

Sweden-Karlskrona: Advertising and marketing services
OJ S 45/2023 03/03/2023
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Kustbevakningen
National registration number: 202100-3997
Postal address: BOX 536
Town: KARLSKRONA
NUTS code: SE221 Blekinge län
Postal code: 37123
Country: Sweden
Contact person: Jonas Bäckström
E-mail: jonas.backstrom@upphandlingsbyran.com
Internet address(es):
Main address: <http://www.kustbevakningen.se>

I.4. Type of the contracting authority

Ministry or any other national or federal authority, including their regional or local subdivisions

I.5. Main activity

General public services

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Upphandling av kommunikationsbyrå
Reference number: 2022-949

II.1.2. Main CPV code

79340000 Advertising and marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

Upphandling av ett ramavtal avseende fullservice kommunikationsbyrå.

II.1.6. Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Value excluding VAT: 2 000 000,00 SEK

II.2. Description

II.2.2. Additional CPV code(s)

79342000 Marketing services, 79822500 Graphic design services, 79960000 Photographic and ancillary services, 92100000 Motion picture and video services

II.2.3. Place of performance

NUTS code: SE22 Sydsverige

II.2.4. Description of the procurement

Upphandling av ett ramavtal avseende fullservice kommunikationsbyrå.

II.2.5. Award criteria

Quality criterion - Name: Pris är inte det enda upphandlingskriteriet och alla kriterier anges endast i upphandlingsdokumenten / Weighting: 50

Price - Weighting: 50

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: [2022/S 102-284502](#)

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

19/09/2022

V.2.2. Information about tenders

Number of tenders received: 15

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

V.2.3. Name and address of the contractor

Official name: Tale Content Creators AB

National registration number: 559055-7749

Postal address: Kungsgatan 12-14

Town: STOCKHOLM

NUTS code: SE11 Stockholm

Postal code: 11134

Country: Sweden

E-mail: johan.bratt@talecontent.se

The contractor is an SME: yes

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

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

V.2.5. Information about subcontracting**Section VI: Complementary information**

VI.3. Additional information

Mercell annons: <https://opic.com/id/afwtbdlcgh>

VI.4. Procedures for review**VI.4.1. Review body**

Official name: Förvaltningsrätten

Town: Växjö

Country: Sweden

VI.5. Date of dispatch of this notice

28/02/2023