

200973-2026 - Competition

Sweden – Advertising and marketing services – Reklambyråtjänster 2026

OJ S 58/2026 24/03/2026

Contract or concession notice – standard regime

Services

1. Buyer

1.1. Buyer

Official name: Varbergs Bostadsaktiebolag

Email: jenni.persson@ecenea.se

Legal type of the buyer: Regional authority

Activity of the contracting authority: Housing and community amenities

2. Procedure

2.1. Procedure

Title: Reklambyråtjänster 2026

Description: Uppdraget omfattar löpande kommunikations- och reklamtjänster, inklusive idé- och konceptutveckling, kampanjer, grafisk produktion, copywriting samt rådgivning inom varumärkesstrategi och marknadsföring. I uppdraget ingår planering, framtagning av koncept samt produktion av digitalt, rörligt och tryckt material.

Procedure identifier: a120c147-3c3e-446a-9ee4-dc46e67584f3

Internal identifier: 2025:157

Type of procedure: Open

The procedure is accelerated: no

2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79340000 Advertising and marketing services

2.1.2. Place of performance

Country subdivision (NUTS): Hallands län (SE231)

Country: Sweden

2.1.3. Value

Estimated value excluding VAT: 5 000 000,00 SEK

2.1.4. General information

Legal basis:

Directive 2014/24/EU

2.1.6. Grounds for exclusion

Sources of grounds for exclusion: Procurement Document

5. Lot

5.1. Lot: LOT-0000

Title: Reklambyråtjänster 2026

Description: Uppdraget omfattar löpande kommunikations- och reklamtjänster, inklusive idé- och konceptutveckling, kampanjer, grafisk produktion, copywriting samt rådgivning inom varumärkesstrategi och marknadsföring. I uppdraget ingår planering, framtagning av koncept samt produktion av digitalt, rörligt och tryckt material.

Internal identifier: 2025:157

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79340000 Advertising and marketing services

5.1.2. Place of performance

Country subdivision (NUTS): Hallands län (SE231)

Country: Sweden

5.1.3. Estimated duration

Start date: 01/10/2026

Duration end date: 30/09/2027

5.1.4. Renewal

Maximum renewals: 3

Other information about renewals: Förlängning är 12 månader

5.1.5. Value

Estimated value excluding VAT: 5 000 000,00 SEK

5.1.6. General information

Reserved participation:

Participation is not reserved.

The names and professional qualifications of the staff assigned to perform the contract must be given: Tender requirement

Procurement Project not financed with EU Funds.

The procurement is covered by the Government Procurement Agreement (GPA): no

5.1.7. Strategic procurement

Aim of strategic procurement: Reduction of environmental impacts

Description: se upphandlings dokument

Approach to reducing environmental impacts: Climate change adaptation

5.1.9. Selection criteria

Sources of selection criteria: Procurement Document

5.1.11. Procurement documents

Deadline for requesting additional information: 12/04/2026 22:00:00 (UTC+00:00) Western European Time, GMT

Address of the procurement documents: <https://tendsign.com/doc.aspx?MeFormsNoticeId=87164>

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Required

Address for submission: <https://tendsign.com/doc.aspx?MeFormsNoticeId=87164&GoTo=Tender>

Languages in which tenders or requests to participate may be submitted: Swedish

Electronic catalogue: Allowed

Deadline for receipt of tenders: 22/04/2026 21:59:59 (UTC+00:00) Western European Time, GMT

Duration during which the tender must remain valid: 90 Days

Information about public opening:

Opening date: 22/04/2026 22:00:00 (UTC+00:00) Western European Time, GMT

Place: Kattegattsvägen 18B

Terms of contract:

The execution of the contract must be performed within the framework of sheltered employment programmes: No

Electronic invoicing: Required

Electronic ordering will be used: yes

Electronic payment will be used: yes

5.1.15. Techniques

Framework agreement:

Framework agreement, without reopening of competition

Maximum number of participants: 1

Information about the dynamic purchasing system:

No dynamic purchase system

5.1.16. Further information, mediation and review

Mediation organisation: Förvaltningsrätten

Review organisation: Förvaltningsrätten

Information about review deadlines: Se upphanslingsdokument

Organisation providing more information on the review procedures: Varbergs Bostadsaktiebolag

8. Organisations

8.1. ORG-0001

Official name: Varbergs Bostadsaktiebolag

Registration number: 5565024220

Department: Varbergs Bostadsaktiebolag

Postal address: Box 83

Town: VARBERG

Postcode: 43222

Country subdivision (NUTS): Hallands län (SE231)

Country: Sweden

Contact point: Jenni Persson

Email: jenni.persson@ecenea.se

Telephone: 0340-697500

Internet address: <https://www.varbergsbostad.se>

Roles of this organisation:

Buyer

Organisation providing more information on the review procedures

8.1. ORG-0002

Official name: Förvaltningsrätten

Registration number: 202100-2742

Postal address: Box 53197

Town: Göteborg

Postcode: 400 15

Country subdivision (NUTS): Västra Götalands län (SE232)

Country: Sweden

Email: forvaltningsrattenigoteborg@dom.se

Telephone: 031-732 70 00

Internet address: <https://www.domstol.se/forvaltningsratten-i-goteborg/>

Roles of this organisation:

Review organisation

Mediation organisation

Notice information

Notice identifier/version: fb0b82b2-0c39-421f-b183-ba3f9bb125b9 - 01

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