

Sweden-Västerås: Advertising and marketing services
OJ S 5/2021 08/01/2021
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Mälardalens högskola
National registration number: 202100-2916
Postal address: Box 883
Town: Västerås
NUTS code: SE125 Västmanlands län
Postal code: 722 13
Country: Sweden
Contact person: Andreas Luiga
E-mail: andreas.luiga@sidecore.se
Internet address(es):
Main address: <http://www.mdh.se>

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

Education

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Kommunikationsbyrå
Reference number: 2019/2812

II.1.2. Main CPV code

79340000 Advertising and marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

MDH önskar teckna avtal med en byrå för:
Kreativ kommunikation - Strategier och koncept ska utarbetas för kampanjer och kommunikationsinsatser som stärker MDH:s varumärke och attraherar studenter att läsa vidare på högskolan
Och för:
Grafisk produktion - Utifrån framtaget kampanjmanér skapa innehåll för analoga och digitala kanaler.

II.1.6. Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Value excluding VAT: 2 400 000,00 SEK

II.2. Description

II.2.2. Additional CPV code(s)

79341000 Advertising services, 79342000 Marketing services, 79822500 Graphic design services

II.2.3. Place of performance

NUTS code: SE125 Västmanlands län

Main site or place of performance: Västerås

II.2.4. Description of the procurement

MDH önskar teckna avtal med en byrå för:

Kreativ kommunikation - Strategier och koncept ska utarbetas för kampanjer och kommunikationsinsatser som stärker MDH:s varumärke och attraherar studenter att läsa vidare på högskolan

Och för:

Grafisk produktion - Utifrån framtaget kampanjmanér skapa innehåll för analoga och digitala kanaler.

II.2.5. Award criteria

Quality criterion - Name: Arbetsprover / Weighting: 55

Price - Weighting: 45

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: [2020/S 139-342570](#)

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

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

23/10/2020

V.2.2. Information about tenders

Number of tenders received: 12

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

V.2.3. Name and address of the contractor

Official name: Matador Kommunikation AB

National registration number: 556564-0249

Postal address: Box 3015

Town: UPPSALA

NUTS code: SE121 Uppsala län

Postal code: 750 03

Country: Sweden

E-mail: anna@matador.se

Internet address: <http://www.matador.se>

The contractor is an SME: yes

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

Total value of the contract/lot: 2 400 000,00 SEK

V.2.5. Information about subcontracting

Section VI: Complementary information

VI.3. Additional information

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

VI.4. Procedures for review

VI.4.1. Review body

Official name: Uppsala förvaltningsrätt

Town: Uppsala

Country: Sweden

VI.5. Date of dispatch of this notice

05/01/2021