

**Sweden-Kristanstad: Marketing services**  
**OJ S 164/2018 28/08/2018**  
**Contract award notice**  
**Services**

**Legal Basis:**

Directive 2014/24/EU

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**Section I: Contracting authority**

**I.1. Name and addresses**

Official name: Höskolan i Kristianstad  
National registration number: 202100-3195  
Postal address: Elmetorpsvägen 15  
Town: Kristanstad  
NUTS code: SE224 Skåne län  
Postal code: 291 88  
Country: Sweden  
Contact person: Maria Gustavsson  
E-mail: [maria.gustavsson@hkr.se](mailto:maria.gustavsson@hkr.se)  
**Internet address(es):**  
Main address: <http://www.hkr.se>

**I.4. Type of the contracting authority**

Regional or local agency/office

**I.5. Main activity**

Education

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**Section II: Object**

**II.1. Scope of the procurement**

**II.1.1. Title**

Sökmarknadsföring  
Reference number: A2017-32-319

**II.1.2. Main CPV code**

79342000 Marketing services

**II.1.3. Type of contract**

Services

**II.1.4. Short description**

Höskolan Kristianstad genomför en upphandling av tjänsten "Sökmarknadsföring" innefattande Google AdWords, med tjänsterna Google Sök, Display och Remarketing, samt Google Analytics.

Vi avser att teckna avtal med en byrå/leverantör från februari 2018 och två år framöver, med möjlighet till förlängning i ytterligare två år.

**II.1.6.**

## Information about lots

This contract is divided into lots: no

### II.1.7. Total value of the procurement

Value excluding VAT: 3 600 000,00 SEK

## II.2. Description

### II.2.2. Additional CPV code(s)

79000000 Business services: law, marketing, consulting, recruitment, printing and security,  
79340000 Advertising and marketing services

### II.2.3. Place of performance

NUTS code: SE224 Skåne län

### II.2.4. Description of the procurement

Högskolan Kristianstad genomför en upphandling av tjänsten "Sökmarknadsföring" innefattande Google AdWords, med tjänsterna Google Sök, Display och Remarketing, samt Google Analytics.

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### II.2.5. Award criteria

Cost criterion - Name: Kvalitet / Weighting: Mervärde 100 000

Cost criterion - Name: Pris / Weighting: Uppskattat årsbehov

### 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

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### 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: [2018/S 002-001690](#)

#### 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

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A contract/lot is awarded: yes

### V.2. Award of contract

#### V.2.1. Date of conclusion of the contract

09/02/2018

#### V.2.2. Information about tenders

Number of tenders received: 5

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

#### V.2.3. Name and address of the contractor

Official name: Beet AB

National registration number: 556911-3789

Postal address: Västra Trädgårdsgatan 9

Town: Stockholm

NUTS code: SE110 Stockholms län

Postal code: 111 53

Country: Sweden

E-mail: [maria@beet.se](mailto:maria@beet.se)

The contractor is an SME: yes

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

Total value of the contract/lot: 480 000,00 SEK

#### V.2.5. Information about subcontracting

## Section VI: Complementary information

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### VI.3. Additional information

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

### VI.4. Procedures for review

#### VI.4.1. Review body

Official name: Förvaltningsrätten i Malmö

Town: Malmö

Country: Sweden

### VI.5. Date of dispatch of this notice

27/08/2018