medium tenderers

Number of tenders or requests to participate received: 0

Type of received submissions: Tenders

Number of tenders or requests to participate received: 10

8. Organisations

8.1. ORG-0001

Official name: Rectorado de la Universidad de Granada

Registration number: 51051560148916

Registration number: Q1818002F

Town: Granada

Postcode: 18075

Country subdivision (NUTS): Granada (ES614)

Country: Spain

Contact point: Rectorado de la Universidad de Granada

Email: scgp@ugr.es

Telephone: +958 243049

Internet address: <https://www.ugr.es/>

Buyer profile: <https://contrataciondelestado.es/wps/poc?uri=deeplink:perfilContratante&idBp=2ybVlsp2ERgQK2TEfXGy%2BA%3D%3D>

Other contact points:

Official name: Hospital Real

Town: Granada

Postcode: 18010

Country subdivision (NUTS): Granada (ES614)

Country: Spain

Email: informa@ugr.es

Telephone: 958243000

Roles of this organisation:

Buyer

Review organisation

8.1. ORG-0002

Official name: omibu brand consultants SL

Size of the economic operator: Large

Registration number: B01968551

Town: Granada

Postcode: 18003

Country subdivision (NUTS): Granada (ES614)

Country: Spain

Email: paula.arredondo@omibu.com

Telephone: 662132779

Roles of this organisation:

Tenderer

Beneficial owner:

Nationality of the owner: Spain

Winner of these lots: LOT-0000

Notice information

Notice identifier/version: 4b16c78d-07a4-4ef0-8e2a-b067a75ad44c - 01

Form type: Result

Notice type: Contract or concession award notice – standard regime

Notice subtype: 29

Notice dispatch date: 09/09/2026 09:10:26 (UTC+02:00) Eastern European Time, Central European Summer Time

Languages in which this notice is officially available: Spanish

Notice publication number: 622884-2026

OJ S issue number: 175/2026

Publication date: 10/09/2026