

410486-2026 - Result

Sweden – Business development consultancy services – Ramavtal för strategiska, kreativa och taktiska kommunikationstjänster

OJ S 114/2026 16/06/2026

Contract or concession award notice – standard regime

Services

1. Buyer

1.1. Buyer

Official name: Nyköpings kommun

Email: upphandling@nykoping.se

Legal type of the buyer: Body governed by public law

Activity of the contracting authority: General public services

2. Procedure

2.1. Procedure

Title: Ramavtal för strategiska, kreativa och taktiska kommunikationstjänster

Description: Nyköpings kommun bjuder in leverantörer till ett selektivt förfarande gällande upphandling av ramavtal för strategiska, kreativa och taktiska kommunikationstjänster.

Procedure identifier: 863c6d24-83d7-46cf-992f-a2f4eca98fb5

Type of procedure: Restricted

The procedure is accelerated: no

2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79411100 Business development consultancy services

2.1.2. Place of performance

Country subdivision (NUTS): Södermanlands län (SE122)

Country: Sweden

2.1.3. Value

Estimated value excluding VAT: 10 000 000,00 SEK

2.1.4. General information

Legal basis:

Directive 2014/24/EU

5. Lot

5.1. Lot: LOT-0001

Title: Ramavtal för strategiska, kreativa och taktiska kommunikationstjänster

Description: Nyköpings kommun bjuder in leverantörer till ett selektivt förfarande gällande upphandling av ramavtal för strategiska, kreativa och taktiska kommunikationstjänster.

Internal identifier: urn:eavrop:mdn:ProcurementProject:123743:Lot:1

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79411100 Business development consultancy services
Additional classification (cpv): 79413000 Marketing management consultancy services,
79415000 Production management consultancy services, 79416200 Public relations
consultancy services

5.1.2. Place of performance

Country subdivision (NUTS): Södermanlands län (SE122)

Country: Sweden

5.1.4. Renewal

Maximum renewals: 2

5.1.6. General information

Procurement Project not financed with EU Funds.

The procurement is covered by the Government Procurement Agreement (GPA): yes

5.1.7. Strategic procurement

Aim of strategic procurement: No strategic procurement

5.1.10. Award criteria

Criterion:

Type: Quality

Description: Lösningförslag på fiktivt case.

Criterion:

Type: Price

Description: Timarvoden.

Description of the method to be used if weighting cannot be expressed by criteria: 70% kvalitet
och 30% pris.

5.1.15. Techniques

Framework agreement:

Framework agreement, without reopening of competition

Information about the dynamic purchasing system:

No dynamic purchase system

5.1.16. Further information, mediation and review

Review organisation: Förvaltningsrätten i Linköping

Organisation providing additional information about the procurement procedure: Nyköpings
kommun

Organisation providing more information on the review procedures: Förvaltningsrätten i
Linköping

6. Results

Maximum value of the framework agreements in this notice: 15 000 000,00 SEK

Approximate value of the framework agreements

:

4 800 000,00

SEK

6.1. Result lot identifier: LOT-0001

Winner selection status: At least one winner was chosen.

Framework agreement:

Maximum value of the framework agreement: 15 000 000,00 SEK

Re-estimated value of the framework agreement: 4 800 000,00 SEK

6.1.2. Information about winners**Winner:**

Official name: Content Innovation Sweden AB

Tender:

Tender identifier: 3421934

Identifier of lot or group of lots: LOT-0001

The tender is a variant: no

Subcontracting: Not yet known

Contract information:

Identifier of the contract: 3421934

Date on which the winner was chosen: 29/05/2026

Date of the conclusion of the contract: 29/05/2026

6.1.3. Non-winning tenderers**Non-winning tenderers**

:

Official name: You Are Here AB

Tender:

Tender identifier: 3421947

Identifier of lot or group of lots: LOT-0001

The tender is a variant: no

Subcontracting: Not yet known

Non-winning tenderers

:

Official name: Vinter AB

Tender:

Tender identifier: 3421946

Identifier of lot or group of lots: LOT-0001

The tender is a variant: no

Subcontracting: Not yet known

Non-winning tenderers

:

Official name: Strandberg & Haage AB

Tender:

Tender identifier: 3421943

Identifier of lot or group of lots: LOT-0001

The tender is a variant: no

Subcontracting: Not yet known

Non-winning tenderers

:

Official name: Intellecta AB

Tender:

Tender identifier: 3421937

Identifier of lot or group of lots: LOT-0001

The tender is a variant: no

Subcontracting: Not yet known

Non-winning tenderers

:

Official name: Granath Reklam AB

Tender:

Tender identifier: 3421935

Identifier of lot or group of lots: LOT-0001

The tender is a variant: no

Subcontracting: Not yet known

Non-winning tenderers

:

Official name: Consid AB

Tender:

