

Portugal-Lisbon: Advertising management services
OJ S 218/2023 13/11/2023
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Secretaria-Geral do Ministério da Justiça

National registration number: 600017613

Postal address: Rua do Ouro, 6

Town: Lisboa

NUTS code: PT Portugal

Postal code: 1149-019

Country: Portugal

Contact person: Secretaria Geral do Ministério da Justiça

E-mail: compras@sg.mj.pt

Telephone: +351 213222300

Internet address(es):

Main address: <https://sgmj.justica.gov.pt/>

Address of the buyer profile: <https://sgmj.justica.gov.pt/>

I.4. Type of the contracting authority

Ministry or any other national or federal authority, including their regional or local subdivisions

I.5. Main activity

General public services

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

CPI/18/2023/UCMJ - Campanha publicitária Verão e Natal

Reference number: CPI/18/2023/UCMJ

II.1.2. Main CPV code

79341200 Advertising management services

II.1.3. Type of contract

Services

II.1.4. Short description

Espaço publicitário BUPi Verão e Natal (TV e Imprensa)

II.1.6. Information about lots

This contract is divided into lots: yes

II.1.7. Total value of the procurement

Value excluding VAT: 360 000,00 EUR

II.2. Description

II.2.1. Title

Campanha de Verão

Lot No: 1

II.2.2. Additional CPV code(s)

79341200 Advertising management services

II.2.3. Place of performance

NUTS code: PT Portugal

II.2.4. Description of the procurement

Campanhas BUPi no período de Verão do ano de 2023 (em televisão nacional generalista e imprensa regional e local) destinada a residentes em território nacional

II.2.5. Award criteria

Quality criterion - Name: O preço não é o único critério de adjudicação e todos os critérios se encontram enunciados apenas na documentação do concurso / Weighting: 45%

Price - Weighting: 55%

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:
yes

Identification of the project: CONTRATO ABRANGIDO PELO PRR - COMPONENTE C8INVESTIMENTO RE-C08-I02:"CADASTRO DA PROPRIEDADE RÚSTICA ESISTEM DE MONITORIZAÇÃO DA OCUPAÇÃO DO SOLO - PROJETOATIVAÇÃO DO TERRITÓRIO

II.2.14. Additional information

II.2. Description

II.2.1. Title

Campanha de Natal

Lot No: 2

II.2.2. Additional CPV code(s)

79341200 Advertising management services

II.2.3. Place of performance

NUTS code: PT Portugal

II.2.4. Description of the procurement

Campanhas BUPi no período de Natal do ano de 2023 (em televisão nacional generalista e imprensa regional e local) destinada a residentes em território Nacional.

II.2.5. Award criteria

Quality criterion - Name: O preço não é o único critério de adjudicação e todos os critérios se encontram enunciados apenas na documentação do concurso / Weighting: 45%

Price - Weighting: 55%

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: yes

Identification of the project: CONTRATO ABRANGIDO PELO PRR - COMPONENTE C8INVESTIMENTO RE-C08-I02:"CADASTRO DA PROPRIEDADE RÚSTICA ESISTEM DE MONITORIZAÇÃO DA OCUPAÇÃO DO SOLO - PROJETOATIVAÇÃO DO TERRITÓRIO

II.2.14. Additional information

Section IV: Procedure

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.2.1. Previous publication concerning this procedure

Notice number in the OJ S: [2023/S 155-495928](#)

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

Contract No: 14/2023-SGMJ

Lot No: 1

Title:

Campanha de Verão

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

07/11/2023

V.2.2. Information about tenders

Number of tenders received: 2

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

V.2.3. Name and address of the contractor

Official name: Nova Expressão – Planeamento de Media e Publicidade, S.A.

National registration number: 503160300

Postal address: Av. Marquês de Tomar, 2 -8º e 9º

Town: Lisboa

NUTS code: PT Portugal

Postal code: 1050 155

Country: Portugal

E-mail: media@novaexpressao.pt

Telephone: +351 210123740

Internet address: <https://novaexpressao.pt/pt>

The contractor is an SME: no

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

Initial estimated total value of the contract/lot: 226 100,00 EUR

Total value of the contract/lot: 226 100,00 EUR

V.2.5. Information about subcontracting

Section V: Award of contract

Contract No: 15/2023-SGMJ

Lot No: 2

Title:

Campanha de Natal

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

07/11/2023

V.2.2. Information about tenders

Number of tenders received: 2

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

V.2.3. Name and address of the contractor

Official name: Identificação da Empresa Nome da Empresa Media Gate Agência de Meios e Comunicação S.A.

National registration number: 507247914

Postal address: Rua Sanches Coelho n.º 3 10º andar

Town: Lisboa

NUTS code: PT Portugal

Postal code: 1660 201

Country: Portugal

E-mail: bianca.matos@mediagate.pt

Telephone: +351 217940137

Internet address: <https://www.mediagate.pt/>

The contractor is an SME: no

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

Initial estimated total value of the contract/lot: 133 900,00 EUR

Total value of the contract/lot: 133 900,00 EUR

V.2.5. Information about subcontracting

Section VI: Complementary information

VI.3. Additional information

VI.4. Procedures for review

VI.4.1. Review body

Official name: Secretaria Geral do Ministério da Justiça

Postal address: Rua do Ouro, 6

Town: Lisboa

Postal code: 1149-019

Country: Portugal

E-mail: compras@sg.mj.pt

Telephone: +351 213222300

Internet address: <https://sgmj.justica.gov.pt/>

VI.4.2. Body responsible for mediation procedures

Official name: Secretaria Geral do Ministério da Justiça

Postal address: Rua do Ouro, 6

Town: Lisboa

Postal code: 1149-019

Country: Portugal

E-mail: compras@sg.mj.pt

Telephone: +351 213222300

Internet address: <https://sgmj.justica.gov.pt/>

VI.4.4. Service from which information about the review procedure may be obtained

Official name: Secretaria Geral do Ministério da Justiça

Postal address: Rua do Ouro, 6

Town: Lisboa

Postal code: 1149-019

Country: Portugal

E-mail: compras@sg.mj.pt

Telephone: +351 213222300

Internet address: <https://sgmj.justica.gov.pt/>

VI.5. Date of dispatch of this notice

08/11/2023