

Sweden-Stockholm: Advertising consultancy services
OJ S 197/2013 10/10/2013
Contract award notice
Services

Directive 2004/18/EC

Section I: Contracting authority

I.1. Name and addresses

Official name: Stadsledningskontoret, Stockholms stad
Postal address: Registrator Stadshuset, Ragnar Östbergs plan 1
Town: Stockholm
Postal code: SE-105 35
Country: Sweden
E-mail: upphandling.stockholmsstad@affarsconcept.se
Internet address(es):
General address of the contracting authority: <http://www.stockholm.se/>

I.2. Type of the contracting authority

Regional or local agency/office

I.3. Main activity

General public services
Environment
Housing and community amenities
Social protection
Recreation, culture and religion

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

Strategiska kommunikationstjänster.

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

Services
Service category No 13: Advertising 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)

Upphandlingen omfattar strategiska kommunikationstjänster inom olika områden. Tjänsten omfattar bland annat strategisk rådgivning och stöd i kommunikationsfrågor, utformning av strategier, kommunikationsutbildning och internationellt samarbete.

Mer information om uppdragets innehåll i detalj framgår av förfrågningsunderlagets avsnitt 3
Krav på tjänsten.

II.1.5. CPV code(s)

79341100 Advertising consultancy services, 79340000 Advertising and marketing services, 79341200 Advertising management services, 79400000 Business and management consultancy and related services, 79416100 Public relations management services, 79416200 Public relations 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

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

125-1617/2012

IV.3.2. Previous publication concerning this procedure

Contract notice

Notice number in the OJ S: [2013/S 60-100790](#) of 26.3.2013

Section V: Award of contract

Contract No: 1

Lot No: 1

- Lot title: Strategiska kommunikationstjänster

V.1. Date of conclusion of the contract

12.9.2013

V.2. Information about tenders

Number of tenders received: 8

V.3. Name and address of the contractor

Official name: Kreab Gavin Anderson AB

National registration number: 556146-3976

Postal address: Floragatan 13

Town: Stockholm

Postal code: SE-114 75

Country: Sweden

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

V.5. Information about subcontracting

Contract No: 2

Lot No: 2

- Lot title: Strategiska kommunikationstjänster

V.1. Date of conclusion of the contract

12.9.2013

V.2. Information about tenders

Number of tenders received: 8

V.3. Name and address of the contractor

Official name: Gullers Grupp AB

National registration number: 556370-4260

Postal address: Box 7004, Birger Jarlsgatan 32 A

Town: Stockholm

Postal code: SE-103 86

Country: Sweden

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

V.5. Information about subcontracting

Contract No: 3

Lot No: 3

- Lot title: Strategiska kommunikationstjänster

V.1. Date of conclusion of the contract

12.9.2013

V.2. Information about tenders

Number of tenders received: 8

V.3. Name and address of the contractor

Official name: Veritas PR & Communications AB

National registration number: 556713-4167

Postal address: Box 49052

Town: Stockholm

Postal code: SE-100 28

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=difpvvdf>

VI.3. Procedures for review

VI.3.1. Review body

Official name: Förvaltningsrätten i Stockholm

Country: Sweden

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

7.10.2013