

Sweden-Växjö: Advertising and marketing services
OJ S 131/2021 09/07/2021
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Växjöbostäder Aktiebolag
National registration number: 556935-3534
Postal address: Box 241
Town: Växjö
NUTS code: SE212 Kronobergs län
Postal code: 351 05
Country: Sweden
Contact person: Christin Atterheim
E-mail: christin.atterheim@vaxjobostader.se
Internet address(es):
Main address: <http://www.vaxjobostader.se>

I.4. Type of the contracting authority

Regional or local authority

I.5. Main activity

General public services

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Kommunikationsbyråttjänster
Reference number: 2021-00177

II.1.2. Main CPV code

79340000 Advertising and marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

Upphandlingen avser kommunikationsbyråttjänster, både strategiska och operativa uppdrag.

II.1.6. Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Value excluding VAT: 2 000 000,00 SEK

II.2. Description

II.2.2. Additional CPV code(s)

79342000 Marketing services, 79413000 Marketing management consultancy services

II.2.3. Place of performance

NUTS code: SE212 Kronobergs län

Main site or place of performance: Växjö

II.2.4. Description of the procurement

Upphandlingen avser kommunikationsbyråttjänster, både strategiska och operativa uppdrag.

II.2.5. Award criteria

Quality criterion - Name: Arbetsprover strategisk del / Weighting: 35

Quality criterion - Name: Arbetsprover taktisk del / Weighting: 35

Price - Weighting: 30

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.2.1. Previous publication concerning this procedure

Notice number in the OJ S: [2021/S 065-166272](#)

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

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

18/06/2021

V.2.2. Information about tenders

Number of tenders received: 7

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

V.2.3. Name and address of the contractor

Official name: gobrave reklam och kommunikation AB

National registration number: 556896-0669

Postal address: Norra Esplanaden 7

Town: Växjö

NUTS code: SE212 Kronobergs län

Postal code: 352 33

Country: Sweden

E-mail: jennie@gobrave.se

The contractor is an SME: yes

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

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

V.2.5. Information about subcontracting**Section VI: Complementary information**

VI.3. Additional information

Mercell annons: <https://opic.com/id/afysjeparn>

VI.4. Procedures for review**VI.4.1. Review body**

Official name: Förvaltningsrätten

Town: Växjö

Country: Sweden

VI.5. Date of dispatch of this notice

06/07/2021