

Sweden-Kristanstad: Marketing services
OJ S 2/2018 04/01/2018
Contract notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Högskolan i Kristianstad
National registration number: 202100-3195
Postal address: Elmetorpsvägen 15
Town: Kristanstad
NUTS code: SE224 Skåne län
Postal code: 29188
Country: Sweden
Contact person: Maria Gustavsson
E-mail: maria.gustavsson@hkr.se
Internet address(es):
Main address: <http://www.hkr.se>

I.3. Communication

The procurement documents are available for unrestricted and full direct access, free of charge, at: <https://tendsign.com/doc.aspx?Uniqueld=afbdcsgh&GoTo=Docs>
Additional information can be obtained from the abovementioned address
Tenders or requests to participate must be submitted electronically via: <https://tendsign.com/doc.aspx?Uniqueld=afbdcsgh&GoTo=Tender>

I.4. Type of the contracting authority

Regional or local agency/office

I.5. Main activity

Education

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Sökmarknadsföring
Reference number: A2017-32-319

II.1.2. Main CPV code

79342000 Marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

Högskolan Kristianstad genomför en upphandling av tjänsten "Sökmarknadsföring" innefattande Google AdWords, med tjänsterna Google Sök, Display och Remarketing, samt Google Analytics.

Vi avser att teckna avtal med en byrå/leverantör från februari 2018 och två år framöver, med möjlighet till förlängning i ytterligare två år.

II.1.5. Estimated total value

II.1.6. Information about lots

This contract is divided into lots: no

II.2. Description

II.2.2. Additional CPV code(s)

79000000 Business services: law, marketing, consulting, recruitment, printing and security,
79340000 Advertising and marketing services

II.2.3. Place of performance

NUTS code: SE224 Skåne län

II.2.4. Description of the procurement

Högskolan Kristianstad genomför en upphandling av tjänsten "Sökmarknadsföring" innefattande Google AdWords, med tjänsterna Google Sök, Display och Remarketing, samt Google Analytics.

Vi avser att teckna avtal med en byrå/leverantör från februari 2018 och två år framöver, med möjlighet till förlängning i ytterligare två år.

II.2.5. Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.6. Estimated value

II.2.7. Duration of the contract, framework agreement or dynamic purchasing system

Start: 15/02/2018 End: 15/02/2020

This contract is subject to renewal: yes

Description of renewals:

2 förlängning/ar á 12 månader

II.2.10. Information about variants

Variants will be accepted: no

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.2.2. Time limit for receipt of tenders or requests to participate**

Date: 01/02/2018 Local time: 23:59

IV.2.3. Estimated date of dispatch of invitations to tender or to participate to selected candidates**IV.2.4. Languages in which tenders or requests to participate may be submitted**

Swedish

IV.2.6. Minimum time frame during which the tenderer must maintain the tender

Tender must be valid until: 01/08/2018

IV.2.7. Conditions for opening of tenders

Date: 02/02/2018 Local time: 00:00

Section VI: Complementary information

VI.1. Information about recurrence

This is a recurrent procurement: no

VI.3. Additional information

Visma annons: <https://opic.com/id/afbdcsqosh>.

VI.4. Procedures for review**VI.4.1. Review body**

Official name: Förvaltningsrätten i Malmö

Town: Malmö

Country: Sweden

VI.5. Date of dispatch of this notice

02/01/2018