

SE-Stockholm: Advertising services
OJ S 51/2013 13/03/2013
Contract award notice
Services

Directive 2004/18/EC

Section I: Contracting authority

I.1. Name and addresses

Official name: Tandvårds- och läkemedelsförmånsverket, TLV
Postal address: Box 225 20
Town: Stockholm
Postal code: SE-104 22
Country: Sweden
For the attention of: Helene Lindblad Jonsson
E-mail: helene.lindblad-jonsson@tlv.se

I.2. Type of the contracting authority

National or federal agency/office

I.3. Main activity

Health

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

Section II: Object of the contract

II.1. Description

II.1.1. Title

Kommunikationstjänster

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

Services

Service category No 27: Other services

Main site or place of performance: Stockholm

NUTS code SE110 Stockholms län

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)

TLV har ett kontinuerligt behov av att anlita extern kommunikationskompetens och avser nu upphandla kommunikationstjänster. Avsikten med denna upphandling är att teckna ramavtal enligt ett rangordningsförfarande med tre (3) leverantörer.

II.1.5. CPV code(s)

79341000 Advertising services, 79340000 Advertising and marketing services, 79341100 Advertising consultancy services, 79341200 Advertising management 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

IV.1. Type of procedure

IV.1.1. Type of procedure

Award of a contract without prior publication of a call for competition in the Official Journal of the European Union in the cases listed below

Justification for the award of the contract without prior publication of a call for competition in the Official Journal of the European Union:

Directive 2004/18/EC

1) Justification for the choice of the negotiated procedure without prior publication of a contract notice in the OJEU in accordance with Directive 2004/18/EC

IV.2. Award criteria

IV.2.1. Award criteria

The most economically advantageous tender in terms of

1. Kvalitet. Weighting 85

2. Pris. Weighting 15

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

1590/2012

IV.3.2. Previous publication concerning this procedure

no

Section V: Award of contract

Contract No: 1

Lot No: 1

- Lot title: Ramavtal för kommunikationstjänster

V.1. Date of conclusion of the contract

13.12.2012

V.2. Information about tenders

Number of tenders received: 4

V.3. Name and address of the contractor

Official name: Springtime AB

National registration number: 5565351292

Postal address: Box3295

Town: Stockholm

Postal code: SE-103 65
Country: Sweden
Telephone: +46 850601700

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

V.5. Information about subcontracting

Contract No: 2

Lot No: 2

- Lot title: Ramavtal för kommunikationstjänster

V.1. Date of conclusion of the contract

13.12.2012

V.2. Information about tenders

Number of tenders received: 4

V.3. Name and address of the contractor

Official name: Publik kommunikation i Stockholm AB

National registration number: 5566729108

Country: Sweden

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

V.5. Information about subcontracting

Contract No: 3

Lot No: 3

- Lot title: Ramavtal för kommunikationstjänster

V.1. Date of conclusion of the contract

13.12.2012

V.2. Information about tenders

Number of tenders received: 4

V.3. Name and address of the contractor

Official name: Hill+Knowlton Strategies AB

National registration number: 5565010872

Country: Sweden

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

V.5. Information about subcontracting

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

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

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

8.3.2013