

Sweden-Härnösand: Advertising and marketing services
OJ S 162/2021 23/08/2021
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Länsstyrelsen i Västernorrlands Län

National registration number: 202100-2445

Postal address: Pumpbacksgatan 19

Town: HÄRNÖSAND

NUTS code: SE321 Västernorrlands län

Postal code: 87186

Country: Sweden

Contact person: Evelina Ödling

E-mail: evelina.odling@lansstyrelsen.se

Internet address(es):

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

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

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Kommunikationstjänster 2021

Reference number: 100-5145-2021

II.1.2. Main CPV code

79340000 Advertising and marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

Syftet med ramavtalen är att underlätta för verksamheten att avropa kommunikationstjänster, rörlig bild och digitala möten. Det ska vara enkelt att beställa sin tjänst och få den snabbt levererad.

II.1.6. Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Value excluding VAT: 4 000 000,00 SEK

II.2. Description

II.2.2. Additional CPV code(s)

79341000 Advertising services, 79342000 Marketing services, 79822500 Graphic design services

II.2.3. Place of performance

NUTS code: SE321 Västernorrlands län

II.2.4. Description of the procurement

Länsstyrelsen Västernorrland arbetar med kommunikation, både internt i organisationen och externt ut mot individ och samhälle. På länsstyrelsen finns en kommunikationsfunktion som består av kompetenser inom bland annat strategi och planering, projektledning, beställning, redaktionell text, mediekontakter och webb. De interna resurserna arbetar med att stödja verksamheten i deras kommunikation till målgrupperna.

För att stötta upp funktionen både kompetensmässigt och ibland resursmässigt behöver verksamheten kunna avropa uppdrag framförallt inom produktionsledet (formgivning, animation, film, stöd för digitala möten och konferenser etc) men även större uppdrag som strategiarbete och konceptarbete. Leverantören kommer att arbeta nära Länsstyrelsens kommunikationsfunktion, projektledare i olika projekt som Länsstyrelsen bedriver samt övrig personal.

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: [2021/S 105-276538](#)

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

09/07/2021

V.2.2. Information about tenders

Number of tenders received: 11

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

V.2.3. Name and address of the contractor

Official name: Filmuminati AB

National registration number: 556997-5666

Postal address: Östra Radiogatan 2d

Town: SUNDSVALL

NUTS code: SE321 Västernorrlands län

Postal code: 85461

Country: Sweden

E-mail: mans@filmuminati.com

The contractor is an SME: yes

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

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

09/07/2021

V.2.2. Information about tenders

Number of tenders received: 11

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: SE321 Västernorrlands län

Postal code: 10386

Country: Sweden

E-mail: jonas.svedin@gullers.se

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

The contractor is an SME: no

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

Initial estimated total value of the contract/lot: 4 000 000,00 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/afnxpmbziq>

VI.4. Procedures for review

VI.4.1. Review body

Official name: Förvaltningsrätten

Town: HÄRNÖSAND

Country: Sweden

VI.5. Date of dispatch of this notice

18/08/2021