

SE-Västerås: Advertising and marketing services
OJ S 240/2012 13/12/2012
Contract award notice
Services

Directive 2004/18/EC

Section I: Contracting authority

I.1. Name and addresses

Official name: Myndigheten för yrkeshögskolan
Postal address: Box 145
Town: Västerås
Postal code: SE-721 05
Country: Sweden
For the attention of: Isabell Gustafsson
E-mail: isabell.gustafsson@yhmyndigheten.se

I.2. Type of the contracting authority

Regional or local agency/office

I.3. Main activity

Education

I.4. Contract award on behalf of other contracting authorities

Section II: Object of the contract

II.1. Description

II.1.1. Title

Kommunikationstjänster.

II.1.2. Type of contract and place of performance or delivery

Services
Service category No 13: Advertising services
Main site or place of performance: Sverige.
NUTS code SE Sverige

II.1.3. Information about a framework agreement or a dynamic purchasing system (DPS)

The procurement involves the establishment of a framework agreement

II.1.4. Short description of the contract or purchase(s)

Myndigheten för yrkeshögskolan har sin verksamhet på två orter, Västerås och Hässleholm. Målet med denna upphandling är att få tillgång till en fullservicebyrå med ett tjänsteutbud som passar olika behov. Uppdragen varierar från enklare uppdrag till mer avancerade som hanterar hela kedjan från analys/strategi till färdigt resultat i tryckta såväl som digitala kanaler.

II.1.5. CPV code(s)

79340000 Advertising and marketing services, 79341000 Advertising services, 79341100 Advertising consultancy services, 79341400 Advertising campaign services, 79342000 Marketing services

II.1.6. Information about the Government Procurement Agreement (GPA)

II.2. Total value of the contract/lot

II.2.1. Total value of the contract/lot

Section IV: Procedure

IV.1. Type of procedure

IV.1.1. Type of procedure

Open

IV.2. Award criteria

IV.2.1. Award criteria

The most economically advantageous tender in terms of

1. Uppdrag.. Weighting 50

2. Pris.. Weighting 50

IV.2.2. Information about electronic auction

An electronic auction has been used: no

IV.3. Administrative information

IV.3.1. File reference number attributed by the contracting authority

YH 2012/1011.

IV.3.2. Previous publication concerning this procedure

Contract notice

Notice number in the OJ S: [2012/S 172-284775](#) of 7.9.2012

Section V: Award of contract

Contract No: 1

Lot No: 1

- Lot title: Kommunikationstjänster

V.1. Date of conclusion of the contract

29.10.2012

V.2. Information about tenders

Number of tenders received: 6

V.3. Name and address of the contractor

Official name: Prime International AB

Postal address: Box 38065

Town: Stockholm

Postal code: SE-100 64

Country: Sweden

Telephone: +46 850314600

Internet address: <http://www.primegroup.com>

V.4. Information on value of the contract/lot

V.5. Information about subcontracting

Section VI: Complementary information

VI.1. Information about European Union funds

The procurement is related to a project and/or programme financed by European Union funds:
no

VI.2. Additional information

Visma TendSign-annons: <http://www.opic.com/notice.asp?req=dimwdxgf>

VI.3. Procedures for review

VI.3.1. Review body

VI.3.2. Review procedure

VI.3.3. Service from which information about the review procedure may be obtained

VI.4. Date of dispatch of this notice

11.12.2012