

Sweden-Gothenburg: Marketing management consultancy services
OJ S 129/2023 07/07/2023
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Länsstyrelsen i Västra Götalands Län

National registration number: 202100-2361

Town: GÖTEBORG

NUTS code: SE232 Västra Götalands län

Postal code: 40340

Country: Sweden

Contact person: Anna Lindblom

E-mail: anna.i.lindblom@lansstyrelsen.se

Internet address(es):

Main address: <http://www.lansstyrelsen.se/vastragotaland>

I.4. Type of the contracting authority

National or federal agency/office

I.5. Main activity

General public services

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Byråer för kommunikationstjänster

Reference number: 100-12555-2023

II.1.2. Main CPV code

79413000 Marketing management consultancy services

II.1.3. Type of contract

Services

II.1.4. Short description

Allmän beskrivning och syfte

Kommunikation är en naturlig del i Länsstyrelsens bredd av uppdrag och kommunikationsenheten bistår verksamheterna i kommunikation. Kommunikationsarbetet sker huvudsakligen inom ramen för Länsstyrelsens egna resurser, men ibland behöver vi förstärkning med allt från strategisk kommunikation till formgivning och produktion.

Syftet med upphandlingen är att teckna ramavtal med leverantörer som kan täcka det behov som Länsstyrelsen har av kommunikationstjänster inom tre områden:

Fullservicebyrå för kommunikationstjänster

Grafisk formgivning och produktion
Kommunikationsbyrå med mångkulturell inriktning

II.1.6. Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Value excluding VAT: 9 000 000,00 SEK

II.2. Description

II.2.2. Additional CPV code(s)

79340000 Advertising and marketing services, 79410000 Business and management consultancy services, 79822500 Graphic design services

II.2.3. Place of performance

NUTS code: SE232 Västra Götalands län

II.2.4. Description of the procurement

Allmän beskrivning och syfte

Kommunikation är en naturlig del i Länsstyrelsens bredd av uppdrag och kommunikationsenheten bistår verksamheterna i kommunikation. Kommunikationsarbetet sker huvudsakligen inom ramen för Länsstyrelsens egna resurser, men ibland behöver vi förstärkning med allt från strategisk kommunikation till formgivning och produktion. Syftet med upphandlingen är att teckna ramavtal med leverantörer som kan täcka det behov som Länsstyrelsen har av kommunikationstjänster inom tre områden:

Fullservicebyrå för kommunikationstjänster

Grafisk formgivning och produktion

Kommunikationsbyrå med mångkulturell inriktning

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

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 067-200778](#)

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

09/06/2023

V.2.2. Information about tenders

Number of tenders received: 19

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

V.2.3. Name and address of the contractor

Official name: KAPI

National registration number: 556771-3283

Postal address: Skeppsbron 30

Town: Stockholm

NUTS code: SE110 Stockholms län

Postal code: 11130

Country: Sweden

E-mail: per@kapimarketing.com

Internet address: <http://kapimarketing.com>

The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 1 000 000,00 SEK

Total value of the contract/lot: 1 000 000,00 SEK

V.2.5. Information about subcontracting

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

09/06/2023

V.2.2. Information about tenders

Number of tenders received: 19

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

V.2.3. Name and address of the contractor

Official name: Dear FA Göteborg AB

National registration number: 556842-2892
Postal address: Box 2220
Town: GÖTEBORG
NUTS code: SE232 Västra Götalands län
Postal code: 40314
Country: Sweden
E-mail: ulrika.sohtell@dearfriends.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: 5 000 000,00 SEK
Total value of the contract/lot: 1 500 000,00 SEK

V.2.5. Information about subcontracting

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

09/06/2023

V.2.2. Information about tenders

Number of tenders received: 19
The contract has been awarded to a group of economic operators: no

V.2.3. Name and address of the contractor

Official name: Where is my pony kommunikation och design AB
National registration number: 556818-3361
Postal address: Södra Larmgatan 14 A
Town: GÖTEBORG
NUTS code: SE232 Västra Götalands län
Postal code: 411 16
Country: Sweden
E-mail: agnes@whereismypony.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: 5 000 000,00 SEK
Total value of the contract/lot: 2 500 000,00 SEK

V.2.5. Information about subcontracting

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

09/06/2023

V.2.2. Information about tenders

Number of tenders received: 19

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

V.2.3. Name and address of the contractor

Official name: Off the Wall Communication AB

National registration number: 556567-9841

Postal address: Box 3265

Town: STOCKHOLM

NUTS code: SE110 Stockholms län

Postal code: 10365

Country: Sweden

E-mail: rasmus.winther@otw.se

Internet address: <http://www.otw.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: 8 000 000,00 SEK

Total value of the contract/lot: 4 000 000,00 SEK

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

VI.3. Additional information

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

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

Official name: Förvaltningsrätten i Göteborg

Town: Göteborg

Country: Sweden

VI.5. Date of dispatch of this notice

03/07/2023