

**Sweden-Stockholm: Public relations services**  
**OJ S 197/2013 10/10/2013**  
**Contract award notice**  
**Services**

**Directive 2004/18/EC**

**Section I: Contracting authority**

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**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](mailto: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**

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**II.1. Description**

**II.1.1. Title**

PR-tjänster.

**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 PR-tjänster inom olika områden. Uppdraget inbegriper alla typer av PR-relaterade tjänster, från övergripande PR-strategisk rådgivning till stöd och rådgivning i PR-frågor till budskapsformulering, löpande mediekontakter, internationell PR, utvärdering och

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

**II.1.5. CPV code(s)**

79416000 Public relations services, 79341100 Advertising consultancy 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**

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**IV.1. Type of procedure**

**IV.1.1. Type of procedure**

Open

**IV.2. Award criteria**

**IV.2.1. Award criteria**

The most economically advantageous tender in terms of

1. Andubdspris
2. Kvalitet – Idénkoncept

**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**

125-1618/2012

**IV.3.2. Previous publication concerning this procedure**

**Contract notice**

Notice number in the OJ S: [2013/S 60-100509](#) of 26.3.2013

**Section V: Award of contract**

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Contract No: 1

Lot No: 1

- Lot title: PR-tjänster

**V.1. Date of conclusion of the contract**

12.9.2013

**V.2. Information about tenders**

Number of tenders received: 6

**V.3. Name and address of the contractor**

Official name: Prime Public Relations i Sverige AB  
National registration number: 556551-0178  
Postal address: Box 38065  
Town: Stockholm  
Postal code: SE-100 64  
Country: Sweden

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

**V.5. Information about subcontracting**

Contract No: 2

Lot No: 2

- Lot title: PR-tjänster

**V.1. Date of conclusion of the contract**

12.9.2013

**V.2. Information about tenders**

Number of tenders received: 6

**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: PR-tjänster

**V.1. Date of conclusion of the contract**

12.9.2013

**V.2. Information about tenders**

Number of tenders received: 6

**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**

**Section VI: Complementary information**

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**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=didzmtqm>

**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