

**Sweden-Vellinge: Advertising and marketing services**  
**OJ S 37/2023 21/02/2023**  
**Contract award notice**  
**Services**

**Legal Basis:**

Directive 2014/24/EU

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**Section I: Contracting authority**

**I.1. Name and addresses**

Official name: VELLINGE KOMMUN  
National registration number: 212000-1033  
Postal address: Norrevångsgatan 3  
Town: Vellinge  
NUTS code: SE224 Skåne län  
Postal code: 235 81  
Country: Sweden  
E-mail: [info@vellinge.se](mailto:info@vellinge.se)  
Telephone: +46 40-425000  
Fax: +46 40-420477  
**Internet address(es):**  
Main address: <http://www.vellinge.se>

**I.4. Type of the contracting authority**

Regional or local authority

**I.5. Main activity**

General public services

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**Section II: Object**

**II.1. Scope of the procurement**

**II.1.1. Title**

Kommunikationstjänster till Vellinge kommun  
Reference number: UH-2022-149

**II.1.2. Main CPV code**

79340000 Advertising and marketing services

**II.1.3. Type of contract**

Services

**II.1.4. Short description**

Denna upphandling ("Upphandlingen") ska leda till ett ramavtal som tecknas med tre (3) leverantörer ("Leverantör") avseende fullservicebyrå inom kommunikationstjänster inom flera tjänstekategorier

**II.1.6. Information about lots**

This contract is divided into lots: no

### **II.1.7. Total value of the procurement**

Value excluding VAT: 8 000 000,00 SEK

## **II.2. Description**

### **II.2.2. Additional CPV code(s)**

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

### **II.2.3. Place of performance**

NUTS code: SE Sverige

NUTS code: SE2 Södra Sverige

NUTS code: SE22 Sydsverige

NUTS code: SE224 Skåne län

### **II.2.4. Description of the procurement**

Denna upphandling ("Upphandlingen") ska leda till ett ramavtal som tecknas med tre (3) leverantörer ("Leverantör") avseende fullservicebyrå inom kommunikationstjänster inom flera tjänstekategorier

### **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**

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### **IV.1. Description**

#### **IV.1.1. Type of procedure**

Open procedure

#### **IV.1.3. Information about a framework agreement or a dynamic purchasing system**

The procurement involves the establishment of a framework agreement

#### **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: [2022/S 209-596842](#)

#### **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

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**Contract No:** 2

**Title:**

Kommunikationstjänster till Vellinge kommun

A contract/lot is awarded: yes

### V.2. Award of contract

#### V.2.1. Date of conclusion of the contract

16/12/2022

#### V.2.2. Information about tenders

Number of tenders received: 6

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

#### V.2.3. Name and address of the contractor

Official name: Consid AB

National registration number: 556599-4307

Postal address: Lillsjöraden 22

Town: Jönköping

NUTS code: SE Sverige

Postal code: 553 20

Country: Sweden

E-mail: [robin.raske@consid.se](mailto:robin.raske@consid.se)

Telephone: +46 767997747

The contractor is an SME: yes

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

Total value of the contract/lot: 8 000 000,00 SEK

#### V.2.5. Information about subcontracting

## Section V: Award of contract

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**Contract No:** 3

**Title:**

Kommunikationstjänster till Vellinge kommun

A contract/lot is awarded: yes

### V.2. Award of contract

#### V.2.1. Date of conclusion of the contract

16/12/2022

#### V.2.2. Information about tenders

Number of tenders received: 6

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

#### V.2.3. Name and address of the contractor

Official name: Gullers Grupp AB

National registration number: 556370-4260  
Postal address: Box 7004  
Town: Stockholm  
NUTS code: SE Sverige  
Postal code: 103 86  
Country: Sweden  
E-mail: [annika.sjoberg@gullers.se](mailto:annika.sjoberg@gullers.se)  
Telephone: +46 703060728  
The contractor is an SME: yes

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

Total value of the contract/lot: 8 000 000,00 SEK

**V.2.5. Information about subcontracting**

**Section V: Award of contract**

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**Contract No:** 1

**Title:**

Kommunikationstjänster till Vellinge kommun

A contract/lot is awarded: yes

**V.2. Award of contract**

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

16/12/2022

**V.2.2. Information about tenders**

Number of tenders received: 6

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

**V.2.3. Name and address of the contractor**

Official name: Spoon Agency AB  
National registration number: 556561-8989  
Postal address: Brännkyrkagatan 62  
Town: Stockholm  
NUTS code: SE Sverige  
Postal code: 11823  
Country: Sweden  
E-mail: [gabriella.wiiala@spoon.se](mailto:gabriella.wiiala@spoon.se)  
Telephone: +46 704967080  
The contractor is an SME: yes

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

Total value of the contract/lot: 8 000 000,00 SEK

**V.2.5. Information about subcontracting**

**Section VI: Complementary information**

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**VI.3. Additional information**

#### **VI.4. Procedures for review**

##### **VI.4.1. Review body**

Official name: Förvaltningsrätten i Malmö och migrationsdomstol

Postal address: Box 4522

Town: Malmö

Postal code: 203 20

Country: Sweden

E-mail: [forvaltningsrattenimalmo@dom.se](mailto:forvaltningsrattenimalmo@dom.se)

Telephone: +46 40-353500

Fax: +46 40-972490

Internet address: <http://www.forvaltningsrattenimalmo.domstol.se>

##### **VI.5. Date of dispatch of this notice**

16/02/2023