

**Sweden-Gothenburg: Advertising and marketing services**  
**OJ S 130/2020 08/07/2020**  
**Contract award notice**  
**Services**

**Legal Basis:**

Directive 2014/24/EU

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**Section I: Contracting authority**

**I.1. Name and addresses**

Official name: STATENS MUSEER FÖR VÄRLDSKULTUR

National registration number: 202100-5075

Postal address: Box 5306

Town: Göteborg

NUTS code: SE232 Västra Götalands län

Postal code: 402 27

Country: Sweden

Contact person: Olof Stigh

E-mail: [olof.stigh@varldskulturmuseerna.se](mailto:olof.stigh@varldskulturmuseerna.se)

**Internet address(es):**

Main address: <http://www.smvk.se>

**I.4. Type of the contracting authority**

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

**I.5. Main activity**

Recreation, culture and religion

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**Section II: Object**

**II.1. Scope of the procurement**

**II.1.1. Title**

Marknads och kommunikationskampanjer 2020

Reference number: 85/2020 2.3

**II.1.2. Main CPV code**

79340000 Advertising and marketing services

**II.1.3. Type of contract**

Services

**II.1.4. Short description**

Världskulturmuseerna lanserar tre större utställningar. På Världskulturmuseet visas Kimono – Kyoto to Catwalk (från V&A Museum), Östasiatiska museet visas Boro (japanska trastextilier som blivit high fashion) & på Etnografiska museet öppnar utställningen Human Nature – om vår konsumtion & planetens framtid. Uppdragstagaren kommer att arbeta i dialog med museernas kommunikation- och marknadsavdelning för att skapa en helhet som både svarar mot de enskilda utställningarnas karaktär & behov av enhetlighet.

#### **II.1.6. Information about lots**

This contract is divided into lots: no

#### **II.1.7. Total value of the procurement**

Value excluding VAT: 2 200 000,00 SEK

### **II.2. Description**

#### **II.2.2. Additional CPV code(s)**

79416100 Public relations management services

#### **II.2.3. Place of performance**

NUTS code: SE232 Västra Götalands län

Main site or place of performance: Göteborg

#### **II.2.4. Description of the procurement**

Världskulturmuseerna lanserar tre större utställningar. På Världskulturmuseet visas Kimono – Kyoto to Catwalk (från V&A Museum), Östasiatiska museet visas Boro (japanska trastextilier som blivit high fashion) & på Etnografiska museet öppnar utställningen Human Nature – om vår konsumtion & planetens framtid. Uppdragstagaren kommer att arbeta i dialog med museernas kommunikation- och marknadsavdelning för att skapa en helhet som både svarar mot de enskilda utställningarnas karaktär & behov av enhetlighet.

#### **II.2.5. Award criteria**

Quality criterion - Name: Kompetens / Weighting: 50 %

Quality criterion - Name: Referenser / Weighting: 25 %

Price - Weighting: 25 %

#### **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**

### **Section IV: Procedure**

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#### **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: [2020/S 043-101969](#)

##### **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 prior information notice**

### **Section V: Award of contract**

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A contract/lot is awarded: yes

#### **V.2. Award of contract**

##### **V.2.1. Date of conclusion of the contract**

20/05/2020

##### **V.2.2. Information about tenders**

Number of tenders received: 15

The contract has been awarded to a group of economic operators: no

##### **V.2.3. Name and address of the contractor**

Official name: ORD & BILD REKLAMBYRÅ I TINGVALLASTADEN KOMMANDITBOLAG

National registration number: 969627-2864

Postal address: BOX 480

Town: KARLSTAD

NUTS code: SE232 Västra Götalands län

Postal code: 651 11

Country: Sweden

E-mail: [peter.jansson.ling@ordbild.se](mailto:peter.jansson.ling@ordbild.se)

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

The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 2 200 000,00 SEK

Total value of the contract/lot: 2 200 000,00 SEK

##### **V.2.5. Information about subcontracting**

### **Section VI: Complementary information**

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#### **VI.3. Additional information**

Visma annons: <https://opic.com/id/afqujcw1qd>

#### **VI.4. Procedures for review**

##### **VI.4.1. Review body**

Official name: Förvaltningsrätten i Göteborg

Town: Göteborg

Country: Sweden

##### **VI.5. Date of dispatch of this notice**

06/07/2020