

**Spain-Santiago de Compostela: Advertising campaign services**

OJ S 246/2022 21/12/2022

Contract award notice

Services

**Legal Basis:**

Directive 2014/24/EU

**Section I: Contracting authority**

---

**I.1. Name and addresses**

Official name: Consellería del Mar

National registration number: S1511001H

Postal address: Edificio administrativo San Caetano, nº 5-2º piso

Town: Santiago de Compostela

NUTS code: ES111 A Coruña

Postal code: 15781

Country: Spain

E-mail: [licitacion.mar@xunta.gal](mailto:licitacion.mar@xunta.gal)

Telephone: +34 981544990

Fax: +34 981545003

**Internet address(es):**Main address: [www.contratosdegalicia.gal](http://www.contratosdegalicia.gal)Address of the buyer profile: [www.contratosdegalicia.gal/consultaOrganismo.jsp?lang=gl&ID=800&N=285&OR=285&SORT=2&ORDER=2](http://www.contratosdegalicia.gal/consultaOrganismo.jsp?lang=gl&ID=800&N=285&OR=285&SORT=2&ORDER=2)**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**

Servicio de desarrollo de una campaña para la promoción de los productos procedentes de la pesca y la acuicultura en los años 2022 y 2023

Reference number: MAR-2022-0046

**II.1.2. Main CPV code**

79341400 Advertising campaign services

**II.1.3. Type of contract**

Services

**II.1.4. Short description**

Campaña para la promoción de los productos procedentes de la pesca y la acuicultura en los años 2022 y 2023.

#### **II.1.6. Information about lots**

This contract is divided into lots: no

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

Value excluding VAT: 1 176 470,59 EUR

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

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

NUTS code: ES11 Galicia

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

Realización de una campaña para la promoción de los productos procedentes de la pesca y la acuicultura en los años 2022 y 2023 a través de la realización de un plan de medios en diferentes canales: prensa escrita, radio, internet, televisión y exterior.

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

Price

#### **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: Fondo Europeo Marítimo y de la Pesca (FEMP) en un 75% dentro de la medida 5.1.3 “medidas de comercialización” (Artículo 68 Reglamento (UE) 508 / 2014 Programa Operativo del FEMP para España 2014-2020).

#### **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: [2022/S 162-461399](#)

##### **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**

---

**Title:**

Servicio de desarrollo de una campaña para la promoción de los productos procedentes de la pesca y la acuicultura en los años 2022 y 2023

A contract/lot is awarded: yes

**V.2. Award of contract****V.2.1. Date of conclusion of the contract**

13/12/2022

**V.2.2. Information about tenders**

Number of tenders received: 8

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

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

Official name: INGENIO MEDIA,S.L

Town: A CORUÑA

NUTS code: ES11 Galicia

Country: Spain

The contractor is an SME: no

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

Initial estimated total value of the contract/lot: 1 200 000,00 EUR

Total value of the contract/lot: 1 176 470,59 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: Tribunal Administrativo de Contratación Pública de la Comunidad Autónoma de Galicia (Tacgal)

Postal address: Calle Raxeira, nº 52, segundo

Town: Santiago de Compostela

Postal code: 15781

Country: Spain

E-mail: [tacgal@xunta.gal](mailto:tacgal@xunta.gal)

Telephone: +34 881995481

Fax: +34 881995485

Internet address: <https://tacgal.xunta.gal>

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

Official name: Consellería del Mar. Secretaría General Técnica. Servicio de Contratación y Régimen Patrimonial

Postal address: San Caetano, s/n

Town: Santiago de Compostela

Postal code: 15781

Country: Spain

E-mail: [licitacion.mar@xunta.gal](mailto:licitacion.mar@xunta.gal)

Fax: +34 981545003

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

16/12/2022