

Sweden-Luleå: Advertising and marketing services
OJ S 20/2019 29/01/2019
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Länsstyrelsen i Norrbottens län

National registration number: 202100-2478

Town: Luleå

NUTS code: SE332 Norrbottens län

Postal code: 971 86

Country: Sweden

Contact person: Ann-Louise Vikman

E-mail: ann-louise.vikman@lansstyrelsen.se

Internet address(es):

Main address: <http://www.bd.lst.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

Public order and safety

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Kommunikationsstjänster

Reference number: 114-10974-2018

II.1.2. Main CPV code

79340000 Advertising and marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

Denna upphandling avser uppdrag som innebär att planera och genomföra kommunikationsinsatser till Länsstyrelsen i Norrbottens län.

II.1.6. Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Value excluding VAT: 5 000 000,00 SEK

II.2. Description

II.2.2. Additional CPV code(s)

79342000 Marketing services, 79822500 Graphic design services, 79960000 Photographic and ancillary services, 92100000 Motion picture and video services, 92312211 Writing agency services

II.2.3. Place of performance

NUTS code: SE332 Norrbottens län

II.2.4. Description of the procurement

Denna upphandling avser uppdrag som innebär att planera och genomföra kommunikationsinsatser till Länsstyrelsen i Norrbottens län.

II.2.5. Award criteria

Cost criterion - Name: Kvalitet / Weighting: 50

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: [2018/S 206-470298](#)

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

18/12/2018

V.2.2. Information about tenders

Number of tenders received: 6

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

V.2.3. Name and address of the contractor

Official name: Gullers Grupp Umeå AB

National registration number: 556393-2150

Postal address: Västra Norrlandsgatan 10D

Town: Umeå

NUTS code: SE332 Norrbottens län

Postal code: 903 27

Country: Sweden

E-mail: mia.tillman@gullers.se

The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 5 000 000,00 SEK

Total value of the contract/lot: 5 000 000,00 SEK

V.2.5. Information about subcontracting**Section VI: Complementary information**

VI.3. Additional information

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

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

Official name: Förvaltningsrätten i Luleå

Town: Luleå

Country: Sweden

VI.5. Date of dispatch of this notice

28/01/2019