

Sweden-Stockholm: Advertising and marketing services
OJ S 103/2022 30/05/2022
Contract award notice – utilities
Services

Legal Basis:

Directive 2014/25/EU

Section I: Contracting entity

I.1. Name and addresses

Official name: Mälardalstrafik MÄLAB Aktiebolag

National registration number: 556425-0610

Postal address: Centralplan 3

Town: STOCKHOLM

NUTS code: SE11 Stockholm

Postal code: 11120

Country: Sweden

Contact person: Daniel Brynolf

E-mail: daniel.brynolf@malardalstrafik.se

Internet address(es):

Main address: <https://malardalstrafik.se/>

I.6. Main activity

Railway services

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Ramavtal Kommunikationstjänster

Reference number: 10-2022

II.1.2. Main CPV code

79340000 Advertising and marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

Upphandlingen omfattar olika typer av kommunikationstjänster, media, webb och event. Syftet är att teckna ramavtal med en fullservicebyrå för att säkra tillgång till professionell kompetens och resurser genom en leverantör som genom ett helhetsåtagande kan stötta oss i vårt kommunikations- och marknadsföringsarbete.

Det totala upphandlingsvärdet uppskattas till cirka 5- 6,5 miljoner SEK per år.

II.1.6. Information about lots

This contract is divided into lots: no

II.2. Description

II.2.2. Additional CPV code(s)

79341000 Advertising services, 79341100 Advertising consultancy services, 79341400 Advertising campaign services, 79342000 Marketing services, 79413000 Marketing management consultancy services, 79416000 Public relations services, 79430000 Crisis management services, 79820000 Services related to printing, 79822500 Graphic design services, 79960000 Photographic and ancillary services, 92110000 Motion picture and video tape production and related services, 92111210 Advertising film production

II.2.3. Place of performance

NUTS code: SE11 Stockholm

II.2.4. Description of the procurement

Upphandlingen omfattar olika typer av kommunikationstjänster, media, webb och event. Syftet är att teckna ramavtal med en fullservicebyrå för att säkra tillgång till professionell kompetens och resurser genom en leverantör som genom ett helhetsåtagande kan stötta oss i vårt kommunikations- och marknadsföringsarbete.

Det totala upphandlingsvärdet uppskattas till cirka 5- 6,5 miljoner SEK per år.

Mer information framgår av upphandlingsdokumenten.

II.2.11. Information about options

Options: no

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

Denna upphandling ersätter befintligt ramavtal som löper ut i februari 2022. Det kan finnas avrop som pågår även efter avtalstiden.

Section IV: Procedure

IV.1. Description

IV.1.1. Type of procedure

Open 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 031-080678](#)

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 periodic indicative notice

Section V: Award of contract

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

03/05/2022

V.2.3. Name and address of the contractor

Official name: Blomquist Communication AB

National registration number: 556531-0173

Postal address: Upplandsgatan 7

Town: STOCKHOLM

NUTS code: SE11 Stockholm

Postal code: 11123

Country: Sweden

E-mail: mikael@blomquist.se

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

The contractor is an SME: yes

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

Total value of the contract/lot: 33 000 000,00 SEK

V.2.5. Information about subcontracting

The contract is likely to be subcontracted

V.2.6. Price paid for bargain purchases

Section VI: Complementary information

VI.3. Additional information

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

VI.4. Procedures for review

VI.4.1. Review body

Official name: Förvaltningsrätten

Town: Stockholm

Country: Sweden

VI.5. Date of dispatch of this notice

25/05/2022