

**Spain-Palma de Mallorca: Advertising and marketing services**

OJ S 251/2021 27/12/2021

**Contract notice****Services****Legal Basis:**

Directive 2014/24/EU

**Section I: Contracting authority**

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**I.1. Name and addresses**

Official name: Direcció de la Fundació Mallorca Turisme

National registration number: G57594558

Postal address: Plaza del Hospital, 4

Town: Palma de Mallorca

NUTS code: ES532 Mallorca

Postal code: 07012

Country: Spain

Contact person: Direcció de la Fundació Mallorca Turisme

E-mail: [bbibiloni1@conselldemallorca.net](mailto:bbibiloni1@conselldemallorca.net)**Internet address(es):**Main address: <https://contrataciondelestado.es>Address of the buyer profile: <https://contrataciondelestado.es/wps/poc?uri=deeplink:perfilContratante&idBp=3PCFaRjQVdMBPRBxZ4nJ%2Fg%3D%3D>**I.3. Communication**The procurement documents are available for unrestricted and full direct access, free of charge, at: [https://contrataciondelestado.es/wps/poc?uri=deeplink:detalle\\_licitacion&idEvl=K9HSZuwMQW6iEJrVRqloyA%3D%3D](https://contrataciondelestado.es/wps/poc?uri=deeplink:detalle_licitacion&idEvl=K9HSZuwMQW6iEJrVRqloyA%3D%3D)

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted to the abovementioned address

Electronic communication requires the use of tools and devices that are not generally available. Unrestricted and full direct access to these tools and devices is possible, free of

charge, at: <https://contrataciondelestado.es/wps/poc?uri=deeplink:perfilContratante&idBp=3PCFaRjQVdMBPRBxZ4nJ%2Fg%3D%3D>**I.4. Type of the contracting authority**

Regional or local authority

**I.5. Main activity**

General public services

**Section II: Object**

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**II.1. Scope of the procurement****II.1.1. Title**

Servicio de publicidad y/o máquetin para la gestión de campañas de co-márquetin con empresas de intermediación turística para la comercialización de Mallorca como destino turístico en nuestros principales mercados emisores durante el año 2022

Reference number: 753/2021

**II.1.2. Main CPV code**

79340000 Advertising and marketing services

**II.1.3. Type of contract**

Services

**II.1.4. Short description**

Servicio de publicidad y/o márketing para la gestión de campañas de co-márketing con empresas de intermediación turística para la comercialización de Mallorca como destino turístico en nuestros principales mercados emisores durante el año 2022

**II.1.5. Estimated total value**

Value excluding VAT: 495 867,77 EUR

**II.1.6. Information about lots**

This contract is divided into lots: no

**II.2. Description**

**II.2.3. Place of performance**

NUTS code: ES532 Mallorca

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

Servicio de publicidad y/o márketing para la gestión de campañas de co-márketing con empresas de intermediación turística para la comercialización de Mallorca como destino turístico en nuestros principales mercados emisores durante el año 2022

**II.2.5. Award criteria**

Criteria below

Cost criterion - Name: Comisión de agencia / Weighting: 100

**II.2.6. Estimated value**

Value excluding VAT: 495 867,77 EUR

**II.2.7. Duration of the contract, framework agreement or dynamic purchasing system**

Start: 28/02/2022 End: 31/12/2022

This contract is subject to renewal: no

**II.2.10. Information about variants**

Variants will be accepted: no

**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 III: Legal, economic, financial and technical information**

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**III.1. Conditions for participation**

### **III.1.1. Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers**

List and brief description of conditions:

Capacidad de obrar

No prohibición para contratar

No estar incurso en incompatibilidades

Cumplimiento con las obligaciones con la Seguridad Social

Cumplimiento con las obligaciones tributarias

### **III.1.2. Economic and financial standing**

List and brief description of selection criteria:

Cifra anual de negocio

### **III.1.3. Technical and professional ability**

List and brief description of selection criteria:

- Certificados de control de calidad expedidos por los institutos o servicios oficiales

## **III.2. Conditions related to the contract**

### **III.2.3. Information about staff responsible for the performance of the contract**

Obligation to indicate the names and professional qualifications of the staff assigned to performing the contract

## **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: no

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

#### **IV.2.2. Time limit for receipt of tenders or requests to participate**

Date: 31/01/2022 Local time: 14:00

#### **IV.2.3. Estimated date of dispatch of invitations to tender or to participate to selected candidates**

#### **IV.2.4. Languages in which tenders or requests to participate may be submitted**

Catalan, Spanish

#### **IV.2.7. Conditions for opening of tenders**

Date: 07/02/2022 Local time: 10:00

Place:

Datos de Dirección:

Calle:

CP:

Población:

País:

Information about authorised persons and opening procedure: Descripción: Se realizará de forma remota deberán enviar un mail confirmando su asistencia al correo electrónico bbibilini1@conselldemallorca.net y mmcoll@conselldemallorca.net

## **Section VI: Complementary information**

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### **VI.1. Information about recurrence**

This is a recurrent procurement: no

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

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

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

Official name: Fundació Mallorca Turisme

Postal address: Plaça de l'Hospital, 4

Town: Palma

Postal code: 07012

Country: Spain

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

22/12/2021