

684980-2026 - Competition

Spain – Advertising campaign services – Servicio de conceptualización, creatividad y diseño publicidad y marca (PR-2027-20)

OJ S 192/2026 05/10/2026

Contract or concession notice – standard regime

Services

1. Buyer

1.1. Buyer

Official name: Departament de la Presidència

Email: contractacio.presidencia@gencat.cat

Legal type of the buyer: Regional authority

Activity of the contracting authority: General public services

2. Procedure

2.1. Procedure

Title: Servicio de conceptualización, creatividad y diseño publicidad y marca (PR-2027-20)

Description: Servicio de conceptualización, creatividad y diseño de campañas y acciones de publicidad y de marca institucional

Procedure identifier: a896bc98-7e1f-4ac9-908a-7b21f9a46e99

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

Additional classification (cpv): 79341400 Advertising campaign services, 79822500 Graphic design services, 79340000 Advertising and marketing services

2.1.2. Place of performance

Country: Spain

Anywhere in the given country

Additional information: Cataluña

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Country: Spain

Anywhere in the given country

Additional information: Cataluña

2.1.4. General information

Legal basis:

Directive 2014/24/EU

2.1.5. Terms of procurement

Terms of submission:

Maximum number of lots for which one tenderer can submit tenders: 1

Terms of contract:

Maximum number of lots for which contracts can be awarded to one tenderer: 1

2.1.6. Grounds for exclusion

Sources of grounds for exclusion: Procurement Document

5. Lot

5.1. Lot: LOT-0001

Title: Estratègia i conceptualització

Description: Servicios de análisis, definición estratégica y conceptualización de las campañas de comunicación institucional estratégicas y de especial relevancia, con una visión a medio y largo plazo.

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79341400 Advertising campaign services

5.1.2. Place of performance

Country: Spain

Anywhere in the given country

Additional information: Catalunya

5.1.3. Estimated duration

Duration: 1 Year

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): yes

5.1.9. Selection criteria

Sources of selection criteria: Procurement Document

5.1.11. Procurement documents

Address of the procurement documents: <https://contractaciopublica.cat/ca/perfils-contractant/detall/202037>

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Required

Address for submission: <https://contractaciopublica.cat/ca/perfils-contractant/detall/202037>

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

Electronic catalogue: Not allowed

Deadline for receipt of tenders: 03/11/2026 13:00:00 (UTC+01:00) Central European Time,
Western European Summer Time

Duration during which the tender must remain valid: 4 Months

Terms of contract:

The execution of the contract must be performed within the framework of sheltered
employment programmes: No

Electronic invoicing: Allowed

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 Català de Contractes del Sector Públic

Information about review deadlines: De acuerdo con el artículo 44.2 LCSP, contra los
anuncios de licitación, los pliegos y los documentos contractuales que establezcan las
condiciones que deben regir la contratación, la resolución de adjudicación del contrato y los
actos de trámite adoptados en el procedimiento de adjudicación, siempre que estos decidan
directa o indirectamente sobre la adjudicación o determinen la imposición derechos o
intereses legítimos, puede interponerse potestativamente recurso especial en materia
contratación o bien recurso contencioso administrativo.

5.1. Lot: LOT-0002

Title: Desenvolupament creatiu integral

Description: Servicios de estrategia, conceptualización, creatividad aplicada, diseño y
producción de las campañas de publicidad institucional de carácter táctico o estacional,
orientadas a objetivos concretos ya un horizonte temporal limitado.

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79341400 Advertising campaign services

5.1.2. Place of performance

Country: Spain

Anywhere in the given country

Additional information: Cataluña

5.1.3. Estimated duration

Duration: 1 Year

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): yes

5.1.9. Selection criteria

Sources of selection criteria: Procurement Document

5.1.11. Procurement documents

Address of the procurement documents: <https://contractaciopublica.cat/ca/perfiles-contractant/detall/202037>

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Required

Address for submission: <https://contractaciopublica.cat/ca/perfiles-contractant/detall/202037>

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

Electronic catalogue: Not allowed

Deadline for receipt of tenders: 03/11/2026 13:00:00 (UTC+01:00) Central European Time, Western European Summer Time

Duration during which the tender must remain valid: 4 Months

Terms of contract:

The execution of the contract must be performed within the framework of sheltered employment programmes: No

Electronic invoicing: Allowed

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 Català de Contractes del Sector Públic

Information about review deadlines: De acuerdo con el artículo 44.2 LCSP, contra los anuncios de licitación, los pliegos y los documentos contractuales que establezcan las condiciones que deben regir la contratación, la resolución de adjudicación del contrato y los actos de trámite adoptados en el procedimiento de adjudicación, siempre que estos decidan directa o indirectamente sobre la adjudicación o determinen la imposición derechos o intereses legítimos, puede interponerse potestativamente recurso especial en materia contratación o bien recurso contencioso administrativo.

