

650234-2026 - Competition

Spain – Advertising campaign services – CONTRATACIÓN DE UNA AGENCIA DE COMUNICACIÓN ESPECIALIZADA PARA EL DESARROLLO DE UNA CAMPAÑA CREATIVA DE ANDALUCÍA COMO DESTINO TURÍSTICO.

OJ S 183/2026 22/09/2026

Contract or concession notice – standard regime

Services

1. Buyer

1.1. Buyer

Official name: Empresa Pública para la Gestión del Turismo y del Deporte de Andalucía, S.A.

Email: contratacion@andalucia.org

Legal type of the buyer: Public undertaking

Activity of the contracting authority: Recreation, culture and religion

2. Procedure

2.1. Procedure

Title: CONTRATACIÓN DE UNA AGENCIA DE COMUNICACIÓN ESPECIALIZADA PARA EL DESARROLLO DE UNA CAMPAÑA CREATIVA DE ANDALUCÍA COMO DESTINO TURÍSTICO.

Description: CONTRATACIÓN DE UNA AGENCIA DE COMUNICACIÓN ESPECIALIZADA PARA EL DESARROLLO DE UNA CAMPAÑA CREATIVA DE ANDALUCÍA COMO DESTINO TURÍSTICO.

Procedure identifier: 9b312d16-d763-4f44-be38-f18baf3b56f7

Internal identifier: C101-08LB-0926-0051

Type of procedure: Open

The procedure is accelerated: no

2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79341400 Advertising campaign services

2.1.2. Place of performance

Anywhere

2.1.3. Value

Estimated value excluding VAT: 1 735 537,19 EUR

2.1.4. General information

Legal basis:

Directive 2014/24/EU

2.1.6. Grounds for exclusion

Sources of grounds for exclusion: Procurement Document

5. Lot

5.1. Lot: LOT-0001

Title: CONTRATACIÓN DE UNA AGENCIA DE COMUNICACIÓN ESPECIALIZADA PARA EL DESARROLLO DE UNA CAMPAÑA CREATIVA DE ANDALUCÍA COMO DESTINO TURÍSTICO.

Description: CONTRATACIÓN DE UNA AGENCIA DE COMUNICACIÓN ESPECIALIZADA PARA EL DESARROLLO DE UNA CAMPAÑA CREATIVA DE ANDALUCÍA COMO DESTINO TURÍSTICO.

Internal identifier: C101-08LB-0926-0051

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79341000 Advertising services

5.1.2. Place of performance

Anywhere

5.1.3. Estimated duration

Duration: 27 Months

5.1.5. Value

Estimated value excluding VAT: 1 735 537,19 EUR

5.1.6. General information

Reserved participation:

Participation is not reserved.

Procurement Project not financed with EU Funds.

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

This procurement is also suitable for small and medium-sized enterprises (SMEs): yes

5.1.9. Selection criteria

Sources of selection criteria: Procurement Document

5.1.10. Award criteria

Criterion:

Type: Quality

Description: Price is not the only award criterion and all criteria are stated only in the procurement documents.

5.1.11. Procurement documents

Address of the procurement documents: https://www.juntadeandalucia.es/haciendayadministracionpublica/apl/pdc_sirec/perfiles-licitaciones/detalle-perfil.jsf?perfilContratante=TYC05&organismo=CTCD

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Required

Address for submission: <https://sirecftdpriexp.chap.junta-andalucia.es/licitacion-electronica/index.action>

Languages in which tenders or requests to participate may be submitted: Spanish

Electronic catalogue: Not allowed

Deadline for receipt of tenders: 26/10/2026 14:00:00 (UTC+01:00) Central European Time, Western European Summer Time

Duration during which the tender must remain valid: 3 Months

Terms of contract:

The execution of the contract must be performed within the framework of sheltered employment programmes: No
Electronic invoicing: Required
Electronic ordering will be used: yes
Electronic payment will be used: yes

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: Tribunal Administrativo de Recursos Contractuales

Organisation providing more information on the review procedures: Tribunal Administrativo de Recursos Contractuales

8. Organisations

8.1. ORG-0001

Official name: Empresa Pública para la Gestión del Turismo y del Deporte de Andalucía, S.A.

Registration number: A-93/090744

Postal address: Calle Compañía, 40

Town: Málaga

Postcode: 29008

Country subdivision (NUTS): Málaga (ES617)

Country: Spain

Email: contratacion@andalucia.org

Telephone: 951299300

Internet address: https://www.juntadeandalucia.es/haciendayadministracionpublica/apl/pdc_sirec/perfiles-licitaciones/detalle-perfil.jsf?perfilContratante=TYC05

Information exchange endpoint (URL): <https://sirecftdpriexp.chap.juntadeandalucia.es/licitacion-electronica/index.action>

Buyer profile: https://www.juntadeandalucia.es/haciendayadministracionpublica/apl/pdc_sirec/perfiles-licitaciones/detalle-perfil.jsf?perfilContratante=TYC05

Roles of this organisation:

Buyer

8.1. ORG-0002

Official name: Tribunal Administrativo de Recursos Contractuales

Registration number: S4111001F

Postal address: Calle Barcelona 4-6

Town: Sevilla

Postcode: 41001

Country subdivision (NUTS): Sevilla (ES618)

Country: Spain

Email: tarcja@juntadeandalucia.es

Telephone: +34671530856

Roles of this organisation:

Review organisation

Organisation providing more information on the review procedures

8.1. ORG-0000

Official name: Publications Office of the European Union

Registration number: PUBL

Town: Luxembourg

Postcode: 2417

Country subdivision (NUTS): Luxembourg (LU000)

Country: Luxembourg

Email: ted@publications.europa.eu

Telephone: +352 29291

Internet address: <https://op.europa.eu>

Roles of this organisation:

TED eSender

Notice information

Notice identifier/version: a8a617e0-3c7e-4cc8-82bf-78e897681c48 - 01

Form type: Competition

Notice type: Contract or concession notice – standard regime

Notice subtype: 16

Notice dispatch date: 21/09/2026 12:32:44 (UTC+00:00) Western European Time, GMT

Languages in which this notice is officially available: Spanish

Notice publication number: 650234-2026

OJ S issue number: 183/2026

Publication date: 22/09/2026