

## 241850-2026 - Result

Sweden – Marketing services – Digitala rekryteringsannonser 2024

OJ S 69/2026 09/04/2026

Contract or concession award notice – standard regime

Services

### 1. Buyer

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#### 1.1. Buyer

Official name: Adda Inköpscentral AB

Email: [susanne.pettersson@adda.se](mailto:susanne.pettersson@adda.se)

Legal type of the buyer: Regional authority

Activity of the contracting authority: General public services

### 2. Procedure

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#### 2.1. Procedure

Title: Digitala rekryteringsannonser 2024

Description: Egen upphandling som en del av Rekryteringstjänster 2024 som består av 3 upphandlingar. \* Rekryteringstjänster 2024 \* Rekryteringstjänster 2024 - webbaserade arbetspsykologiska testverktyg för rekrytering och urval. \* Rekryteringsverktyg 2024 - Annonser i digitala medier

Procedure identifier: 5be4d7e1-415c-4eab-9a76-d85136ef1379

Previous notice: 962c9db4-6377-4c26-92ba-4d854a7faa5f-01

Internal identifier: 106233

Type of procedure: Open

The procedure is accelerated: no

##### 2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79342000 Marketing services

Additional classification (cpv): 79400000 Business and management consultancy and related services

##### 2.1.2. Place of performance

Country: Sweden

Anywhere in the given country

##### 2.1.3. Value

Estimated value excluding VAT: 80 000 000,00 SEK

##### 2.1.4. General information

**Legal basis:**

Directive 2014/24/EU

### 5. Lot

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#### 5.1. Lot: LOT-0001

Title: Generell del

Description: Dessa krav ska besvaras och uppfyllas av samtliga anbudsgivare

Internal identifier: 1670757-0

#### **5.1.1. Purpose**

Main nature of the contract: Services

Main classification (cpv): 79340000 Advertising and marketing services

Additional classification (cpv): 79400000 Business and management consultancy and related services

#### **5.1.2. Place of performance**

Country: Sweden

Anywhere in the given country

#### **5.1.3. Estimated duration**

Start date: 11/02/2026

Duration end date: 10/02/2030

#### **5.1.5. Value**

Estimated value excluding VAT: 80 000 000,00 SEK

Maximum value of the framework agreement: 80 000 000,00 SEK

#### **5.1.6. General information**

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: No strategic procurement

Green Procurement Criteria: No Green Public Procurement criteria

#### **5.1.10. Award criteria**

##### **Criterion:**

Type: Quality

Name: Leverantörens metoder och arbetssätt samt spårning, analys och optimering

Description: Leverantörens metoder och arbetssätt samt spårning, analys och optimering

Category of award weight criterion: Weight (points, exact)

Award criterion number: 0,5

#### **5.1.15. Techniques**

##### **Framework agreement:**

Framework agreement, with reopening of competition

##### **Information about the dynamic purchasing system:**

No dynamic purchase system

#### **5.1.16. Further information, mediation and review**

Review organisation: Förvaltningsrätten i Stockholm

Information about review deadlines: Sista anbudsdag och vid begäran om att inkomma med ytterligare handlingar 5 dagar.

Organisation signing the contract: Adda Inköpscentral AB

#### **5.1. Lot: LOT-0002**

Title: Digitala rekryteringsannonser 2024

Description: Tjänsterna omfattar riktade och sponsrade rekryteringsannonser och rekryteringskampanjer på olika plattformar såsom exempelvis Meta och LinkedIn mfl. samt i digitala skrifter och rekryteringsplattformar såsom exempelvis Schibsted, Indeed, dagens

juridik, dagens samhälle eller via de plattformar som vid var tid är relevanta för att nå en avsedd målgrupp. Tjänsterna omfattar framtagande och publicering/annonsering av platsannonser i syfte att rikta annonsen mot relevanta och kvalificerade kandidater och målgrupper för att därigenom skapa optimala förutsättningar för ett kvalitativt inflöde av kandidater som själva aktivt söker en aktuell roll. Uppdragen kan omfatta rekryteringsannonser för samtliga typer av roller hos upphandlande myndighet varför det är viktigt att leverantören har kännedom av en bredd av målgrupper och dess beteenden på dessa plattformar. Leverantören behöver erfarenhet och kunskap om potentiella kandidaters digitala beteenden. Här söker vi leverantörer som framgångsrikt och professionellt genomfört rekryteringsannonser och kampanjer på dessa plattformar för en bredd av målgrupper och som på ett professionellt och fackmannamässigt sätt kan utföra efterfrågade tjänster i den omfattning och komplexitet som framgår av upphandlingsdokumentet.  
Internal identifier: 1472267-1

