

**Sweden-Stockholm: Marketing services**  
**OJ S 229/2016 26/11/2016**  
**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: Patent- och registreringsverket

National registration number: 202100-2072

Postal address: Box 5055

Town: Stockholm

NUTS code: SE Sverige

Postal code: 102 42

Country: Sweden

Contact person: Thina Thudin

E-mail: [thina.thudin@prv.se](mailto:thina.thudin@prv.se)

Telephone: +46 8-7822740

**Internet address(es):**

Main address: <https://www.prv.se/sv/>

**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**

Kommunikationsbyrå med fullservice.

Reference number: 71-2016/960

**II.1.2. Main CPV code**

79342000 Marketing services

**II.1.3. Type of contract**

Services

**II.1.4. Short description**

Patent- och registreringsverket (PRV) har behov av att anlita en kommunikationsbyrå med fullserviceåtagande, även om utgångspunkten för uppdraget är att leverantörens huvudsakliga roll är att utarbeta idéer som myndigheten sedan realiserar med stöd av egna resurser och egen kompetens.

Leverantören ska kunna svara för både strategiskt och operativt kommunikationsarbete.

Ramavtal kommer att tecknas med tre (3) leverantörer.

#### **II.1.6. Information about lots**

This contract is divided into lots: no

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

Value excluding VAT: 30 000 000,00 SEK

### **II.2. Description**

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

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

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

NUTS code: SE Sverige

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

Patent- och registreringsverket (PRV) har behov av att anlita en kommunikationsbyrå med fullserviceåtagande, även om utgångspunkten för uppdraget är att leverantörens huvudsakliga roll är att utarbeta idéer som myndigheten sedan realiserar med stöd av egna resurser och egen kompetens.

Leverantören ska kunna svara för både strategiskt och operativt kommunikationsarbete.

Ramavtal kommer att tecknas med tre (3) leverantörer.

#### **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**

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#### **IV.1. Description**

##### **IV.1.1. Type of procedure**

Restricted 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: [2016/S 119-211577](#)

##### **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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**Contract No:** 1

**Lot No:** 1

**Title:**

Kommunikationsbyrå med fullservice

A contract/lot is awarded: yes

### **V.2. Award of contract**

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

11/11/2016

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

Number of tenders received: 7

Number of tenders received from SMEs: 7

Number of tenders received by electronic means: 7

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

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

Official name: DDB Stockholm AB

National registration number: 556145-4181

Postal address: Box 6061

Town: Stockholm

NUTS code: SE110 Stockholms län

Postal code: 102 31

Country: Sweden

The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 30 000 000,00 SEK

Total value of the contract/lot: 30 000 000,00 SEK

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

## Section V: Award of contract

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**Contract No:** 2

**Lot No:** 1

**Title:**

Kommunikationsbyrå med fullservice

A contract/lot is awarded: yes

### **V.2. Award of contract**

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

11/11/2016

#### **V.2.2.**

### **Information about tenders**

Number of tenders received: 7

Number of tenders received from SMEs: 7

Number of tenders received by electronic means: 7

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

The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 30 000 000,00 SEK

Total value of the contract/lot: 30 000 000,00 SEK

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

### **Section V: Award of contract**

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**Contract No:** 3

**Lot No:** 1

**Title:**

Kommunikationsbyrå med fullservice

A contract/lot is awarded: yes

#### **V.2. Award of contract**

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

11/11/2016

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

Number of tenders received: 7

Number of tenders received from SMEs: 7

Number of tenders received by electronic means: 7

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

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

Official name: Intellecta Corporate AB

National registration number: 556132-8526

Postal address: Birger jarlsgatan 57 B

Town: Stockholm

NUTS code: SE110 Stockholms län

Postal code: 113 56

Country: Sweden

The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 30 000 000,00 SEK

Total value of the contract/lot: 30 000 000,00 SEK

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

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**VI.3. Additional information****VI.4. Procedures for review****VI.4.1. Review body**

Official name: Förvaltningsrätten i Stockholm och migrationsdomstol

Town: Stockholm

Postal code: 115 76

Country: Sweden

E-mail: [forvaltningsrattenistockholm@dom.se](mailto:forvaltningsrattenistockholm@dom.se)

Telephone: +46 8-56168000

Fax: +46 8-56168001

Internet address: <http://www.forvaltningsrattenistockholm.domstol.se>

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

23/11/2016