

246021-2026 - Result

Sweden – Business services: law, marketing, consulting, recruitment, printing and security –
Mediabyrå
OJ S 70/2026 10/04/2026
Contract or concession award notice – standard regime
Services

1. Buyer

1.1. Buyer

Official name: Krafringen Energi AB

Email: upphandling@krafringen.se

Activity of the contracting entity: Electricity-related activities

2. Procedure

2.1. Procedure

Title: Mediabyrå

Description: Vi söker en strategisk partner som kan driva affärsnytta i nuet och samtidigt framtidssäkra vår marknadsföring i en tid av snabb teknologisk utveckling. Byrån ska utföra årliga varumärkesmätningar gällande förflyttning. Leverantören ska kombinera klassiska styrkor som medieplanering, optimering och mätning med spetskompetens inom AI, datadrivet arbete och de nya sökplattformar som växer fram. Målet är att skapa effektiva, datadrivna kampanjer idag, samtidigt som vi positionerar oss för en framtid där AI-assistenter och konversationsbaserade sökmotorer får en allt större roll i kundresan.

Procedure identifier: 7eab3d03-9a0a-4ce0-a463-34b99d9ce014

Type of procedure: Open

The procedure is accelerated: no

2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79000000 Business services: law, marketing, consulting, recruitment, printing and security

2.1.2. Place of performance

Town: Lund

Country subdivision (NUTS): Skåne län (SE224)

Country: Sweden

2.1.3. Value

Estimated value excluding VAT: 42 000 000,00 SEK

2.1.4. General information

Legal basis:

Directive 2014/25/EU

5. Lot

5.1. Lot: LOT-0001

Title: Mediabyrå

Description: Vi söker en strategisk partner som kan driva affärsnytta i nuet och samtidigt framtidssäkra vår marknadsföring i en tid av snabb teknologisk utveckling. Byrån ska utföra årliga varumärkesmätningar gällande förflyttning. Leverantören ska kombinera klassiska styrkor som medieplanering, optimering och mätning med spetskompetens inom AI, datadrivet arbete och de nya sökplattformar som växer fram. Målet är att skapa effektiva, datadrivna kampanjer idag, samtidigt som vi positionerar oss för en framtid där AI-assistenter och konversationsbaserade sökmotorer får en allt större roll i kundresan.

Internal identifier: 019b30d3-e8fa-735a-bf26-95ce928affd6

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79000000 Business services: law, marketing, consulting, recruitment, printing and security

5.1.2. Place of performance

Country subdivision (NUTS): Skåne län (SE224)

Country: Sweden

5.1.3. Estimated duration

Start date: 26/03/2026

Duration end date: 25/03/2030

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

5.1.8. Accessibility criteria

Accessibility criteria for persons with disabilities are not included because the procurement is not intended for use by natural persons

5.1.15. Techniques

Framework agreement:

No framework agreement

Information about the dynamic purchasing system:

No dynamic purchase system

5.1.16. Further information, mediation and review

Review organisation: Förvaltningsrätten i Malmö

Organisation providing additional information about the procurement procedure: Kraftringen Energi AB

Organisation providing more information on the review procedures: Förvaltningsrätten i Malmö

6. Results

Value of all contracts awarded in this notice: 55 000 000,00 SEK

6.1. Result lot identifier: LOT-0001

Winner selection status: At least one winner was chosen.

6.1.2. Information about winners

Winner:

Official name: The North Alliance Connect AB

Tender:

Tender identifier: 019c57cf-2395-72dc-9012-9815034b2974

Identifier of lot or group of lots: LOT-0001

Value of the tender: 0,00 SEK

The tender is a variant: no

Subcontracting: No

Contract information:

Identifier of the contract: 019d42fd-fcb4-73d2-8bbe-da29de3b4c6a

Date of the conclusion of the contract: 31/03/2026

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

:

Official name: Holid AB

Subcontracting: No

Non-winning tenderers

:

Official name: Ad-on media nordic AB (Mediestrategi, planering/köp annons/kampanj)

Subcontracting: No

Non-winning tenderers

:

Official name: BrightMedia Agency 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: 4

8. Organisations

8.1. ORG-0001

Official name: Krafringen Energi AB

Registration number: 5561009852

Town: Lund

Postcode: 22100

Country subdivision (NUTS): Skåne län (SE224)

Country: Sweden

Email: upphandling@krafringen.se

Telephone: 010-122 70 00

Internet address: <https://www.krafringen.se/privat/>

Roles of this organisation:

Buyer

Organisation providing additional information about the procurement procedure

8.1. ORG-0002

Official name: Förvaltningsrätten i Malmö

Registration number: 202100-2742

Town: Malmö

Postcode: 20320
Country subdivision (NUTS): Skåne län (SE224)
Country: Sweden
Email: forvaltningsrattenimalmo@dom.se
Telephone: 040-35 35 00
Internet address: <https://www.domstol.se/forvaltningsratten-i-malmo/>

Roles of this organisation:

Review organisation
Organisation providing more information on the review procedures

8.1. ORG-0003

Official name: Holid AB
Registration number: 5590712955
Town: Stockholm
Postcode: 11122
Country subdivision (NUTS): Skåne län (SE224)
Country: Sweden
Email: bjorn@holid.se
Telephone: 0733055990

Roles of this organisation:

Tenderer

8.1. ORG-0004

Official name: The North Alliance Connect AB
Size of the economic operator: Medium
Registration number: 5591261283
Town: Stockholm
Postcode: 113 53
Country subdivision (NUTS): Skåne län (SE224)
Country: Sweden
Email: emmasofiawesterberg@gmail.com
Telephone: 010 122 70 00

Roles of this organisation:

Tenderer

Winner of these lots: LOT-0001

8.1. ORG-0005

Official name: Ad-on media nordic AB (Mediestrategi, planering/köp annons/kampanj)
Registration number: 5563003069
Town: STOCKHOLM
Postcode: 11439
Country subdivision (NUTS): Skåne län (SE224)
Country: Sweden
Email: kammarkollegiet@ad-on.se
Telephone: 0705112244
Internet address: www.ad-on.se

Roles of this organisation:

Tenderer

8.1. ORG-0006

Official name: BrightMedia Agency AB

Registration number: 5566153408
Town: Göteborg
Postcode: 414 51
Country subdivision (NUTS): Skåne län (SE224)
Country: Sweden
Email: fredrik.coster@brightmedia.se
Telephone: 0702864712
Internet address: <https://www.brightmedia.se/>

Roles of this organisation:

Tenderer

Notice information

Notice identifier/version: a1804c2c-a1e9-46ad-9e53-b03fa083d3f5 - 01

Form type: Result

Notice type: Contract or concession award notice – standard regime

Notice subtype: 30

Notice dispatch date: 09/04/2026 08:52:03 (UTC+00:00) Western European Time, GMT

Languages in which this notice is officially available: Swedish

Notice publication number: 246021-2026

OJ S issue number: 70/2026

Publication date: 10/04/2026