

SE-Örebro: Advertising and marketing services
OJ S 81/2013 25/04/2013
Contract award notice
Services

Directive 2004/18/EC

Section I: Contracting authority

I.1. Name and addresses

Official name: Kommuninvest i Sverige AB
Postal address: Box 124
Town: Örebro
Postal code: SE-701 42
Country: Sweden
E-mail: upphandling.kommuninvest@affarsconcept.se

Internet address(es):

General address of the contracting authority: [http://Upphandlande myndighetens internetadress](http://Upphandlande_myndighetens_internetadress)

I.2. Type of the contracting authority

Regional or local agency/office

I.3. Main activity

Economic and financial affairs

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

The contracting authority is purchasing on behalf of other contracting authorities: no

Section II: Object of the contract

II.1. Description

II.1.1. Title

Fullservicetjänster inom kommunikation.

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

Services
Service category No 13: Advertising services
Main site or place of performance: Örebro.
Utförande av tjänsten kan ske såväl i Örebro som i Stockholm.
NUTS code SE124 Örebro 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)

Upphandlingen omfattar kommunikationstjänster för Kommuninvest. Som information kan meddelas att Kommuninvest under 2011 köpte liknande kommunikationstjänster för cirka 5 miljoner SEK. Upphandlingen omfattar kommunikationstjänster där utförandet påbörjas efter 1.7.2013.

Exempel på behov som kan finnas inom kommunikation är:

- Publikationer på olika språk (företrädesvis svenska, engelska och japanska).

- Kommunikationsstöd så som:
 - Annonsutformning.
 - Pressmeddelanden på olika språk.
 - Internkommunikation.
- Övriga kommunikationstjänster:
 - Strategisk rådgivning.
 - Översättningar (inklusive språkgranskning och kulturkontroll).
 - Fotograftjänster.
 - Skribenttjänster.
 - Webbhantering.
 - Omvärldsbevakning inom kommunikation.

Ramavtalet innebär inget åtagande från Kommuninvest att köpa en viss volym under avtalstiden.

II.1.5. CPV code(s)

79340000 Advertising and marketing services, 79341100 Advertising consultancy services, 79342000 Marketing services, 79413000 Marketing management consultancy services, 79416000 Public relations services, 79530000 Translation services, 79960000 Photographic and ancillary 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

Open

IV.2. Award criteria

IV.2.1. Award criteria

The most economically advantageous tender in terms of

1. Uppdrag 1 – Frågor och svar
2. Uppdrag 2 – Internationellt nyhetsbrev
3. Anbudspris

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

12-0007

IV.3.2. Previous publication concerning this procedure

Contract notice

Notice number in the OJ S: [2012/S 213-352395](#) of 6.11.2012

Section V: Award of contract

Contract No: 1

Lot title: Fullservicetjänster inom kommunikation

V.1. Date of conclusion of the contract

24.4.2013

V.2. Information about tenders

Number of tenders received: 6

V.3. Name and address of the contractor

Official name: Intellecta Corporate AB

National registration number: 556132-8526

Postal address: Birger Jarlsgatan 57B

Town: Stockholm

Postal code: SE-113 56

Country: Sweden

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

If annual or monthly value:

Number of years: 4

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 Commerce-annons: <http://www.opic.com/notice.asp?req=dijnmdbw>

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

24.4.2013