#### **5.1.1. Purpose**

Main nature of the contract: Services

Main classification (cpv): 79340000 Advertising and marketing services

Additional classification (cpv): 79410000 Business and management consultancy services

#### **5.1.2. Place of performance**

Country: Sweden

Anywhere in the given country

#### **5.1.3. Estimated duration**

Start date: 11/02/2026

Duration end date: 10/02/2030

#### **5.1.5. Value**

Estimated value excluding VAT: 80 000 000,00 SEK

Maximum value of the framework agreement: 80 000 000,00 SEK

#### **5.1.6. General information**

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: No strategic procurement

Green Procurement Criteria: No Green Public Procurement criteria

#### **5.1.10. Award criteria**

##### **Criterion:**

Type: Quality

Name: Leverantörens metoder och arbetssätt samt spårning, analys och optimering

Description: Utvärdering av Leverantörens metoder och arbetssätt samt spårning, analys och optimering

Category of award weight criterion: Weight (points, exact)

Award criterion number: 0,5

#### **5.1.15. Techniques**

##### **Framework agreement:**

Framework agreement, with reopening of competition

##### **Information about the dynamic purchasing system:**

No dynamic purchase system

### 5.1.16. Further information, mediation and review

Review organisation: Förvaltningsrätten i Stockholm

Information about review deadlines: sista anbudsdag

Organisation signing the contract: Adda Inköpscentral AB

## 6. Results

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Maximum value of the framework agreements in this notice: 160 000 000,00 SEK

Approximate value of the framework agreements

:

100 000 000,00

SEK

### 6.1. Result lot identifier: LOT-0001

Winner selection status: At least one winner was chosen.

