759839-2026 - Competition

Spain – Advertising services – Servicio de elaboración, producción y difusión de campañas institucionales del ámbito competencial de la Consellería de Economía e Industria
OJ S 212/2026 02/11/2026
Contract or concession notice – standard regime
Services

1. Buyer

1.1. Buyer

Official name: Consellería de Economía e Industria
Email: licitacion.industria@xunta.gal
Legal type of the buyer: Regional authority
Activity of the contracting authority: General public services

2. Procedure

2.1. Procedure

Title: Servicio de elaboración, producción y difusión de campañas institucionales del ámbito competencial de la Consellería de Economía e Industria
Description: Contratación, durante los años 2027 y 2028, de un servicio de elaboración, producción y difusión de planes de medios de campañas publicitarias institucionales de ámbito gallego para trasladarle al conjunto de la ciudadanía las iniciativas que desarrolla la Consellería de Economía e Industria dentro do su ámbito competencial
Procedure identifier: e2473be9-1012-4143-a850-a50545a8bcaf
Internal identifier: 2027_001_SXT
Type of procedure: Open
The procedure is accelerated: no

2.1.1. Purpose

Main nature of the contract: Services
Main classification (cpv): 79341000 Advertising services

2.1.2. Place of performance

Town: Galicia
Country subdivision (NUTS): Extra-Regio NUTS 3 (ESZZZ)
Country: Spain
Additional information: castellano, gallego

2.1.3. Value

Estimated value excluding VAT: 3 210 743,80 EUR

2.1.4. General information

Legal basis:
Directive 2014/24/EU

2.1.6. Grounds for exclusion

Sources of grounds for exclusion: Procurement Document

5. Lot

5.1. Lot: LOT-0001

Title: Servicio de elaboración, producción y difusión de campañas institucionales del ámbito competencial de la Consellería de Economía e Industria
Description: Contratación, durante los años 2027 y 2028, de un servicio de elaboración, producción y difusión de planes de medios de campañas publicitarias institucionales de ámbito gallego para trasladarle al conjunto de la ciudadanía las iniciativas que desarrolla la Consellería de Economía e Industria dentro do su ámbito competencial

5.1.1. Purpose

Main nature of the contract: Services
Main classification (cpv): 79341000 Advertising services

5.1.2. Place of performance

Town: Galicia
Country subdivision (NUTS): Extra-Regio NUTS 3 (ESZZZ)
Country: Spain
Additional information: castellano, gallego

5.1.3. Estimated duration

Duration: 20 Months

5.1.5. Value

Estimated value excluding VAT: 3 210 743,80 EUR

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): no

5.1.9. Selection criteria

Sources of selection criteria: Procurement Document

5.1.10. Award criteria

Criterion:
Type: Quality
Description: Ejercicio teórico-práctico de investigación, estrategia, planificación y evaluación de medios
Category of award weight criterion: Weight (percentage, exact)
Award criterion number: 50
Criterion:
Type: Cost
Description: Comisión de agencia
Category of award weight criterion: Weight (percentage, exact)
Award criterion number: 5
Criterion:
Type: Cost
Description: Plan de medios
Category of award weight criterion: Weight (percentage, exact)
Award criterion number: 35
Criterion:

Type: Cost
Description: Políticas de conciliación de la vida personal, laboral y familiar y corresponsabilidad
Category of award weight criterion: Weight (percentage, exact)
Award criterion number: 10

5.1.11. Procurement documents

Address of the procurement documents: www.contratosdegalicia.gal

5.1.12. Terms of procurement

Terms of submission:
Electronic submission: Required
Address for submission: http://www.conselleriadefacenda.es/silex
Languages in which tenders or requests to participate may be submitted: Galician, Spanish
Electronic catalogue: Not allowed
Deadline for receipt of tenders: 30/11/2026 14:00:00 (UTC+01:00) Central European Time, Western European Summer Time
Duration during which the tender must remain valid: 3 Months
Information about public opening:
Opening date: 09/12/2026 12:00:00 (UTC+01:00) Central European Time, Western European Summer Time
Additional information: Esta fecha se refiere a la prevista para la apertura de los sobres B (criterios evaluables mediante juicios de valor). El lugar, fecha y hora de apertura de los sobres C (criterios cuantificables mediante fórmulas) se publicará en el perfil del contratante de la Consellería de Economía e Industria
Terms of contract:
The execution of the contract must be performed within the framework of sheltered employment programmes: No
Electronic invoicing: Required
Electronic ordering will be used: no
Electronic payment will be used: no

5.1.15. Techniques

Framework agreement:
Framework agreement, without reopening of competition
Maximum number of participants: 100
Information about the dynamic purchasing system:
No dynamic purchase system

5.1.16. Further information, mediation and review

Review organisation: Tribunal Administrativo de Contratación Pública de la Comunidad Autónoma de Galicia (Tacgal)
Organisation providing more information on the review procedures: Consellería de Economía e Industria. Secretaría General Técnica. Servicio de contratación

8. Organisations

8.1. ORG-0001

Official name: Consellería de Economía e Industria
Registration number: S1511001H
Postal address: Edificio administrativo San Caetano, nº 5-4º piso
Town: Santiago de Compostela

Postcode: 15781
Country subdivision (NUTS): A Coruña (ES111)
Country: Spain
Email: licitacion.industria@xunta.gal
Telephone: +34 881995663
Internet address: www.contratosdegalicia.gal
Roles of this organisation:
Buyer

8.1. ORG-0002

Official name: Tribunal Administrativo de Contratación Pública de la Comunidad Autónoma de Galicia (Tacgal)
Registration number: TRCG
Postal address: Calle Raxeira, nº 52, segundo
Town: Santiago de Compostela
Postcode: 15781
Country subdivision (NUTS): A Coruña (ES111)
Country: Spain
Email: tacgal@xunta.gal
Telephone: 881995481
Fax: 881995485
Internet address: https://tacgal.xunta.gal
Roles of this organisation:
Review organisation

8.1. ORG-0003

Official name: Consellería de Economía e Industria. Secretaría General Técnica. Servicio de contratación
Registration number: 1515
Postal address: San Caetano, s/n
Town: Santiago de Compostela
Postcode: 15781
Country subdivision (NUTS): A Coruña (ES111)
Country: Spain
Email: licitacion.industria@xunta.gal
Telephone: 881995663
Roles of this organisation:
Organisation providing more information on the review procedures

8.1. ORG-0000

Official name: Publications Office of the European Union
Registration number: PUBL
Town: Luxembourg
Postcode: 2417
Country subdivision (NUTS): Luxembourg (LU000)
Country: Luxembourg
Email: ted@publications.europa.eu
Telephone: +352 29291
Internet address: https://op.europa.eu
Roles of this organisation:
TED eSender

Notice information

Notice identifier/version: d862ddd5-cbba-452e-afaf-045d63e00f40 - 01
Form type: Competition
Notice type: Contract or concession notice – standard regime
Notice subtype: 16
Notice dispatch date: 30/10/2026 09:05:45 (UTC+00:00) Western European Time, GMT
Languages in which this notice is officially available: Spanish
Notice publication number: 759839-2026
OJ S issue number: 212/2026
Publication date: 02/11/2026