

**Sweden-Falun: Advertising and marketing services**  
**OJ S 46/2023 06/03/2023**  
**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: LÄNSSTYRELSEN I DALARNAS LÄN

National registration number: 202100-2429

Postal address: Åsgatan 38

Town: FALUN

NUTS code: SE312 Dalarnas län

Postal code: 79184

Country: Sweden

Contact person: Marita Nygårds-Gullstrand

E-mail: [marita.nygards@lansstyrelsen.se](mailto:marita.nygards@lansstyrelsen.se)

**Internet address(es):**

Main address: <http://www.lansstyrelsen.se/dalarna>

**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

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**Section II: Object**

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

**II.1.1. Title**

Kommunikationsbyråttjänster

Reference number: 100-12675-2022

**II.1.2. Main CPV code**

79340000 Advertising and marketing services

**II.1.3. Type of contract**

Services

**II.1.4. Short description**

Länsstyrelsen i Dalarnas län upphandlar ramavtal avseende kommunikationstjänster.

**II.1.6. Information about lots**

This contract is divided into lots: no

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

Value excluding VAT: 5 000 000,00 SEK

## **II.2. Description**

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

79342000 Marketing services, 79413000 Marketing management consultancy services, 79416000 Public relations services, 79822500 Graphic design services

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

NUTS code: SE312 Dalarnas län

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

Länsstyrelsen i Dalarnas län upphandlar ramavtal avseende kommunikationstjänster.

### **II.2.5. Award criteria**

Cost criterion - Name: Utvärdering referensuppdrag / Weighting: mervärde 800

Cost criterion - Name: Presentation / Weighting: mervärde 400

Cost criterion - Name: Referenstagning / Weighting: mervärde 400

### **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**

#### **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 201-572190](#)

#### **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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A contract/lot is awarded: yes

### **V.2. Award of contract**

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

16/01/2023

### **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: Confetti AB

National registration number: 556313-2322

Postal address: Stationsgatan 16

Town: Borlänge

NUTS code: SE312 Dalarnas län

Postal code: 78467

Country: Sweden

E-mail: [annica.wenngren@confetti.se](mailto:annica.wenngren@confetti.se)

Internet address: <http://www.confetti.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: 5 000 000,00 SEK

Total value of the contract/lot: 5 000 000,00 SEK

### **V.2.5. Information about subcontracting**

## **Section V: Award of contract**

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A contract/lot is awarded: yes

### **V.2. Award of contract**

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

16/01/2023

#### **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: Matador Kommunikation AB

National registration number: 556564-0249

Postal address: Box 3015

Town: UPPSALA

NUTS code: SE312 Dalarnas län

Postal code: 75003

Country: Sweden

E-mail: [lisa@matador.se](mailto:lisa@matador.se)

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

The contractor is an SME: yes

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

Total value of the contract/lot: 5 000 000,00 SEK

#### **V.2.5. Information about subcontracting**

## **Section VI: Complementary information**

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**VI.3. Additional information**

Merzell annons: <https://opic.com/id/afmhckvflx>

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

Official name: Förvaltningsrätten

Town: Falun

Country: Sweden

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

01/03/2023