

Sweden-Stockholm: Business services: law, marketing, consulting, recruitment, printing and security

OJ S 45/2020 04/03/2020

Contract award notice

Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Inera AB

National registration number: 556559-4230

Postal address: Box 17703

Town: Stockholm

NUTS code: SE11 Stockholm

Postal code: 118 93

Country: Sweden

Contact person: Karen Arista

E-mail: karen.arista@affarsconcept.se**Internet address(es):**Main address: <http://inera.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**

Upphandling av kommunikationstjänster 1177 Vårdguiden, UMO, Youmo och Inera

Reference number: Diarienummer 201905-015

II.1.2. Main CPV code

79000000 Business services: law, marketing, consulting, recruitment, printing and security

II.1.3. Type of contract

Services

II.1.4. Short description

Upphandlingen avser huvudsakligen kommunikation- och produktionstjänster för varumärkena UMO och Youmo, men även för 1177 Vårdguiden, Vårdhandboken och Rikshandboken i barnhälsovård samt i övrigt för Inera AB.

II.1.6. Information about lots

This contract is divided into lots: yes

II.1.7. Total value of the procurement

Value excluding VAT: 21 000 000,00 SEK

II.2. Description

II.2.1. Title

Lot No: Anbudsområde A - Strategisk kreativ kommunikation och produktion

II.2.2. Additional CPV code(s)

79000000 Business services: law, marketing, consulting, recruitment, printing and security, 79300000 Market and economic research; polling and statistics, 79340000 Advertising and marketing services, 79341100 Advertising consultancy services, 79341200 Advertising management services, 79341400 Advertising campaign services, 79400000 Business and management consultancy and related services, 79416100 Public relations management services, 79416200 Public relations consultancy services

II.2.3. Place of performance

NUTS code: SE Sverige

Main site or place of performance: Stockholm

II.2.4. Description of the procurement

Med strategisk kreativ kommunikation avses gestaltning och framtagande samt paketering av strategier på ett kreativt och konceptuellt sätt. Genom ett långsiktigt arbete ska kommunikationen öka förtroende, varumärkesvärden vad avser kännedom, beteendeförändring och attityder hos målgrupperna. Uppdraget inom detta anbudsområde kan omfatta delar av det utbud av tjänster, från ax till limpa, som krävs för att definiera, planera, utveckla, genomföra och följa upp en kommunikationsinsats mot uppsatta kännedoms, attityd- och/eller beteendemål.

II.2.5. Award criteria

Quality criterion - Name: Kvalitet – Arbetssätt / Weighting: 60

Price - Weighting: 40

II.2.11. Information about options

Options: yes

Description of options:

Se II.2.7) Kontraktets, ramavtalets eller det dynamiska inköpssystemets löptid.

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

II.2. Description

II.2.1. Title

Lot No: Anbudsområde B - Mångkulturell kommunikation och produktion

II.2.2. Additional CPV code(s)

79000000 Business services: law, marketing, consulting, recruitment, printing and security, 79300000 Market and economic research; polling and statistics, 79340000 Advertising and

marketing services, 79341000 Advertising services, 79341100 Advertising consultancy services, 79341200 Advertising management services, 79400000 Business and management consultancy and related services, 79416200 Public relations consultancy services

II.2.3. Place of performance

NUTS code: SE Sverige

Main site or place of performance: Stockholm

II.2.4. Description of the procurement

Med digital mediebyrå avses ett utbud av tjänster för att hitta kostnadseffektiva lösningar inom mediestrategi och medieköp. Uppdraget innefattar att i samspel med Inera och upphandlade kommunikationsbyråer vara ett strategiskt stöd vad gäller medierådgivning och kanalstrategi, med god förståelse för alla digitala och nya kanaler (mobil, influencers etcetera). Vidare innefattar uppdraget taktisk leverans så som medieförmedling, införandekontroll, förhandling och liknande.

II.2.5. Award criteria

Quality criterion - Name: Kvalitet – Arbetssätt / Weighting: 60

Price - Weighting: 40

II.2.11. Information about options

Options: yes

Description of options:

Ja, se II.2.7) Kontraktets, ramavtalets eller det dynamiska inköpssystemets löptid.