5.1. Lot: LOT-0003

Title: Disseny gràfic, producció, adaptacions

Description: Servicios integrales de diseño gráfico y audiovisual, producción de materiales comunicativos y adaptación multiformato de contenidos, incluyendo también los entornos físicos y eventos.

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79822500 Graphic design services

5.1.2. Place of performance

Country: Spain

Anywhere in the given country

Additional information: Catalunya

5.1.3. Estimated duration

Duration: 1 Year

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): yes

5.1.9. Selection criteria

Sources of selection criteria: Procurement Document

5.1.11. Procurement documents

Address of the procurement documents: <https://contractaciopublica.cat/ca/perfiles-contractant/detall/202037>

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Required

Address for submission: <https://contractaciopublica.cat/ca/perfiles-contractant/detall/202037>

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

Electronic catalogue: Not allowed

Deadline for receipt of tenders: 03/11/2026 13:00:00 (UTC+01:00) Central European Time, Western European Summer Time

Duration during which the tender must remain valid: 4 Months

Terms of contract:

The execution of the contract must be performed within the framework of sheltered employment programmes: No

Electronic invoicing: Allowed

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 Català de Contractes del Sector Públic

Information about review deadlines: De acuerdo con el artículo 44.2 LCSP, contra los anuncios de licitación, los pliegos y los documentos contractuales que establezcan las condiciones que deben regir la contratación, la resolución de adjudicación del contrato y los actos de trámite adoptados en el procedimiento de adjudicación, siempre que estos decidan directa o indirectamente sobre la adjudicación o determinen la imposición derechos o intereses legítimos, puede interponerse potestativamente recurso especial en materia contratación o bien recurso contencioso administrativo.

5.1. Lot: LOT-0004

Title: Creació d'identitat de marca

Description: Servicio de conceptualización, diseño e implementación de la identidad de marca (branding) en el ámbito de la comunicación institucional.

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79340000 Advertising and marketing services

5.1.2. Place of performance

Country: Spain

Anywhere in the given country

Additional information: Cataluña

5.1.3. Estimated duration

Duration: 1 Year

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): yes

5.1.9. Selection criteria

Sources of selection criteria: Procurement Document

5.1.11. Procurement documents

Address of the procurement documents: <https://contractaciopublica.cat/ca/perfiles-contractant/detall/202037>

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Required

Address for submission: <https://contractaciopublica.cat/ca/perfiles-contractant/detall/202037>

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

Electronic catalogue: Not allowed

Deadline for receipt of tenders: 03/11/2026 13:00:00 (UTC+01:00) Central European Time, Western European Summer Time

Duration during which the tender must remain valid: 4 Months

Terms of contract:

The execution of the contract must be performed within the framework of sheltered employment programmes: No

Electronic invoicing: Allowed

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 Català de Contractes del Sector Públic

Information about review deadlines: De acuerdo con el artículo 44.2 LCSP, contra los anuncios de licitación, los pliegos y los documentos contractuales que establezcan las condiciones que deben regir la contratación, la resolución de adjudicación del contrato y los actos de trámite adoptados en el procedimiento de adjudicación, siempre que estos decidan directa o indirectamente sobre la adjudicación o determinen la imposición derechos o

intereses legítimos, puede interponerse potestativamente recurso especial en materia contratación o bien recurso contencioso administrativo.

8. Organisations

8.1. ORG-0001

Official name: Departament de la Presidència

Registration number: 202037

Postal address: Carrer c. Sant Honorat, 1-3

Town: No consta

Postcode: 08002

Country subdivision (NUTS): Barcelona (ES511)

Country: Spain

Email: contractacio.presidencia@gencat.cat

Telephone: 934024858

Internet address: <https://contractaciopublica.gencat.cat/perfil/presidencia>

Roles of this organisation:

Buyer

8.1. ORG-0002

Official name: Tribunal Català de Contractes del Sector Públic

Registration number: 999999999

Postal address: Carrer del Foc, 57

Town: No consta

Postcode: 08038

Country subdivision (NUTS): Barcelona (ES511)

Country: Spain

Email: tccsp@gencat.cat

Telephone: 933162000

Internet address: <https://contractacio.gencat.cat/ca/contacte/tccsp/>

Roles of this organisation:

Review organisation

Notice information

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