

**SE-Eskilstuna: Advertising and marketing services**  
**OJ S 31/2013 13/02/2013**  
**Contract award notice**  
**Services**

**Directive 2004/18/EC**

**Section I: Contracting authority**

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**I.1. Name and addresses**

Official name: Energimarknadsinspektionen  
Postal address: Box 155  
Town: Eskilstuna  
Postal code: SE-631 03  
Country: Sweden  
For the attention of: Ing-Marie Olofsdotter Nilsson  
E-mail: [ing-marie.olofsdotter@ei.se](mailto:ing-marie.olofsdotter@ei.se)  
Telephone: +46 16162710

**I.2. Type of the contracting authority**

Ministry or any other national or federal authority, including their regional or local subdivisions

**I.3. Main activity**

General public services

**I.4. Contract award on behalf of other contracting authorities**

The contracting authority is purchasing on behalf of other contracting authorities: no

**Section II: Object of the contract**

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**II.1. Description**

**II.1.1. Title**

Ramavtal gällande tjänster inom informations- och kommunikationsområdet

**II.1.2. Type of contract and place of performance or delivery**

Services  
Service category No 13: Advertising services  
Main site or place of performance: Eskilstuna  
Tjänster utförs huvudsakligen i Södermanlands och Stockholms län.  
(Eskilstuna och Stockholm)  
NUTS code SE122 Södermanlands län

**II.1.3. Information about a framework agreement or a dynamic purchasing system (DPS)**

**II.1.4. Short description of the contract or purchase(s)**

Upphandlingen avser konsultstöd inom informations- och kommunikationsområdet. De leverantörer som Energimarknadsinspektionen sluter ramavtal med ska tillsammans med kommunikationschefen och kommunikationsavdelningen arbeta med utveckling av myndighetens externa och interna kommunikation.  
Ramavtalet avser följande anbudsområden:

- 1.Strategisk kommunikationsrådgivning och public affairs
2. Reklam- och produktionsbyråtjänster

#### **II.1.5. CPV code(s)**

79340000 Advertising and marketing services, 72224000 Project management consultancy services, 79000000 Business services: law, marketing, consulting, recruitment, printing and security, 79310000 Market research services, 79311000 Survey services, 79312000 Market-testing services, 79313000 Performance review services, 79341100 Advertising consultancy services, 79341200 Advertising management services, 79342000 Marketing services, 79400000 Business and management consultancy and related services, 79410000 Business and management consultancy services, 79413000 Marketing management consultancy services, 79416000 Public relations services, 79416100 Public relations management services , 79416200 Public relations consultancy services

#### **II.1.6. Information about the Government Procurement Agreement (GPA)**

The procurement is covered by the Government Procurement Agreement: yes

#### **II.2. Total value of the contract/lot**

##### **II.2.1. Total value of the contract/lot**

### **Section IV: Procedure**

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#### **IV.1. Type of procedure**

##### **IV.1.1. Type of procedure**

Open

#### **IV.2. Award criteria**

##### **IV.2.1. Award criteria**

The most economically advantageous tender in terms of

1. Kvalitet
2. Anbudspris

##### **IV.2.2. Information about electronic auction**

An electronic auction has been used: no

#### **IV.3. Administrative information**

##### **IV.3.1. File reference number attributed by the contracting authority**

2012-102321

##### **IV.3.2. Previous publication concerning this procedure**

###### **Contract notice**

Notice number in the OJ S: [2012/S 177-291788](#) of 14.9.2012

### **Section V: Award of contract**

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Contract No: 1

Lot No: 1

- Lot title: strategisk kommunikationsrådgivning och public affairs

#### **V.1. Date of conclusion of the contract**

1.2.2013

**V.2. Information about tenders**

Number of tenders received: 1

**V.3. Name and address of the contractor**

Official name: Gullers Grupp AB

Postal address: Box 7004

Town: Stockholm

Postal code: SE-103 86

Country: Sweden

E-mail: [annika.sjoberg@gullers.se](mailto:annika.sjoberg@gullers.se)

Telephone: +46 86790975

**V.4. Information on value of the contract/lot****V.5. Information about subcontracting**

The contract is likely to be subcontracted: no

Contract No: 2

Lot No: 2

- Lot title: Reklam och produktionsbyråtjänster

**V.1. Date of conclusion of the contract**

1.2.2013

**V.2. Information about tenders**

Number of tenders received: 1

**V.3. Name and address of the contractor**

Official name: Gullers Grupp AB

Postal address: Box 7004

Town: Stockholm

Postal code: SE-103 86

Country: Sweden

E-mail: [annika.sjoberg@gullers.se](mailto:annika.sjoberg@gullers.se)

Telephone: +46 86790975

**V.4. Information on value of the contract/lot****V.5. Information about subcontracting****Section VI: Complementary information**

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**VI.1. Information about European Union funds**

The procurement is related to a project and/or programme financed by European Union funds:  
no

**VI.2. Additional information**

Visma Opic-annons: <http://www.opic.com/notice.asp?req=digdgksb>

**VI.3. Procedures for review****VI.3.1. Review body****VI.3.2. Review procedure**

**VI.3.3. Service from which information about the review procedure may be obtained**

**VI.4. Date of dispatch of this notice**

11.2.2013