

317625-2026 - Result

Sweden – Advertising and marketing services – Upphandling PR-konsulttjänster

OJ S 89/2026 08/05/2026

Contract or concession award notice – standard regime

Services

1. Buyer

1.1. Buyer

Official name: Nacka kommun

Email: johanna.aslund@nacka.se

Legal type of the buyer: Regional authority

Activity of the contracting authority: General public services

2. Procedure

2.1. Procedure

Title: Upphandling PR-konsulttjänster

Description: PR-konsulttjänster

Procedure identifier: dec50fa0-7dca-4f74-944d-9e1257ec193e

Internal identifier: KFKS-2025-00764

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): 79341100 Advertising consultancy services, 79342000

Marketing services

2.1.2. Place of performance

Country subdivision (NUTS): Stockholms län (SE110)

Country: Sweden

Additional information: -

2.1.3. Value

Estimated value excluding VAT: 5 000 000,00 SEK

2.1.4. General information

Legal basis:

Directive 2014/24/EU

5. Lot

5.1. Lot: LOT-0001

Title: Upphandling PR-konsulttjänster

Description: PR-konsulttjänster

Internal identifier: Upphandling PR-konsulttjänster

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79340000 Advertising and marketing services

Additional classification (cpv): 79341100 Advertising consultancy services, 79342000

Marketing services

5.1.2. Place of performance

Country subdivision (NUTS): Stockholms län (SE110)

Country: Sweden

Additional information: -

5.1.3. Estimated duration

Start date: 04/05/2026

Duration end date: 03/05/2030

5.1.5. Value

Estimated value excluding VAT: 5 000 000,00 SEK

5.1.6. General information

Procurement Project not financed with EU Funds.

The procurement is covered by the Government Procurement Agreement (GPA): yes

5.1.7. Strategic procurement

Aim of strategic procurement: No strategic procurement

5.1.10. Award criteria

Criterion:

Type: Quality

Description: Pris och kvalitet

Description of the method to be used if weighting cannot be expressed by criteria: Pris och kvalitet

5.1.15. Techniques

Framework agreement:

Framework agreement, without reopening of competition

Information about the dynamic purchasing system:

No dynamic purchase system

Electronic auction: no

5.1.16. Further information, mediation and review

Review organisation: Förvaltningsrätten i Stockholm

Information about review deadlines: Se upphandlingsdokumenten

Organisation providing additional information about the procurement procedure: Nacka kommun

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

6. Results

Approximate value of the framework agreements

:

5 000 000,00

SEK

6.1. Result lot identifier: LOT-0001

Winner selection status: At least one winner was chosen.

Framework agreement:

Re-estimated value of the framework agreement: 5 000 000,00 SEK

6.1.2. Information about winners

Winner:

Official name: Marczak Utterström Communications

Tender:

Tender identifier: 4

Identifier of lot or group of lots: LOT-0001

Subcontracting: Not yet known

Contract information:

Identifier of the contract: Contract 256284 (0001)

Date on which the winner was chosen: 13/04/2026

Date of the conclusion of the contract: 06/05/2026

6.1.3. Non-winning tenderers

Non-winning tenderers

:

Official name: Strandberg & Haage AB

Non-winning tenderers

:

Official name: Prime Public Relations i Sverige AB

Non-winning tenderers

:

Official name: Obeya AB

Non-winning tenderers

:

Official name: Andréasson Public Relations ANPR AB

6.1.4. Statistical information

Received tenders or requests to participate:

Type of received submissions: Tenders

Number of tenders or requests to participate received: 5

8. Organisations

8.1. ORG-0001

Official name: Nacka kommun

Registration number: 212000-0167

Postal address: Granitvägen 15

Town: NACKA

Postcode: 13 181

Country subdivision (NUTS): Stockholms län (SE110)

Country: Sweden

Contact point: Johanna Åslund

Email: johanna.aslund@nacka.se

Telephone: +46704311257

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

Buyer profile: <http://www.nacka.se/>

Roles of this organisation:

Buyer

Organisation providing additional information about the procurement procedure

8.1. ORG-0002

Official name: Förvaltningsrätten i Stockholm

Registration number: 202100-2742

Postal address: Tegeluddsvägen 1

Town: Stockholm

Postcode: 11541

Country subdivision (NUTS): Stockholms län (SE110)

Country: Sweden

Email: forvaltningsrattenistockholm@dom.se

Telephone: +46 856168000

Roles of this organisation:

Review organisation

Organisation providing more information on the review procedures

8.1. ORG-0003

Official name: Strandberg & Haage AB

Registration number: 556707-7077

Postal address: Drottninggatan 94

Town: Stockholm

Postcode: 111 36

Country subdivision (NUTS): Stockholms län (SE110)

Country: Sweden

Contact point: Jan Borg

Email: jan@strandberghaage.se

Telephone: 0708388505

Roles of this organisation:

Tenderer

8.1. ORG-0004

Official name: Prime Public Relations i Sverige AB

Registration number: 556551-0178

Postal address: Slussplan 9 Box 38065

Town: Stockholm

Postcode: 10064

Country subdivision (NUTS): Stockholms län (SE110)

Country: Sweden

Contact point: Sofia Lagerbielke

Email: upphandling@primegroup.com

Telephone: 08-503 146 00

Roles of this organisation:

Tenderer

8.1. ORG-0005

Official name: Obeya AB

Registration number: 559013-5439

Postal address: UPPLANDSGATAN 7

Town: Stockholm
Postcode: 11123
Country subdivision (NUTS): Stockholms län (SE110)
Country: Sweden
Contact point: Maria Hazard
Email: maria.hazard@obeya.se
Telephone: 0703559070

Roles of this organisation:

Tenderer

8.1. ORG-0006

Official name: Marczak Utterström Communications
Size of the economic operator: Small
Registration number: 559470-9379
Postal address: Upplandsgatan 11
Town: Stockholm
Postcode: 11123
Country subdivision (NUTS): Stockholms län (SE110)
Country: Sweden
Contact point: Sara Marczak
Email: sara@mucc.se
Telephone: 0708-915554

Roles of this organisation:

Tenderer

Winner of these lots: LOT-0001

8.1. ORG-0007

Official name: Andréasson Public Relations ANPR AB
Registration number: 556585-2000
Postal address: Torstenssonsgatan 4
Town: Stockholm
Postcode: 114 56
Country subdivision (NUTS): Stockholms län (SE110)
Country: Sweden
Contact point: Ulrika Borg
Email: ulrika.borg@anpr.se
Telephone: 0722375859

Roles of this organisation:

Tenderer

Notice information

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