

Sweden-Stockholm: Advertising and marketing services
OJ S 79/2023 21/04/2023
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Post- och Telestyrelsen
National registration number: 202100-4359
Postal address: Hälsingegatan 38
Town: STOCKHOLM
NUTS code: SE11 Stockholm
Postal code: 10232
Country: Sweden
Contact person: Michaela Lindholm
E-mail: michaela.lindholm@pts.se
Internet address(es):
Main address: <http://www.pts.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

Strategiska och kreativa kommunikationstjänster
Reference number: 22-3817

II.1.2. Main CPV code

79340000 Advertising and marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

Upphandling i två delområden avseende kommunikationstjänster

II.1.6. Information about lots

This contract is divided into lots: yes

II.1.7. Total value of the procurement

Value excluding VAT: 36 000 000,00 SEK

II.2. Description

II.2.1. Title

Lot No: 1

II.2.2. Additional CPV code(s)

79340000 Advertising and marketing services, 79341100 Advertising consultancy services, 79341200 Advertising management services, 79342000 Marketing services

II.2.3. Place of performance

NUTS code: SE11 Stockholm

II.2.4. Description of the procurement

Strategisk kommunikationsrådgivning

II.2.5. Award criteria

Price

II.2.11. Information about options

Options: yes

Description of options:

förlängning 24 månader

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

Restricted 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 214-614785](#)

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

Contract No: 22-3817

Lot No: 1

Title:

Strategiska och kreativa kommunikationstjänster

A contract/lot is awarded: yes

V.2. Award of contract**V.2.1. Date of conclusion of the contract**

24/03/2023

V.2.2. Information about tenders

Number of tenders received: 2

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

V.2.3. Name and address of the contractor

Official name: Intellecta AB

National registration number: 556132-8526

Town: Stockholm

NUTS code: SE11 Stockholm

Country: Sweden

The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 8 000 000,00 SEK

Total value of the contract/lot: 8 000 000,00 SEK

V.2.5. Information about subcontracting**Section V: Award of contract**

Contract No: 22-3817

Lot No: 2

Title:

Strategiska och kreativa kommunikationstjänster

A contract/lot is awarded: yes

V.2. Award of contract**V.2.1. Date of conclusion of the contract**

24/03/2023

V.2.2. Information about tenders

Number of tenders received: 5

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

V.2.3. Name and address of the contractor

Official name: MYM costum Publishing AB

National registration number: 556486-1523

Town: stockholm

NUTS code: SE11 Stockholm

Country: Sweden

The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 2 800 000,00 SEK

Total value of the contract/lot: 28 000 000,00 SEK

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

VI.3. Additional information

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

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

Official name: Förvaltningsrätten i Stockholm

Town: Stockholm

Country: Sweden

VI.5. Date of dispatch of this notice

18/04/2023