

623570-2026 - Result

Spain – Advertising services – Servicios de planificación, gestión, compra, creatividad y diseño de espacios publicitarios en los distintos medios de comunicación y soportes publicitarios.

OJ S 175/2026 10/09/2026

Contract or concession award notice – standard regime

Services

1. Buyer

1.1. Buyer

Official name: Consorcio de la Zona Franca de Vigo

Email: contratacion@zonafrancavigo.com

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

Activity of the contracting authority: General public services

2. Procedure

2.1. Procedure

Title: Servicios de planificación, gestión, compra, creatividad y diseño de espacios publicitarios en los distintos medios de comunicación y soportes publicitarios.

Description: Según lo especificado en el PCAP

Procedure identifier: 1f168884-d4b5-4cfd-bb5d-66052201db85

Previous notice: 99af7337-2716-455d-9c18-7eddb91df551-01

Internal identifier: SER/26/0006.00

Type of procedure: Open

2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79341000 Advertising services

Additional classification (cpv): 79341200 Advertising management services, 79341400

Advertising campaign services, 79822500 Graphic design services, 79960000 Photographic and ancillary services, 79961000 Photographic services, 92111200 Advertising, propaganda and information film and video-tape production

2.1.2. Place of performance

Country subdivision (NUTS): Pontevedra (ES114)

Country: Spain

2.1.4. General information

Legal basis:

Directive 2014/24/EU

5. Lot

5.1. Lot: LOT-0001

Title: SER/26/0006.01: Servicios de planificación, gestión y compra de espacios publicitarios en los distintos medios de comunicación y soportes.

Description: Según lo especificado en el PCAP.

Internal identifier: 1

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79341000 Advertising services

Additional classification (cpv): 79341200 Advertising management services, 79341400 Advertising campaign services

5.1.2. Place of performance

Country subdivision (NUTS): Pontevedra (ES114)

Country: Spain

5.1.5. Value

Estimated value excluding VAT: 1 686 500,00 EUR

5.1.6. General information

Procurement Project not financed with EU Funds.

The procurement is covered by the Government Procurement Agreement (GPA): yes

5.1.10. Award criteria

Criterion:

Type: Price

Description: Porcentajes de descuento sobre las tarifas..

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

Award criterion number: 80

Criterion:

Type: Quality

Description: Memoria técnica con planificación publicitaria de acuerdo con los apartados y puntuaciones parciales detallados en el PCAP..

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

Award criterion number: 20

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: Consorcio de la Zona Franca de Vigo - Tribunal Administrativo Central de Recursos Contractuales

Information about review deadlines: Los plazos serán los legalmente establecidos al efecto para cada caso.

6. Results

Value of all contracts awarded in this notice: 674 600,00 EUR

6.1. Result lot identifier: LOT-0001

Winner selection status: At least one winner was chosen.

6.1.2. Information about winners

Winner:

Official name: ECOVIGO PUBLICIDAD S.L.

Tender:

Tender identifier: REF TEN-0001/LOT-0001

Identifier of lot or group of lots: LOT-0001

Value of the tender: 674 600,00 EUR

The tender was ranked: no

Subcontracting: No

Contract information:

Identifier of the contract: SER/26/0006.01

Date on which the winner was chosen: 30/07/2026

Date of the conclusion of the contract: 08/09/2026

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: 1

Type of received submissions: Tenders

Number of tenders or requests to participate received: 1

Range of tenders:

Value of the lowest admissible tender: 674 600,00 EUR

Value of the highest admissible tender: 674 600,00 EUR

8. Organisations

8.1. ORG-0001

Official name: Consorcio de la Zona Franca de Vigo

Registration number: 40004470000871

Registration number: Q3600461B

Town: Vigo

Postcode: 36201

Country subdivision (NUTS): Pontevedra (ES114)

Country: Spain

Contact point: Consorcio de la Zona Franca de Vigo

Email: contratacion@zonafrancavigo.com

Telephone: 986269721

Fax: 986269730

Internet address: <http://www.zonafrancavigo.com>

Buyer profile: <https://contrataciondelestado.es/wps/poc?uri=deeplink:perfilContratante&idBp=o242UtBJTWo%3D>

Other contact points:

Official name: Tribunal Administrativo Central de Recursos Contractuales

Town: Madrid

Postcode: 28020

Country subdivision (NUTS): Madrid (ES300)

Country: Spain

Roles of this organisation:

Buyer

Review organisation

8.1. ORG-0002

Official name: ECOVIGO PUBLICIDAD S.L.
Size of the economic operator: Micro, small, or medium
Registration number: B36614808
Town: VIGO
Postcode: 36202
Country subdivision (NUTS): Pontevedra (ES114)
Country: Spain
Email: a.hernandez@ecovigo.com
Telephone: +34 620744776

Roles of this organisation:

Tenderer

Beneficial owner:

Nationality of the owner: Spain

Winner of these lots: LOT-0001

Notice information

Notice identifier/version: a082b848-1e6e-4c9b-8250-ce13323003f5 - 01
Form type: Result
Notice type: Contract or concession award notice – standard regime
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