

Sweden-Västerås: Advertising and marketing services

OJ S 139/2020 21/07/2020

Contract notice

Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Mälardalens högskola

National registration number: 202100-2916

Postal address: Box 883

Town: Västerås

NUTS code: SE125 Västmanlands län

Postal code: 722 13

Country: Sweden

Contact person: Andreas Luiga

E-mail: andreas.luiga@sidecore.se

Internet address(es):

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

I.3. Communication

The procurement documents are available for unrestricted and full direct access, free of charge, at: <https://tendsign.com/doc.aspx?Uniqueld=afrzyyobx&GoTo=Docs>

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted electronically via: <https://tendsign.com/doc.aspx?Uniqueld=afrzyyobx&GoTo=Tender>

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

Education

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Kommunikationsbyrå

Reference number: 2019/2812

II.1.2. Main CPV code

79340000 Advertising and marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

MDH önskar teckna avtal med en byrå för:
Kreativ kommunikation - Strategier och koncept ska utarbetas för kampanjer och kommunikationsinsatser som stärker MDH:s varumärke och attraherar studenter att läsa vidare på högskolan
Och för:
Grafisk produktion - Utifrån framtaget kampanjmanér skapa innehåll för analoga och digitala kanaler.

II.1.5. Estimated total value

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, 79342000 Marketing services, 79822500 Graphic design services

II.2.3. Place of performance

NUTS code: SE125 Västmanlands län

Main site or place of performance: Västerås

II.2.4. Description of the procurement

MDH önskar teckna avtal med en byrå för:
Kreativ kommunikation - Strategier och koncept ska utarbetas för kampanjer och kommunikationsinsatser som stärker MDH:s varumärke och attraherar studenter att läsa vidare på högskolan
Och för:
Grafisk produktion - Utifrån framtaget kampanjmanér skapa innehåll för analoga och digitala kanaler.

II.2.5. Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.6. Estimated value

II.2.7. Duration of the contract, framework agreement or dynamic purchasing system

Start: 01/10/2020 End: 30/09/2021

This contract is subject to renewal: yes

Description of renewals:

3 förlängningar á 12 månader

II.2.10. Information about variants

Variants will be accepted: no

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

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.2.2. Time limit for receipt of tenders or requests to participate

Date: 10/09/2020 Local time: 23:59

IV.2.3. Estimated date of dispatch of invitations to tender or to participate to selected candidates

IV.2.4. Languages in which tenders or requests to participate may be submitted

Swedish

IV.2.6. Minimum time frame during which the tenderer must maintain the tender

Tender must be valid until: 10/12/2020

IV.2.7. Conditions for opening of tenders

Date: 11/09/2020 Local time: 00:00

Section VI: Complementary information

VI.1. Information about recurrence

This is a recurrent procurement: no

VI.3. Additional information

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

VI.4. Procedures for review

VI.4.1. Review body

Official name: Uppsala förvaltningsrätt

Town: Uppsala

Country: Sweden

VI.5. Date of dispatch of this notice

17/07/2020