

**Spain-Barcelona: Advertising and marketing services**  
**OJ S 228/2022 25/11/2022**  
**Contract award notice**  
**Services**

**Legal Basis:**

Directive 2014/24/EU

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**Section I: Contracting authority**

**I.1. Name and addresses**

Official name: Ayuntamiento de Barcelona. Dirección de Servicios de Gestión Económica de la Gerencia de Recursos

Postal address: Pl. Sant Miquel, 4-5, planta 5. Edificio Novíssim

Town: Barcelona

NUTS code: ES511 Barcelona

Postal code: 08002

Country: Spain

E-mail: [aescalantec@bcn.cat](mailto:aescalantec@bcn.cat)

Telephone: +34 934027487

Fax: +34 934023298

**Internet address(es):**

Main address: [www.bcn.cat/perfildecontractant](http://www.bcn.cat/perfildecontractant)

Address of the buyer profile: [www.bcn.cat/perfildecontractant](http://www.bcn.cat/perfildecontractant)

**I.4. Type of the contracting authority**

Regional or local agency/office

**I.5. Main activity**

General public services

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**Section II: Object**

**II.1. Scope of the procurement**

**II.1.1. Title**

Prestación de los servicios para gestionar la comunicación de la sección de políticas alimentarias (3 lotes)

Reference number: 001\_22001244

**II.1.2. Main CPV code**

79340000 Advertising and marketing services

**II.1.3. Type of contract**

Services

**II.1.4. Short description**

Prestación de los servicios para gestionar la comunicación de la sección de políticas alimentarias (3 lotes). El tercer lote está reservado a CETIS y a empresas de inserción social.

**II.1.6.**

## Information about lots

This contract is divided into lots: yes

### II.1.7. Total value of the procurement

Value excluding VAT: 241 973,60 EUR

## II.2. Description

### II.2.1. Title

Creación, gestión y actualización de contenidos de los canales digitales y web

Lot No: 1

### II.2.2. Additional CPV code(s)

79340000 Advertising and marketing services, 92312211 Writing agency services

### II.2.3. Place of performance

NUTS code: ES511 Barcelona

### II.2.4. Description of the procurement

Creación, gestión y actualización de contenidos de los canales digitales y web

### II.2.5. Award criteria

Quality criterion - Name: Varios / Weighting: 65

Cost criterion - Name: Precio / Weighting: 35

### 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

## II.2. Description

### II.2.1. Title

Conceptualización, diseño y creatividad de campañas y acciones comunicativas

Lot No: 2

### II.2.2. Additional CPV code(s)

79340000 Advertising and marketing services

### II.2.3. Place of performance

NUTS code: ES511 Barcelona

### II.2.4. Description of the procurement

Conceptualización, diseño y creatividad de campañas y acciones comunicativas

### II.2.5. Award criteria

Quality criterion - Name: Varios / Weighting: 65

Price - Weighting: 35

### 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**

#### **II.2. Description**

##### **II.2.1. Title**

Producción, impresión, manipulado y entrega de materiales de comunicación (Contrato reservado a CETIS y empresas de inserción social)  
Lot No: 3

##### **II.2.2. Additional CPV code(s)**

79800000 Printing and related services

##### **II.2.3. Place of performance**

NUTS code: ES511 Barcelona

##### **II.2.4. Description of the procurement**

Producción, impresión, manipulado y entrega de materiales de comunicación (Contrato reservado a CETIS y empresas de inserción social)

##### **II.2.5. Award criteria**

Quality criterion - Name: Varios / Weighting: 65  
Price - Weighting: 35

### **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**

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### **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: yes

### **IV.2. Administrative information**

#### **IV.2.1. Previous publication concerning this procedure**

Notice number in the OJ S: [2022/S 093-255623](#)

#### **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

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**Contract No:** 22001244

**Lot No:** 1

**Title:**

Creación, gestión y actualización de contenidos de los canales digitales y web

A contract/lot is awarded: yes

#### **V.2. Award of contract**

##### **V.2.1. Date of conclusion of the contract**

16/11/2022

##### **V.2.2. Information about tenders**

Number of tenders received: 2

Number of tenders received from SMEs: 2

Number of tenders received by electronic means: 2

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

##### **V.2.3. Name and address of the contractor**

Official name: LA CLARA COMUNICACIÓ SCCL

Town: Barcelona

NUTS code: ES511 Barcelona

Country: Spain

The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 110 897,60 EUR

Total value of the contract/lot: 45 114,99 EUR

##### **V.2.5. Information about subcontracting**

### Section V: Award of contract

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**Contract No:** 2

**Lot No:** 2

**Title:**

Conceptualización, diseño y creatividad de campañas y acciones comunicativas

A contract/lot is awarded: yes

#### **V.2. Award of contract**

##### **V.2.1. Date of conclusion of the contract**

16/11/2022

##### **V.2.2.**

### **Information about tenders**

Number of tenders received: 3

Number of tenders received from SMEs: 3

Number of tenders received by electronic means: 3

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

#### **V.2.3. Name and address of the contractor**

Official name: CONCOCO COMUNICACIÓN, SL

Town: Barcelona

NUTS code: ES511 Barcelona

Country: Spain

The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 69 634,40 EUR

Total value of the contract/lot: 26 446,28 EUR

#### **V.2.5. Information about subcontracting**

### **Section V: Award of contract**

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**Contract No:** 3

**Lot No:** 3

**Title:**

Producción, impresión, manipulado y entrega de materiales de comunicación (Contrato reservado a CETIS y empresas de inserción social)

A contract/lot is awarded: no

#### **V.1. Information on non-award**

**The contract/lot is not awarded**

No tenders or requests to participate were received or all were rejected

### **Section VI: Complementary information**

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#### **VI.3. Additional information**

El contrato se adjudicó el 20 de octubre de 2022 y se ha formalizado el 16 de noviembre de 2022

#### **VI.4. Procedures for review**

##### **VI.4.1. Review body**

Official name: Tribunal Catalán de Contratos del Sector Público

Town: Barcelona

Country: Spain

##### **VI.4.3. Review procedure**

Precise information on deadline(s) for review procedures:

Ver información en los pliegos

##### **VI.5. Date of dispatch of this notice**

21/11/2022