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

II.2. Description

II.2.1. Title

Lot No: Anbudsområde C - Digital mediebyrå

II.2.2. Additional CPV code(s)

79000000 Business services: law, marketing, consulting, recruitment, printing and security, 79300000 Market and economic research; polling and statistics, 79340000 Advertising and marketing services, 79341000 Advertising services, 79341100 Advertising consultancy services, 79341200 Advertising management services, 79400000 Business and management consultancy and related services, 79416200 Public relations consultancy services

II.2.3. Place of performance

NUTS code: SE Sverige

Main site or place of performance: Stockholm

II.2.4. Description of the procurement

Med digital mediebyrå avses ett utbud av tjänster för att hitta kostnadseffektiva lösningar inom mediestrategi och medieköp. Uppdraget innefattar att i samspel med Inera och upphandlade kommunikationsbyråer vara ett strategiskt stöd vad gäller medierådgivning och kanalstrategi, med god förståelse för alla digitala och nya kanaler (mobil, influencers etcetera). Vidare innefattar uppdraget taktisk leverans så som medieförmedling, införandekontroll, förhandling och liknande.

II.2.5. Award criteria

Quality criterion - Name: Kvalitet – Arbetssätt / Weighting: 60

Price - Weighting: 40

II.2.11. Information about options

Options: yes

Description of options:

Se II.2.7) Kontraktets, ramavtalets eller det dynamiska inköpssystemets löptid

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

II.2. Description

II.2.1. Title

Lot No: Anbudsområde D – Mindre digitala produktioner

II.2.2. Additional CPV code(s)

79000000 Business services: law, marketing, consulting, recruitment, printing and security,
79340000 Advertising and marketing services, 79341100 Advertising consultancy services,
79341400 Advertising campaign services

II.2.3. Place of performance

NUTS code: SE Sverige

Main site or place of performance: Stockholm

II.2.4. Description of the procurement

Med mindre digitala produktion avses en småskalig och snabb produktion av rörlig media såsom kortare filmer, animeringar och bildspel som inte kräver ett strategiskt eller konceptuellt arbete. Produktionerna ska användas i sociala medier och andra digitala kanaler. Leveranstiden är oftast kort, det kan röra sig om cirka två veckor från beställning till leverans.

II.2.5. Award criteria

Quality criterion - Name: Kvalitet – Arbetssätt / Weighting: 60

Price - Weighting: 40

II.2.11. Information about options

Options: yes

Description of options:

II.2.7) Kontraktets, ramavtalets eller det dynamiska inköpssystemets löptid.

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 120-294301](#)

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

Contract No: Anbudssområde C - Digital Mediebyrå

Lot No: Rangordnad 2

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

27/01/2020

V.2.2. Information about tenders

Number of tenders received: 33

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

V.2.3. Name and address of the contractor

Official name: PHD Sweden AB

National registration number: 556706-5205

Postal address: Box 5095

Town: STOCKHOLM

NUTS code: SE Sverige

Postal code: 10242

Country: Sweden

E-mail: hakan.gustafsson@phdmedia.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: 4 000 000,00 SEK

Total value of the contract/lot: 4 000 000,00 SEK

V.2.5. Information about subcontracting

Section V: Award of contract

Contract No: Anbudssområde B - Mångkulturell kommunikation och produktion

Lot No: Rangordnad 1

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

27/01/2020

V.2.2. Information about tenders

Number of tenders received: 33

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

V.2.3. Name and address of the contractor

Official name: KAPI

National registration number: 556771-3283

Postal address: Skeppsbron 30

Town: Stockholm

NUTS code: SE Sverige

Postal code: 11130

Country: Sweden

E-mail: per@kapimarketing.com

Internet address: <http://kapimarketing.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: 4 000 000,00 SEK

Total value of the contract/lot: 4 000 000,00 SEK

V.2.5. Information about subcontracting

Section V: Award of contract

Contract No: Anbudsområde A - Stragetisk kreativ kommunikation och produktion

Lot No: Rangordnad 1

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

27/01/2020

V.2.2. Information about tenders

Number of tenders received: 33

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

V.2.3. Name and address of the contractor

Official name: Story Relations AB

National registration number: 556837-5728

Postal address: Gästrikegatan 20

Town: Stockholm

NUTS code: SE Sverige

Postal code: 113 62

Country: Sweden

E-mail: helya.houshmand@storyrelations.com

Internet address: <http://www.storyrelations.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: 4 000 000,00 SEK