#### Framework agreement:

Maximum value of the framework agreement: 160 000 000,00 SEK

Re-estimated value of the framework agreement: 50 000 000,00 SEK

### 6.1.2. Information about winners

#### Winner:

Official name: Jobtip AB

#### Tender:

Tender identifier: Jobtip - Adda Inköpscentral AB

Identifier of lot or group of lots: LOT-0001

Subcontracting: No

#### Contract information:

Identifier of the contract: -25/55

Title: Generell del-Jobtip AB

Date on which the winner was chosen: 13/01/2026

Date of the conclusion of the contract: 11/02/2026

Organisation signing the contract: Adda Inköpscentral AB

#### Winner:

Official name: Adsup AB

#### Tender:

Tender identifier: Adsup AB

Identifier of lot or group of lots: LOT-0001

Subcontracting: No

#### Contract information:

Identifier of the contract: -25/88

Title: Generell del-Adsup AB

Date on which the winner was chosen: 13/01/2026

Date of the conclusion of the contract: 11/02/2026

Organisation signing the contract: Adda Inköpscentral AB

#### Winner:

Official name: Keeparo AB

#### Tender:

Tender identifier: 20251027 - Digitala rekryteringsannonser 2024 - Adda

Identifier of lot or group of lots: LOT-0001

Subcontracting: No

**Contract information:**

Identifier of the contract: -25/44

Title: Generell del-Keeparo AB

Date on which the winner was chosen: 13/01/2026

Date of the conclusion of the contract: 11/02/2026

Organisation signing the contract: Adda Inköpscentral AB

**Winner:**

Official name: The We Select Company AB

**Tender:**

Tender identifier: Digitala rekryteringsannonser 2024

Identifier of lot or group of lots: LOT-0001

Subcontracting: No

**Contract information:**

Identifier of the contract: -25/100

Title: Generell del-The We Select Company AB

Date on which the winner was chosen: 13/01/2026

Date of the conclusion of the contract: 11/02/2026

Organisation signing the contract: Adda Inköpscentral AB

**Winner:**

Official name: SMW Group AB

**Tender:**

Tender identifier: SMW Group AB | Anbud Adda

Identifier of lot or group of lots: LOT-0001

Subcontracting: No

**Contract information:**

Identifier of the contract: -25/77

Title: Generell del-SMW Group AB

Date on which the winner was chosen: 13/01/2026

Date of the conclusion of the contract: 11/02/2026

Organisation signing the contract: Adda Inköpscentral AB

**6.1.3. Non-winning tenderers**

**Non-winning tenderers**

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Official name: Tacting AB

Subcontracting: No

**6.1.4. Statistical information**

**Received tenders or requests to participate:**

Type of received submissions: Tenders

Number of tenders or requests to participate received: 6

**Range of tenders:**

Value of the lowest admissible tender: 82 000,00 SEK

Value of the highest admissible tender: 82 000,00 SEK

**6.1. Result lot identifier: LOT-0002**

Winner selection status: At least one winner was chosen.

**Framework agreement:**

Maximum value of the framework agreement: 160 000 000,00 SEK

Re-estimated value of the framework agreement: 50 000 000,00 SEK

## 6.1.2. Information about winners

### Winner:

Official name: Jobtip AB

### Tender:

Tender identifier: Jobtip - Adda Inköpscentral AB

Identifier of lot or group of lots: LOT-0002

Subcontracting: No

### Contract information:

Identifier of the contract: -25/5

Title: Digitala rekryteringsannonser 2024-Jobtip AB

Date on which the winner was chosen: 13/01/2026

Date of the conclusion of the contract: 11/02/2026

Organisation signing the contract: Adda Inköpscentral AB

### Winner:

Official name: Adsup AB

### Tender:

Tender identifier: Adsup AB

Identifier of lot or group of lots: LOT-0002

Subcontracting: No

### Contract information:

Identifier of the contract: -25/8

Title: Digitala rekryteringsannonser 2024-Adsup AB

Date on which the winner was chosen: 13/01/2026

Date of the conclusion of the contract: 11/02/2026

Organisation signing the contract: Adda Inköpscentral AB

### Winner:

Official name: Keeparo AB

### Tender:

Tender identifier: 20251027 - Digitala rekryteringsannonser 2024 - Adda

Identifier of lot or group of lots: LOT-0002

Subcontracting: No

### Contract information:

Identifier of the contract: -25/4

Title: Digitala rekryteringsannonser 2024-Keeparo AB

Date on which the winner was chosen: 13/01/2026

Date of the conclusion of the contract: 11/02/2026

Organisation signing the contract: Adda Inköpscentral AB

### Winner:

Official name: The We Select Company AB

### Tender:

Tender identifier: Digitala rekryteringsannonser 2024

Identifier of lot or group of lots: LOT-0002

Subcontracting: No

### Contract information:

Identifier of the contract: -25/10

Title: Digitala rekryteringsannonser 2024-The We Select Company AB

Date on which the winner was chosen: 13/01/2026

Date of the conclusion of the contract: 11/02/2026

Organisation signing the contract: Adda Inköpscentral AB

**Winner:**

Official name: SMW Group AB

**Tender:**

Tender identifier: SMW Group AB | Anbud Adda

Identifier of lot or group of lots: LOT-0002

Subcontracting: No

**Contract information:**

Identifier of the contract: -25/7

Title: Digitala rekryteringsannonser 2024-SMW Group AB

Date on which the winner was chosen: 13/01/2026

Date of the conclusion of the contract: 11/02/2026

Organisation signing the contract: Adda Inköpscentral AB

**6.1.3. Non-winning tenderers****Non-winning tenderers**

:

Official name: Tacting AB

Subcontracting: No

**6.1.4. Statistical information****Received tenders or requests to participate:**

Type of received submissions: Tenders

Number of tenders or requests to participate received: 6

**Range of tenders:**

Value of the lowest admissible tender: 82 200,00 SEK

Value of the highest admissible tender: 218 250,00 SEK

## 8. Organisations

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**8.1. ORG-0001**

Official name: Adda Inköpscentral AB

Registration number: 5568194798

Department: Ekonomi och HR

Postal address: c/o Slussgården AB

Town: STOCKHOLM

Postcode: 11882

Country subdivision (NUTS): Extra-Regio NUTS 3 (SEZZZ)

Country: Sweden

Contact point: Susanne Pettersson

Email: [susanne.pettersson@adda.se](mailto:susanne.pettersson@adda.se)

