

Spain-Barcelona: Advertising and marketing services
OJ S 248/2022 23/12/2022
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Departamento de la Presidencia

National registration number: S0811001G

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

Town: Barcelona

NUTS code: ES51 Cataluña

Postal code: 08002

Country: Spain

Contact person: Magda Bes Rubio

E-mail: contractacio.presidencia@gencat.cat

Telephone: +34 934024789

Internet address(es):

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

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 gestión para la inserción de esquilas en medios de comunicación escritos.

Reference number: PR-2023-3

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 gestión para la inserción de esquilas en medios de comunicación escritos.

II.1.6. Information about lots

This contract is divided into lots: no

II.1.7.

Total value of the procurement

Value excluding VAT: 428 021,64 EUR

II.2. Description

II.2.3. Place of performance

NUTS code: ES51 Cataluña

Main site or place of performance: Cataluña

II.2.4. Description of the procurement

Servicio de gestión para la inserción de esquelos en medios de comunicación escritos.

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:
no

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: yes

IV.2. Administrative information

IV.2.1. Previous publication concerning this procedure

Notice number in the OJ S: [2022/S 175-495686](#)

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: PR-2023-3

Title:

Servicio de gestión para la inserción de esquelos en medios de comunicación escritos.

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

10/11/2022

V.2.2. Information about tenders

Number of tenders received: 3

Number of tenders received from SMEs: 3

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 0

Number of tenders received by electronic means: 3

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

V.2.3. Name and address of the contractor

Official name: Dataplanning España, S.L.

National registration number: B62688494

Postal address: Calle de Beethoven, 15, 3 - 6

Town: Barcelona

NUTS code: ES511 Barcelona

Postal code: 08021

Country: Spain

E-mail: amoix@dataplanning.es

Telephone: +34 615566269

Internet address: www.dataplanning.es

The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 428 021,64 EUR

Total value of the contract/lot: 178 342,35 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 Catalán de Contratos del Sector Público

Postal address: Carrer del Foc, 57

Town: Barcelona

Postal code: 08038

Country: Spain

Telephone: +34 938842038

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

Official name: Servicio de Ayudas y Contrataciones

Postal address: Sant Honorat, 1-3

Town: Barcelona

Postal code: 08002

Country: Spain

E-mail: contractacio.presidencia@gencat.cat

Telephone: +34 934024789

Fax: +34 934024675

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

VI.5. Date of dispatch of this notice

20/12/2022