

SE-Stockholm: advertising and marketing services
OJ S 49/2012 10/03/2012
Contract award notice
Services

Directive 2004/18/EC

Section I: Contracting authority

I.1. Name and addresses

Official name: Patent- och registreringsverket

Postal address: Valhallavägen 136

Town: Stockholm

Postal code: SE-102 42

Country: Sweden

For the attention of: Ola Bergfeldt

E-mail: Ola.bergfeldt@prv.se

Telephone: +46 87822562

Fax: +46 86660286

Internet address(es):

General address of the contracting authority: www.prv.se

Electronic access to information: www.allego.se

I.2. Type of the contracting authority

National or federal agency/office

I.3. Main activity

Other: Immaterialrätt

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

II.1. Description

II.1.1. Title

Upphandling av kommunikationstjänster för PRV.

Diarienummer AD 71-2011/3301.

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: Stockholm.

NUTS code

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

The procurement involves the establishment of a framework agreement

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

Olika typer av kommunikationstjänster (marknadskommunikation).

II.1.5. CPV code(s)

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

Value: 4 000 000,00 SEK
excluding VAT

Section IV: Procedure

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. Genomsnittligt timpris. Weighting ca 20 %
2. Kvalitet. Weighting ca 80 %

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

AD 71-2011/3301

IV.3.2. Previous publication concerning this procedure

no

Section V: Award of contract

V.1. Date of conclusion of the contract

27.1.2012

V.2. Information about tenders

Number of tenders received: 10

Number of tenders received by electronic means:

V.3. Name and address of the contractor

Official name: Nordic Brand Reality AB

Postal address: Nybrogatan 25 B

Town: Stockholm

Postal code: SE-114 39

Country: Sweden

E-mail: lars.rystadius@brandreality.se

Telephone: +46 854581580

Internet address: www.brandreality.se

V.4. Information on value of the contract/lot

Initial estimated total value of the contract/lot:

Value: 4 000 000,00 SEK

excluding VAT

If annual or monthly value:

Number of years: 2

V.5. Information about subcontracting

The contract is likely to be subcontracted: yes

Value or proportion likely to be subcontracted to third parties:

Not known

Section VI: Complementary information

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

IV.1.1) Typ av förfarande: förhandlat förfarande med meddelande om upphandling.

VI.3. Procedures for review

VI.3.1. Review body

Official name: Stockholms tingsrätt

Postal address: Scheelegatan 7

Town: Stockholm

Postal code: SE-112 28

Country: Sweden

E-mail: stockholms.tingsratt@dom.se

Telephone: +46 856165000

Internet address: www.stockholmstingsratt.se

VI.3.2. Review procedure

Precise information on deadline(s) for review procedures: 9.2.2012.

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

Official name: Stockholms tingsrätt

Postal address: Scheelegatan 7

Town: Stockholm

Postal code: SE-112 28

Country: Sweden

E-mail: stockholms.tingsratt@dom.se

Telephone: +46 856165000

Internet address: www.stockholmstingsratt.se

VI.4. Date of dispatch of this notice

29.2.2012