Tender identifier: 3421932

Identifier of lot or group of lots: LOT-0001

The tender is a variant: no

Subcontracting: Not yet known

6.1.4. Statistical information

Received tenders or requests to participate:

Type of received submissions: Requests to participate

Number of tenders or requests to participate received: 15

Type of received submissions: Tenders

Number of tenders or requests to participate received: 7

8. Organisations

8.1. ORG-0001

Official name: Nyköpings kommun

Registration number: 212000-2940

Postal address: Stora torget

Town: Nyköping

Postcode: 61183

Country subdivision (NUTS): Södermanlands län (SE122)

Country: Sweden

Email: upphandling@nykoping.se

Telephone: 0155-248000

Roles of this organisation:

Buyer

Organisation providing additional information about the procurement procedure

8.1. ORG-0002

Official name: Antirio AB

Registration number: 556533-8133

Postal address: GÅRDSVÄGEN 18

Town: Solna

Postcode: 169 70

Country subdivision (NUTS): Stockholms län (SE110)

Country: Sweden

Email: support@e-avrop.com

Telephone: 08-501 190 00

Internet address: <https://www.e-avrop.com>

Roles of this organisation:

TED eSender

8.1. ORG-0003

Official name: Förvaltningsrätten i Linköping

Registration number: 202100-2742

Postal address: Box 406

Town: Linköping

Postcode: 581 04

Country subdivision (NUTS): Östergötlands län (SE123)

Country: Sweden

Email: forvaltningsrattenilinkoping@dom.se

Telephone: +46 13-25 11 00

Internet address: <https://www.domstol.se/forvaltningsratten-i-linkoping/>

Roles of this organisation:

Review organisation

Organisation providing more information on the review procedures

8.1. ORG-0004

Official name: Consid AB

Registration number: 556599-4307

Postal address: Lillsjöraden 22

Town: Jönköping

Postcode: 553 20

Country subdivision (NUTS): Stockholms län (SE110)

Country: Sweden

Email: cajsa.ljungberg@consid.se

Telephone: +46709713226

Roles of this organisation:

Tenderer

8.1. ORG-0005

Official name: Content Innovation Sweden AB

Size of the economic operator: Micro, small, or medium

Registration number: 556866-2562

Postal address: Döbelnsgatan 21

Town: Stockholm

Postcode: 11140

Country subdivision (NUTS): Stockholms län (SE110)

Country: Sweden

Email: lars.frank@ci.se

Telephone: 0703615104

Roles of this organisation:

Tenderer

Winner of these lots: LOT-0001

The winner is listed on a regulated market

8.1. ORG-0006

Official name: Granath Reklam AB

Registration number: 556214-6786

Postal address: Box 17089
Town: Stockholm
Postcode: 104 62 Sto
Country subdivision (NUTS): Stockholms län (SE110)
Country: Sweden
Email: goran.berggard@granathreklam.se
Telephone: 0736446016

Roles of this organisation:

Tenderer

8.1. ORG-0007

Official name: Intellecta AB
Registration number: 556132-8526
Postal address: Sveavägen 20
Town: Stockholm
Postcode: 11356
Country subdivision (NUTS): Stockholms län (SE110)
Country: Sweden
Email: hampus.brynolf@intellecta.se
Telephone: 0708733334

Roles of this organisation:

Tenderer

8.1. ORG-0008

Official name: Strandberg & Haage AB
Registration number: 556707-7077
Postal address: Drottninggatan 92-94
Town: Stockholm
Postcode: 111 36
Country subdivision (NUTS): Stockholms län (SE110)
Country: Sweden
Email: klas@strandberghaage.se
Telephone: 073 508 87 80

Roles of this organisation:

Tenderer

8.1. ORG-0009

Official name: Vinter AB
Registration number: 556260-9585
Postal address: Surbrunnsgatan 44
Town: stockholm
Postcode: 11348
Country subdivision (NUTS): Stockholms län (SE110)
Country: Sweden
Email: helen.fagerstrom@vinter.se
Telephone: 0706294275

Roles of this organisation:

Tenderer

8.1. ORG-0010

Official name: You Are Here AB

Registration number: 556903-2179
Postal address: Hospitalsgatan 24
Town: Nyköping
Postcode: 61135
Country subdivision (NUTS): Södermanlands län (SE122)
Country: Sweden
Email: jonas@youarehere.se
Telephone: 0735973833

Roles of this organisation:

Tenderer

Notice information

Notice identifier/version: 5575e595-ebcf-4bb9-b029-a523dbe19500 - 01
Form type: Result
Notice type: Contract or concession award notice – standard regime
Notice subtype: 29
Notice dispatch date: 14/06/2026 16:02:18 (UTC+02:00) Eastern European Time, Central European Summer Time
Languages in which this notice is officially available: Swedish
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