

Sweden-Stockholm: Advertising and marketing services
OJ S 117/2023 20/06/2023
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: PENSIONSMYNDIGHETEN

National registration number: 202100-6255

Postal address: Box 38 190

Town: Stockholm

NUTS code: SE Sverige

Postal code: 100 64

Country: Sweden

Contact person: Adnan Ganic

E-mail: Adnan.Ganic@pensionsmyndigheten.se

Telephone: +46 104542285

Internet address(es):

Main address: <http://pensionsmyndigheten.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

Social protection

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Upphandling av ramavtal avseende medieförmedlingstjänster

Reference number: UPP 2023-7

II.1.2. Main CPV code

79340000 Advertising and marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

Syftet med upphandlingen är att hitta en strategisk partner för medieförmedlingstjänster som Pensionsmyndigheten kan ha ett effektivt och flexibelt samarbete med, i syfte att nå allmänheten som målgrupp. Pensionsmyndigheten kan vid behov själv genomföra medieköp och placering i mindre omfattning.

Se upphandlingsdokumenten för mer information om upphandlingen.

II.1.6. Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Value excluding VAT: 16 000 000,00 SEK

II.2. Description

II.2.2. Additional CPV code(s)

79340000 Advertising and marketing services, 79341100 Advertising consultancy services, 79413000 Marketing management consultancy services

II.2.3. Place of performance

NUTS code: SE Sverige

II.2.4. Description of the procurement

Pensionsmyndigheten uppskattar upphandlingens totala omfattning inklusive arvode och mediebudget upp till fyra (4) miljoner SEK årligen exklusive mervärdesskatt. Denna budget fördelar sig på en större marknadsföringsaktivitet och ett antal mindre löpande marknadsföringsaktiviteter. Den större aktiviteten är en kampanj som genomförs årligen.

De angivna volymerna kan ge anbudsgivarna en uppskattning om omfattningen av Pensionsmyndighetens behov.

Pensionsmyndigheten garanterar inga volymer under avtalsperioden.

Ramavtalets takvolym är 20 miljoner SEK exklusive mervärdesskatt.

Se upphandlingsdokumenten för mer information om upphandlingen.

II.2.5. Award criteria

Price

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

The procurement involves the establishment of a framework agreement

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: [2023/S 045-133675](#)

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

Contract No: 2

Title:

Upphandling av ramavtal avseende medieförmedlingstjänster

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

30/05/2023

V.2.2. Information about tenders

Number of tenders received: 4

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

V.2.3. Name and address of the contractor

Official name: Captivate AB

National registration number: 559240-5905

Postal address: Sankt Eriksgatan 46A

Town: Stockholm

NUTS code: SE Sverige

Postal code: 112 34

Country: Sweden

E-mail: mikael@captivatemedias.se

Telephone: +46 736992419

The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 16 000 000,00 SEK

Total value of the contract/lot: 16 000 000,00 SEK

V.2.5. Information about subcontracting

Section VI: Complementary information

VI.3. Additional information

VI.4. Procedures for review

VI.4.1. Review body

Official name: Förvaltningsrätten i Stockholm och migrationsdomstol

Town: Stockholm

Postal code: 115 76

Country: Sweden

E-mail: forvaltningsrattenistockholm@dom.se

Telephone: +46 8-56168000

Fax: +46 8-56168001

Internet address: <http://www.forvaltningsrattenistockholm.domstol.se>

VI.5. Date of dispatch of this notice

15/06/2023