

289897-2026 - Competition

Sweden – Advertising and marketing services – Marknadsföringstjänster – fullserviceuppdrag
OJ S 82/2026 28/04/2026
Contract or concession notice – standard regime
Services

1. Buyer

1.1. Buyer

Official name: Göteborgs universitet

Email: annica.jonsson@gu.se

Legal type of the buyer: Central government authority

Activity of the contracting authority: Education

2. Procedure

2.1. Procedure

Title: Marknadsföringstjänster – fullserviceuppdrag

Description: Inom Göteborgs universitet bedrivs ett kontinuerligt arbete med att stärka och utveckla universitetets varumärke gentemot våra målgrupper. Ibland sker det genom mer omfattande kampanjer och ibland genom att se över varumärkets innehåll och position. Göteborgs universitet är i behov av en leverantör som kan agera partner i detta arbete och bistå i hela processen – från att identifiera målgrupper, ta fram positionering, sätta en strategi, formulera budskap, hitta en tonalitet, till att utifrån detta producera kampanjer och koncept för såväl tryckta, digitala och fysiska kanaler.

Procedure identifier: 2cf19c9b-d7fb-4114-a7de-38e76673b6db

Internal identifier: EUI 26 030

Type of procedure: Restricted

The procedure is accelerated: no

2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79340000 Advertising and marketing services

Additional classification (cpv): 79822500 Graphic design services

2.1.2. Place of performance

Anywhere

2.1.3. Value

Estimated value excluding VAT: 6 000 000,00 SEK

2.1.4. General information

Legal basis:

Directive 2014/24/EU

2.1.6. Grounds for exclusion

Sources of grounds for exclusion: Procurement Document

5. Lot

5.1. Lot: LOT-0000

Title: Marknadsföringstjänster – fullserviceuppdrag

Description: Inom Göteborgs universitet bedrivs ett kontinuerligt arbete med att stärka och utveckla universitetets varumärke gentemot våra målgrupper. Ibland sker det genom mer omfattande kampanjer och ibland genom att se över varumärkets innehåll och position. Göteborgs universitet är i behov av en leverantör som kan agera partner i detta arbete och bistå i hela processen – från att identifiera målgrupper, ta fram positionering, sätta en strategi, formulera budskap, hitta en tonalitet, till att utifrån detta producera kampanjer och koncept för såväl tryckta, digitala och fysiska kanaler.

Internal identifier: EUI 26 030

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79340000 Advertising and marketing services

Additional classification (cpv): 79822500 Graphic design services

5.1.2. Place of performance

Anywhere

5.1.3. Estimated duration

Start date: 01/12/2026

Duration end date: 30/11/2030

5.1.4. Renewal

Maximum renewals: 2

Other information about renewals: Förlängning är 24 månader

5.1.5. Value

Estimated value excluding VAT: 6 000 000,00 SEK

5.1.6. General information

Reserved participation:

Participation is not reserved.

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

5.1.9. Selection criteria

Sources of selection criteria: Procurement Document

Information about the second stage of a two-stage procedure:

Minimum number of candidates to be invited for the second stage of the procedure: 5

Maximum number of candidates to be invited for the second stage of the procedure: 5

5.1.11. Procurement documents

Deadline for requesting additional information: 21/05/2026 22:00:00 (UTC+00:00) Western European Time, GMT

Address of the procurement documents: <https://tendsign.com/doc.aspx?MeFormsNoticeld=90240>

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Required

Address for submission: [https://tendsign.com/doc.aspx?](https://tendsign.com/doc.aspx?MeFormsNoticeld=90240&GoTo=Tender)

[MeFormsNoticeld=90240&GoTo=Tender](https://tendsign.com/doc.aspx?MeFormsNoticeld=90240&GoTo=Tender)

Languages in which tenders or requests to participate may be submitted: Swedish

Electronic catalogue: Allowed

Deadline for receipt of requests to participate: 29/05/2026 21:59:59 (UTC+00:00) Western European Time, GMT

Terms of contract:

The execution of the contract must be performed within the framework of sheltered employment programmes: No

Electronic invoicing: Required

Electronic ordering will be used: yes

Electronic payment will be used: yes

5.1.15. Techniques

Framework agreement:

Framework agreement, without reopening of competition

Maximum number of participants: 1

Information about the dynamic purchasing system:

No dynamic purchase system

5.1.16. Further information, mediation and review

Review organisation: Förvaltningsrätten Sverige

Information about review deadlines: Spärrtid om 10 dagar.

8. Organisations

8.1. ORG-0001

Official name: Göteborgs universitet

Registration number: 2021003153

Department: Ekonomienheten

Postal address: Box 100

Town: GÖTEBORG

Postcode: 40530

Country subdivision (NUTS): Västra Götalands län (SE232)

Country: Sweden

Contact point: Annica Jonsson

Email: annica.jonsson@gu.se

Telephone: 031-7860000

Internet address: <https://www.gu.se>

Roles of this organisation:

Buyer

8.1. ORG-0002

Official name: Förvaltningsrätten Sverige

Registration number: 202100-2742

Postal address: Box 53197

Town: Göteborg

Postcode: 400 15

Country subdivision (NUTS): Västra Götalands län (SE232)

Country: Sweden

Email: forvaltningsrattenigoteborg@dom.se

Telephone: 031-732 70 00

Internet address: <https://www.domstol.se/forvaltningsratten-i-goteborg/>

Roles of this organisation:

Review organisation

Notice information

Notice identifier/version: 6306919c-b4c7-483d-84ac-2e3923c128e1 - 01

Form type: Competition

Notice type: Contract or concession notice – standard regime

Notice subtype: 16

Notice dispatch date: 27/04/2026 08:27:39 (UTC+00:00) Western European Time, GMT

Notice dispatch date (eSender): 27/04/2026 08:27:40 (UTC+00:00) Western European Time, GMT

Languages in which this notice is officially available: Swedish

Notice publication number: 289897-2026

OJ S issue number: 82/2026

Publication date: 28/04/2026