

**Sweden-Stockholm: Advertising and marketing services**  
**OJ S 158/2020 17/08/2020**  
**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: Totalförsvarets Forskningsinstitut, FOI

National registration number: 202100-5182

Postal address: Gullfossgatan 12

Town: Stockholm

NUTS code: SE110 Stockholms län

Postal code: 164 90

Country: Sweden

Contact person: Charlotta Axelson

E-mail: [charlotta.axelson@foi.se](mailto:charlotta.axelson@foi.se)

**Internet address(es):**

Main address: <http://www.foi.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**

General public services

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**Section II: Object**

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

**II.1.1. Title**

Kommunikationstjänster

Reference number: FOI-2019-1826

**II.1.2. Main CPV code**

79340000 Advertising and marketing services

**II.1.3. Type of contract**

Services

**II.1.4. Short description**

Upphandling av kommunikationstjänster i tre delområden;

Strategiska kommunikationstjänster,

Reklambyråtjänster

Skribenttjänster

**II.1.6. Information about lots**

This contract is divided into lots: no

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

Value excluding VAT: 10 400 000,00 SEK

## **II.2. Description**

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

79341000 Advertising services, 79341100 Advertising consultancy services, 79341200 Advertising management services, 79416100 Public relations management services, 79420000 Management-related services, 92312211 Writing agency services

### **II.2.3. Place of performance**

NUTS code: SE110 Stockholms län

### **II.2.4. Description of the procurement**

Upphandling av kommunikationstjänster i tre delområden;  
Strategiska kommunikationstjänster,  
Reklambyråtjänster  
Skribenttjänster

### **II.2.5. Award criteria**

Cost criterion - Name: Kvalitet / Weighting: Enligt FFU

### **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: [2020/S 042-099599](#)

#### **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**

18/06/2020

### **V.2.2. Information about tenders**

Number of tenders received: 30

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

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

Official name: Monte Rico AB

National registration number: 556691-6846

Postal address: Kronhusgatan 2 F

Town: Göteborg

NUTS code: SE232 Västra Götalands län

Postal code: 411 13

Country: Sweden

E-mail: [tomas.eriksson@monterico.se](mailto:tomas.eriksson@monterico.se)

Internet address: <http://www.monterico.se>

The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 280 000,00 SEK

Total value of the contract/lot: 280 000,00 SEK

### **V.2.5. Information about subcontracting**

## **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**

18/06/2020

### **V.2.2. Information about tenders**

Number of tenders received: 30

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

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

Official name: Emmeli Nilsson journalistik

National registration number: 860222-2781

Postal address: c/o Blå kontoret Drottninggatan 104

Town: Stockholm

NUTS code: SE110 Stockholms län

Postal code: 111 60

Country: Sweden

E-mail: [emmeli.nilsson@gmail.com](mailto:emmeli.nilsson@gmail.com)

The contractor is an SME: yes

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

Total value of the contract/lot: 280 000,00 SEK

#### **V.2.5. Information about subcontracting**

### **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**

18/06/2020

##### **V.2.2. Information about tenders**

Number of tenders received: 30

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

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

Official name: Svensk Information i Stockholm Aktiefbolag

National registration number: 556227-9199

Postal address: Tegnérunden 3

Town: STOCKHOLM

NUTS code: SE110 Stockholms län

Postal code: 111 61

Country: Sweden

E-mail: [jessica.vonotter@sinfo.se](mailto:jessica.vonotter@sinfo.se)

The contractor is an SME: yes

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

Total value of the contract/lot: 6 000 000,00 SEK

#### **V.2.5. Information about subcontracting**

### **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**

18/06/2020

##### **V.2.2. Information about tenders**

Number of tenders received: 30

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

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

Official name: ELISABET THORSÉN

National registration number: 640310-7805

Postal address: LOSTIGEN 32

Town: SOLNA

NUTS code: SE110 Stockholms län

Postal code: 170 75

Country: Sweden

E-mail: [lisa@frilansjournalist.info](mailto:lisa@frilansjournalist.info)

The contractor is an SME: yes

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

Total value of the contract/lot: 280 000,00 SEK

#### **V.2.5. Information about subcontracting**

### **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**

18/06/2020

##### **V.2.2. Information about tenders**

Number of tenders received: 30

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

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

Official name: Gullers Grupp AB

National registration number: 556370-4260

Postal address: Box 7004

Town: STOCKHOLM

NUTS code: SE110 Stockholms län

Postal code: 103 86

Country: Sweden

E-mail: [annika.sjoberg@gullers.se](mailto:annika.sjoberg@gullers.se)

Internet address: <http://www.gullers.se>

The contractor is an SME: yes

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

Total value of the contract/lot: 3,00 SEK

##### **V.2.5. Information about subcontracting**

### **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**

18/06/2020

##### **V.2.2. Information about tenders**

Number of tenders received: 30

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

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

Official name: Springtime-Intellecta AB

National registration number: 556132-8526

Postal address: Birger Jarlsgatan 57, Box 19063  
Town: STOCKHOLM  
NUTS code: SE110 Stockholms län  
Postal code: 10432  
Country: Sweden  
E-mail: [tina.candell@intellecta.se](mailto:tina.candell@intellecta.se)  
Internet address: <http://www.intellectacorporate.se>  
The contractor is an SME: yes

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

Total value of the contract/lot: 280 000,00 SEK

**V.2.5. Information about subcontracting**

**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**

18/06/2020

**V.2.2. Information about tenders**

Number of tenders received: 30

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

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

Official name: Tale Content Creators AB  
National registration number: 559055-7749  
Postal address: Kungsgatan 12-14  
Town: STOCKHOLM  
NUTS code: SE110 Stockholms län  
Postal code: 111 f34  
Country: Sweden  
E-mail: [johan.bratt@talecontent.se](mailto:johan.bratt@talecontent.se)  
The contractor is an SME: yes

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

Total value of the contract/lot: 280 000,00 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/affqvtuflq>

**VI.4. Procedures for review**

**VI.4.1. Review body**

Official name: Förvaltningsrätten i Stockholm  
Town: Stockholm

Country: Sweden

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

12/08/2020