

Sweden-Gothenburg: Advertising and marketing services
OJ S 25/2021 05/02/2021
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Göteborg & Co AB

National registration number: 556428-0369

Postal address: Box 29

Town: Göteborg

NUTS code: SE232 Västra Götalands län

Postal code: 401 20

Country: Sweden

Contact person: Monika Stradner

E-mail: monika.stradner@goteborg.com

Internet address(es):

Main address: <http://www.goteborg.com>

I.4. Type of the contracting authority

Regional or local authority

I.5. Main activity

Housing and community amenities

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Influencermarknadsföring

Reference number: 0368/20

II.1.2. Main CPV code

79340000 Advertising and marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

Göteborg & Co har behov av tjänster gällande identifiering, bearbetning, programutformning och analys av influencers, på ett trovärdigt sätt som går i linje med Göteborg & Co:s varumärkesplattform och marknadsföringsprofil.

Syftet med inköpet är att stärka Göteborg & Co:s arbete med influencers och genom det stärka varumärket och destinationen Göteborg på ett trovärdigt, professionellt och effektivt sätt.

II.1.6.

Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Value excluding VAT: 2 800 000,00 SEK

II.2. Description

II.2.2. Additional CPV code(s)

79341100 Advertising consultancy services, 79342000 Marketing services, 79413000 Marketing management consultancy services

II.2.3. Place of performance

NUTS code: SE232 Västra Götalands län

Main site or place of performance: Göteborg

II.2.4. Description of the procurement

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II.2.5. Award criteria

Cost criterion - Name: Mervärde - Case / Weighting: Mervärde 75 %

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 232-571401](#)

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

15/01/2021

V.2.2. Information about tenders

Number of tenders received: 5

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

V.2.3. Name and address of the contractor

Official name: Nouw Media AB

National registration number: 556669-8006

Postal address: BOX 53110

Town: GÖTEBORG

NUTS code: SE232 Västra Götalands län

Postal code: 400 15

Country: Sweden

E-mail: jonas@nouw.com

The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 2 800 000,00 SEK

Total value of the contract/lot: 2 800 000,00 SEK

V.2.5. Information about subcontracting

Section VI: Complementary information

VI.3. Additional information

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

VI.4. Procedures for review

VI.4.1. Review body

Official name: Förvaltningsrätten

Town: Göteborg

Country: Sweden

VI.5. Date of dispatch of this notice

02/02/2021