

Spain-Córdoba: Advertising and marketing services

OJ S 217/2023 10/11/2023

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

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Junta de Gobierno del Ayuntamiento de Córdoba

National registration number: P1402100J

Postal address: Capitulares, 1

Town: Córdoba

NUTS code: ES613 Córdoba

Postal code: 14071

Country: Spain

Contact person: Junta de Gobierno del Ayuntamiento de Córdoba

E-mail: admon.compras@ayuncordoba.es

Telephone: +34 957499900

Fax: +34 957499932

Internet address(es):Main address: <http://www.cordoba.es>Address of the buyer profile: <https://contrataciondelestado.es/wps/poc?uri=deeplink:perfilContratante&idBp=II0IHfWmfXwQK2TEfXGy%2BA%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=v72VtGH5Tefs%2BnLj3vAg5A%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=II0IHfWmfXwQK2TEfXGy%2BA%3D%3D>**I.4. Type of the contracting authority**

Regional or local authority

I.5. Main activity

General public services

Section II: Object

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

Servicios de consultoría para la elaboración del Plan de Comunicación Turística Digital de Córdoba

Reference number: 2023/73921

II.1.2. Main CPV code

79340000 Advertising and marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

Servicios de consultoría para la elaboración del Plan de Comunicación Turística Digital de Córdoba

II.1.5. Estimated total value

Value excluding VAT: 429 752,07 EUR

II.1.6. Information about lots

This contract is divided into lots: no

II.2. Description

II.2.2. Additional CPV code(s)

79341000 Advertising services, 79341100 Advertising consultancy services, 79341200 Advertising management services, 79341400 Advertising campaign services, 79342000 Marketing services

II.2.3. Place of performance

NUTS code: ES613 Córdoba

II.2.4. Description of the procurement

Servicios de consultoría para la elaboración del Plan de Comunicación Turística Digital de Córdoba

II.2.5. Award criteria

Criteria below

Quality criterion - Name: MEMORIA TÉCNICA / Weighting: 25

Cost criterion - Name: MEJORA EN EL PLAZO DE EJECUCIÓN DEL SERVICIO / Weighting: 20

Cost criterion - Name: MEJORA EN LA CALIDAD DEL SERVICIO / Weighting: 20

Cost criterion - Name: OFERTA ECONÓMICA / Weighting: 35

II.2.6. Estimated value

Value excluding VAT: 429 752,07 EUR

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

Start: 01/01/2024 End: 30/04/2025

This contract is subject to renewal: yes

Description of renewals:

El presente contrato no será susceptible de prórroga

II.2.10. Information about variants

Variants will be accepted: no

II.2.11.

Information about options

Options: yes

Description of options:

El presente contrato no será susceptible de prórroga

II.2.13. Information about European Union funds

The procurement is related to a project and/or programme financed by European Union funds:

yes

Identification of the project: Next Generation UE

II.2.14. Additional information

Section III: Legal, economic, financial and technical information

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

Para las empresas extranjeras, declaración de sometimiento a la legislación española.

III.1.2. Economic and financial standing

List and brief description of selection criteria:

Cifra anual de negocio

Minimum level(s) of standards possibly required:

. Expresión: volumen anual de negocios del licitador o candidato, que referido al mejor ejercicio dentro de los tres últimos concluidos deberá ser al menos de 225.619,80 euros.

III.1.3. Technical and professional ability

List and brief description of selection criteria:

- Trabajos realizados

Minimum level(s) of standards possibly required:

. Expresión: relación de los principales servicios efectuados en los tres últimos años, de igual o similar naturaleza que los que constituyen el objeto del contrato, cuyo importe anual acumulado en el año de mayor ejecución sea igual o superior a 225.619,80 euros.

Section IV: Procedure

IV.1. Description

IV.1.1. Type of procedure

Open procedureAccelerated procedureJustification:

La urgencia queda justificada en el apartado octavo de la memoria justificativa, habida cuenta de que el contrato proyectado está supeditado a un ambicioso Plan de Inversiones de Sostenibilidad Turística subvencionado por la Consejería de Turismo, Cultura y Deporte de la Junta de Andalucía procedente de fondos Next Generation, así como que las actuaciones deben concluir necesariamente el 31 de mayo de 2025.

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: 22/11/2023 Local time: 23:59

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

Spanish

IV.2.7. Conditions for opening of tenders

Date: 19/12/2023 Local time: 13:50

Place:

Ayuntamiento de Córdoba

Datos de Dirección:

Calle: C/ Capitulares 1

CP: 14071

Población: Córdoba

País: España

Section VI: Complementary information

VI.1. Information about recurrence

This is a recurrent procurement: no

VI.2. Information about electronic workflows

Electronic invoicing will be accepted

VI.3. Additional information

VI.4. Procedures for review

VI.4.1. Review body

Official name: Tribunal de Recursos Contractuales

Postal address: José Ramón García Fernández s/n

Town: Córdoba

Postal code: 14071

Country: Spain

E-mail: tarca@ayuncordoba.es

VI.5. Date of dispatch of this notice

07/11/2023