Total value of the contract/lot: 4 000 000,00 SEK

V.2.5. Information about subcontracting

Section V: Award of contract

Contract No: Anbudsområde C - Digital mediebyrå

Lot No: Rangordnad 1

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

27/01/2020

V.2.2. Information about tenders

Number of tenders received: 33

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

V.2.3. Name and address of the contractor

Official name: In the cold AB

National registration number: 556766-9311

Postal address: Solandergatan 22

Town: PITEÅ

NUTS code: SE Sverige

Postal code: 94134

Country: Sweden

E-mail: johnny@inthecold.se

The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 4 000 000,00 SEK

Total value of the contract/lot: 4 000 000,00 SEK

V.2.5. Information about subcontracting

Section V: Award of contract

Contract No: Anbudsområde A - Strategisk kretiv kommunikation och produktion

Lot No: Rangordnad 2

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

27/01/2020

V.2.2. Information about tenders

Number of tenders received: 33

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

V.2.3. Name and address of the contractor

Official name: Granath Reklam AB

National registration number: 556214-6786

Postal address: Box 17089

Town: Stockholm

NUTS code: SE Sverige

Postal code: 104 62

Country: Sweden

E-mail: goran.berggard@granathreklam.se

Internet address: <http://www.granathreklam.se>

The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 4 000 000,00 SEK

Total value of the contract/lot: 4 000 000,00 SEK

V.2.5. Information about subcontracting**Section V: Award of contract**

Contract No: Anbudsområde B - Mångkulturell kommunikation och produktion

Lot No: Rangordnad 2

A contract/lot is awarded: yes

V.2. Award of contract**V.2.1. Date of conclusion of the contract**

27/01/2020

V.2.2. Information about tenders

Number of tenders received: 33

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

V.2.3. Name and address of the contractor

Official name: HILL AND KNOWLTON SWEDEN AB

National registration number: 556501-0872

Postal address: BOX 16356

Town: STOCKHOLM

NUTS code: SE Sverige

Postal code: 103 26

Country: Sweden

E-mail: lisa.vallgren@hkstrategies.com

Internet address: <http://www.hillandknowlton.se>

The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 4 000 000,00 SEK

Total value of the contract/lot: 4 000 000,00 SEK

V.2.5. Information about subcontracting**Section V: Award of contract**

Contract No: Anbudsområde D - Mindre digitala produktioner

Lot No: Rangordnad 1

A contract/lot is awarded: yes

V.2. Award of contract**V.2.1. Date of conclusion of the contract**

27/01/2020

V.2.2. Information about tenders

Number of tenders received: 33

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

V.2.3. Name and address of the contractor

Official name: Studio Kupol

National registration number: 969774-3806

Postal address: Holländargatan 33

Town: Stockholm

NUTS code: SE Sverige

Postal code: 113 59

Country: Sweden

E-mail: erik@kupol.se

Internet address: <http://kupol.se>

The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 1 000 000,00 SEK

Total value of the contract/lot: 4 000 000,00 SEK

V.2.5. Information about subcontracting**Section V: Award of contract**

Contract No: Anbudsområde D - Mindre digitala produktioner

Lot No: Rangordnad 2

A contract/lot is awarded: yes

V.2. Award of contract**V.2.1. Date of conclusion of the contract**

27/01/2020

V.2.2.

Information about tenders

Number of tenders received: 33

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

V.2.3. Name and address of the contractor

Official name: Story Relations AB

National registration number: 556837-5728

Postal address: Gästrikegatan 20

Town: Stockholm

NUTS code: SE Sverige

Country: Sweden

E-mail: helya.houshmand@storyrelations.com

Internet address: <http://www.storyrelations.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: 1 000 000,00 SEK

Total value of the contract/lot: 1 000 000,00 SEK

V.2.5. Information about subcontracting

Section VI: Complementary information

VI.3. Additional information

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

VI.4. Procedures for review

VI.4.1. Review body

Official name: Förvaltningsrätten i Stockholm

Town: Stockholm

Country: Sweden

VI.5. Date of dispatch of this notice

02/03/2020