Telephone: 08-52502996

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

**Roles of this organisation:**

Buyer

Organisation signing the contract

**8.1. ORG-0002**

Official name: Förvaltningsrätten i Stockholm

Registration number: 202100-2742

Town: Stockholm

Postcode: 115 76

Country subdivision (NUTS): Stockholms län (SE110)  
Country: Sweden  
Email: [forvaltningsrattenistockholm@dom.se](mailto:forvaltningsrattenistockholm@dom.se)  
Telephone: +46 (0)8 561 680 00  
Internet address: <https://www.domstol.se/forvaltningsratten-i-stockholm/>

**Roles of this organisation:**

Review organisation

**8.1. ORG-0003**

Official name: Tacting AB  
Size of the economic operator: Small  
Registration number: 5568740491  
Department: Försäljning  
Postal address: Gustav Anders Gata 7B  
Town: KARLSTAD  
Postcode: 65340  
Country subdivision (NUTS): Extra-Regio NUTS 3 (SEZZZ)  
Country: Sweden  
Contact point: Maria Libäck  
Email: [maria.liback@tacting.com](mailto:maria.liback@tacting.com)  
Telephone: 054-219110

**Roles of this organisation:**

Tenderer

**8.1. ORG-0004**

Official name: Adsup AB  
Size of the economic operator: Small  
Registration number: 5590471487  
Department: Försäljning  
Postal address: Södra Vägen 65  
Town: GÖTEBORG  
Postcode: 41254  
Country subdivision (NUTS): Västra Götalands län (SE232)  
Country: Sweden  
Contact point: Andreas Rudholm  
Email: [andreas.rudholm@adsup.se](mailto:andreas.rudholm@adsup.se)  
Telephone: 031-7972924

**Roles of this organisation:**

Tenderer

**Winner of these lots: LOT-0001, LOT-0002**

**8.1. ORG-0005**

Official name: Keeparo AB  
Size of the economic operator: Small  
Registration number: 5568134059  
Department: Centralet  
Postal address: Grev Turegatan 11 A, 4tr  
Town: STOCKHOLM  
Postcode: 11446  
Country subdivision (NUTS): Stockholms län (SE110)  
Country: Sweden

Contact point: Lisa Hasselström  
Email: [upphandlingar@keeparo.com](mailto:upphandlingar@keeparo.com)  
Telephone: 08-51510774

**Roles of this organisation:**

Tenderer

**Winner of these lots: LOT-0001, LOT-0002**

**8.1. ORG-0006**

Official name: The We Select Company AB  
Size of the economic operator: Small  
Registration number: 5568411671  
Department: Försäljningsavdelningen  
Postal address: Korgmakargränd 6  
Town: Stockholm  
Postcode: 11122  
Country subdivision (NUTS): Stockholms län (SE110)  
Country: Sweden  
Contact point: Josefin Palm  
Email: [josefin.palm@weselect.com](mailto:josefin.palm@weselect.com)  
Telephone: 08 664 20 20

**Roles of this organisation:**

Tenderer

**Winner of these lots: LOT-0001, LOT-0002**

**8.1. ORG-0007**

Official name: SMW Group AB  
Size of the economic operator: Small  
Registration number: 5591250989  
Department: Smw Group AB  
Postal address: Drottninggatan 21  
Town: GÖTEBORG  
Postcode: 411 14  
Country subdivision (NUTS): Västra Götalands län (SE232)  
Country: Sweden  
Contact point: Theodor Ahdrian  
Email: [theodor.ahdrian@smwg.se](mailto:theodor.ahdrian@smwg.se)  
Telephone: 031-431315

**Roles of this organisation:**

Tenderer

**Winner of these lots: LOT-0001, LOT-0002**

**8.1. ORG-0008**

Official name: Jobtip AB  
Size of the economic operator: Small  
Registration number: 5590332648  
Department: Försäljning  
Postal address: Stampgatan 14  
Town: GÖTEBORG  
Postcode: 41101  
Country subdivision (NUTS): Västra Götalands län (SE232)  
Country: Sweden

Contact point: Ida Jansson  
Email: [ida.jansson@jobtip.com](mailto:ida.jansson@jobtip.com)  
Telephone: 031-3884763

**Roles of this organisation:**

Tenderer

**Winner of these lots: LOT-0001, LOT-0002**

## Notice information

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Notice identifier/version: 2c67a863-b830-4d4e-9019-5a17399313be - 01

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Notice type: Contract or concession award notice – standard regime

Notice subtype: 29

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