

Sweden-Stockholm: Advertising and marketing services

OJ S 86/2022 03/05/2022

Contract notice**Services****Legal Basis:**

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: SJUNDE AP-FONDEN

National registration number: 802406-2302

Postal address: Box 100

Town: STOCKHOLM

NUTS code: SE11 Stockholm

Postal code: 10121

Country: Sweden

Contact person: Johan Johansson

E-mail: johan.johansson@ap7.se**Internet address(es):**Main address: <http://www.ap7.se>**I.3. Communication**

The procurement documents are available for unrestricted and full direct access, free of charge, at: <https://tendsign.com/doc.aspx?Uniqueld=afaruefro&GoTo=Docs>

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted electronically via: <https://tendsign.com/doc.aspx?Uniqueld=afaruefro&GoTo=Tender>

I.4. Type of the contracting authority

Regional or local authority

I.5. Main activity

General public services

Section II: Object

II.1. Scope of the procurement**II.1.1. Title**

Strategisk kommunikationsbyrå med digitalt fokus

Reference number: 2022/128

II.1.2. Main CPV code

79340000 Advertising and marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

Upphandlingen utgör en ramavtalsupphandling och avser strategisk kommunikation med digitalt fokus. Syftet med Upphandlingen är att utveckla och säkerställa AP7:s varumärke, vilket kräver varierande och komplexa behov av tjänster inom strategisk och kreativ kommunikation de närmaste åren.

II.1.5. Estimated total value

Value excluding VAT: 12 000 000,00 SEK

II.1.6. Information about lots

This contract is divided into lots: no

II.2. Description

II.2.2. Additional CPV code(s)

79342000 Marketing services, 79400000 Business and management consultancy and related services, 79410000 Business and management consultancy services, 79412000 Financial management consultancy services, 79416000 Public relations services, 79416100 Public relations management services, 79416200 Public relations consultancy services

II.2.3. Place of performance

NUTS code: SE11 Stockholm

II.2.4. Description of the procurement

Upphandlingen utgör en ramavtalsupphandling och avser strategisk kommunikation med digitalt fokus. Syftet med Upphandlingen är att utveckla och säkerställa AP7:s varumärke, vilket kräver varierande och komplexa behov av tjänster inom strategisk och kreativ kommunikation de närmaste åren.

II.2.5. Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.6. Estimated value

II.2.7. Duration of the contract, framework agreement or dynamic purchasing system

Duration in months: 48

This contract is subject to renewal: no

II.2.10. Information about variants

Variants will be accepted: no

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.2.2. Time limit for receipt of tenders or requests to participate**

Date: 30/05/2022 Local time: 23:59

IV.2.3. Estimated date of dispatch of invitations to tender or to participate to selected candidates**IV.2.4. Languages in which tenders or requests to participate may be submitted**

Swedish

IV.2.6. Minimum time frame during which the tenderer must maintain the tender

Tender must be valid until: 28/10/2022

IV.2.7. Conditions for opening of tenders

Date: 31/05/2022 Local time: 00:00

Section VI: Complementary information

VI.1. Information about recurrence

This is a recurrent procurement: no

VI.3. Additional information

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

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

Official name: Förvaltningsrätten

Town: Stockholm

Country: Sweden

VI.5. Date of dispatch of this notice

28/04/2022