

Sweden-Stockholm: Marketing management consultancy services
OJ S 162/2013 22/08/2013
Contract award notice
Services

Directive 2004/18/EC

Section I: Contracting authority

I.1. Name and addresses

Official name: Sveriges Utbildningsradio AB
Postal address: Oxenstiernsgatan 34
Town: Stockholm
Postal code: SE-105 10
Country: Sweden
For the attention of: Göran Lindvall
E-mail: goran.lindvall@ur.se

I.2. Type of the contracting authority

Ministry or any other national or federal authority, including their regional or local subdivisions

I.3. Main activity

General public services

I.4. Contract award on behalf of other contracting authorities

The contracting authority is purchasing on behalf of other contracting authorities: no

Section II: Object of the contract

II.1. Description

II.1.1. Title

Kommunikationsbyrå.

II.1.2. Type of contract and place of performance or delivery

Services

Service category No 11: Management consulting services [6] and related services

Main site or place of performance: Stockholm.

NUTS code SE110 Stockholms län

II.1.3. Information about a framework agreement or a dynamic purchasing system (DPS)

The procurement involves the establishment of a framework agreement

II.1.4. Short description of the contract or purchase(s)

Uppdraget omfattar kommunikationsbyråtjänster med fullserviceerbjudande inom området varumärke och integrerad kommunikation. Uppdraget omfattar strategisk rådgivning, kommunikationsplanering, produktion, leverans och genomförande samt analys och utvärdering av kommunikationsprojekt.

II.1.5. CPV code(s)

79413000 Marketing management consultancy services

II.1.6. Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: yes

II.2. Total value of the contract/lot

II.2.1. Total value of the contract/lot

Section IV: Procedure

IV.1. Type of procedure

IV.1.1. Type of procedure

Open

IV.2. Award criteria

IV.2.1. Award criteria

The most economically advantageous tender in terms of

1. Typuppdrag. Weighting 25
2. Muntlig presentation. Weighting 75

IV.2.2. Information about electronic auction

An electronic auction has been used: no

IV.3. Administrative information

IV.3.1. File reference number attributed by the contracting authority

UH-2013-3

IV.3.2. Previous publication concerning this procedure

Contract notice

Notice number in the OJ S: [2013/S 87-148248](#) of 4.5.2013

Section V: Award of contract

Contract No: 1

Lot title: Kommunikationsbyrå

V.1. Date of conclusion of the contract

28.6.2013

V.2. Information about tenders

Number of tenders received: 19

V.3. Name and address of the contractor

Official name: McCann Worldgroup AB
National registration number: 556564-1635
Postal address: Box 5809
Town: Stockholm
Postal code: SE-102 48
Country: Sweden

V.4. Information on value of the contract/lot

V.5. Information about subcontracting

Section VI: Complementary information

VI.1. Information about European Union funds

The procurement is related to a project and/or programme financed by European Union funds:
no

VI.2. Additional information

Visma Commerce-annons: <http://www.opic.com/notice.asp?req=dihclpkl>

VI.3. Procedures for review

VI.3.1. Review body

VI.3.2. Review procedure

VI.3.3. Service from which information about the review procedure may be obtained

VI.4. Date of dispatch of this notice

20.8.2013