

Italy-Rome: Advertising campaign services
OJ S 251/2020 24/12/2020
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Infratel Italia SpA

Postal address: via Calabria 46

Town: Roma

NUTS code: ITI43 Roma

Country: Italy

Contact person: ing. Paolo Corda

E-mail: pcorda@infratelitalia.it

Internet address(es):

Main address: <http://www.infratelitalia.it/>

I.4. Type of the contracting authority

Body governed by public law

I.5. Main activity

General public services

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Affidamento di servizi connessi all'ideazione, progettazione e realizzazione di azioni di informazione e comunicazione multicanale in relazione al progetto «Piazza Wi-Fi Italia»

II.1.2. Main CPV code

79341400 Advertising campaign services

II.1.3. Type of contract

Services

II.1.4. Short description

Affidamento di servizi connessi all'ideazione, progettazione e realizzazione di azioni di informazione e comunicazione multicanale in relazione al progetto «Piazza Wi-Fi Italia».

II.1.6. Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Value excluding VAT: 699 150,00 EUR

II.2. Description

II.2.3. Place of performance

NUTS code: IT Italia

Main site or place of performance: Territorio italiano

II.2.4. Description of the procurement

Affidamento di servizi connessi all'ideazione, progettazione e realizzazione di azioni di informazione e comunicazione multicanale in relazione al progetto «Piazza Wi-Fi Italia».

II.2.5. Award criteria

Quality criterion - Name: tecnica / Weighting: 80

Price - Weighting: 20

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

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: [2020/S 114-276913](#)

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

Lot No: 1

Title:

Affidamento di servizi connessi all'ideazione, progettazione e realizzazione di azioni di informazione e comunicazione multicanale in relazione al progetto «Piazza Wi-Fi Italia»

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1.

Date of conclusion of the contract

21/12/2020

V.2.2. Information about tenders

Number of tenders received: 19

Number of tenders received from SMEs: 19

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

V.2.3. Name and address of the contractor

Official name: Lattanzio Communication

Postal address: via Domenico Cimarosa 4

Town: Milano (MI)

NUTS code: ITC4 Lombardia

Postal code: 20144

Country: Italy

The contractor is an SME: yes

V.2.4. Information on value of the contract/lot

Initial estimated total value of the contract/lot: 1 042 000,00 EUR

Total value of the contract/lot: 699 150,00 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: TAR competente per territorio

Town: Milano

Country: Italy

VI.5. Date of dispatch of this notice

21/12/2020