

Sweden-Stockholm: Advertising and marketing services
OJ S 25/2020 05/02/2020
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Stockholms Stadsteater AB
National registration number: 556026-1553
Postal address: Box 16412
Town: Stockholm
NUTS code: SE11 Stockholm
Postal code: 103 27
Country: Sweden
Contact person: Therese Johansson
E-mail: therese.johansson@colligio.se
Internet address(es):
Main address: <http://www.kulturhusetstadsteatern.se>

I.4. Type of the contracting authority

Regional or local authority

I.5. Main activity

General public services

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Varumärkes- och designbyrå
Reference number: St2019-186/241

II.1.2. Main CPV code

79340000 Advertising and marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

Kulturhuset Stadsteatern upphandlar varumärkes- och designbyråtjänster. Efter en renovering av kulturhuset vid Sergels Torg flyttar KHST tillbaka till sina lokaler under hösten 2020. I samband med detta har KHST behov av att skapa ett nytt uttryck genom bl.a. varumärkes- och kommunikationsutveckling. I denna process söker KHST en samarbetspartner för det strategiska varumärkes- och kommunikationsarbetet såväl som för designutveckling och tonalitet.

II.1.6. Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Value excluding VAT: 3 000 000,00 SEK

II.2. Description

II.2.2. Additional CPV code(s)

79342000 Marketing services, 79413000 Marketing management consultancy services, 79415200 Design consultancy services, 79416000 Public relations services

II.2.3. Place of performance

NUTS code: SE11 Stockholm

II.2.4. Description of the procurement

Kulturhuset Stadsteatern upphandlar varumärkes- och designbyråtjänster. Efter en renovering av kulturhuset vid Sergels Torg flyttar KHST tillbaka till sina lokaler under hösten 2020. I samband med detta har KHST behov av att skapa ett nytt uttryck genom bl.a. varumärkes- och kommunikationsutveckling. I denna process söker KHST en samarbetspartner för det strategiska varumärkes- och kommunikationsarbetet såväl som för designutveckling och tonalitet.

II.2.5. Award criteria

Price

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: [2019/S 180-438607](#)

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

13/12/2019

V.2.2. Information about tenders

Number of tenders received: 8

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

V.2.3. Name and address of the contractor

Official name: Designkontoret Silver

National registration number: 969648-3057

Postal address: Kungsgatan 55 6 tr

Town: Stockholm

NUTS code: SE1 Östra Sverige

Postal code: 111 22

Country: Sweden

E-mail: therese.eineman@silver.se

The contractor is an SME: no

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

Initial estimated total value of the contract/lot: 3 000 000,00 SEK

Total value of the contract/lot: 3 000 000,00 SEK

V.2.5. Information about subcontracting

Section VI: Complementary information

VI.3. Additional information

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

VI.4. Procedures for review

VI.4.1. Review body

Official name: Förvaltningsrätt

Town: Stockholm

Country: Sweden

VI.5. Date of dispatch of this notice

04/02/2020