

Sweden-Stockholm: Advertising and marketing services
OJ S 177/2020 11/09/2020
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Statens kulturråd
National registration number: 202100-1280
Postal address: Box 27215
Town: Stockholm
NUTS code: SE11 Stockholm
Postal code: 102 53
Country: Sweden
Contact person: Victoria Backman
E-mail: victoria.backman@colligio.se
Internet address(es):
Main address: <http://www.kulturradet.se>

I.4. Type of the contracting authority

Regional or local authority

I.5. Main activity

Recreation, culture and religion

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Kommunikationstjänster gällande strategisk kommunikation och grafisk design
Reference number: 20/109

II.1.2. Main CPV code

79340000 Advertising and marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

Kansliet för Litteraturpriset till Astrid Lindgrens minne (nedan ALMA) inbjuder härmed leverantörer att lämna anbud i upphandling av kommunikationstjänster gällande strategisk kommunikation och grafisk design.

Upphandlande myndighet:

Statens kulturråd (Kansliet för Litteraturpriset till Astrid Lindgrens minne)

Organisationsnummer: 202100-1280

Upphandlingen genomförs som ett öppet förfarande enligt lag (2016:1145) om offentlig upphandling (LOU).

II.1.6. Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Value excluding VAT: 1 500 000,00 SEK

II.2. Description

II.2.2. Additional CPV code(s)

79341100 Advertising consultancy services, 79342000 Marketing services, 79822500 Graphic design services

II.2.3. Place of performance

NUTS code: SE11 Stockholm

II.2.4. Description of the procurement

Upphandlingen omfattar kommunikationstjänster gällande strategisk kommunikation och grafisk design för Astrid Lindgren Memorial Award (ALMA).

II.2.5. Award criteria

Quality criterion - Name: Arbetsprover varumärkesstrategiskt uppdrag, visuell identitet och kreativt koncept / Weighting: ca 60 %

Price - Weighting: ca 40 %

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: [2020/S 100-240899](#)

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

Title:

Upphandling av kommunikationstjänster gällande strategisk kommunikation och grafisk design

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

03/07/2020

V.2.2. Information about tenders

Number of tenders received: 22

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

V.2.3. Name and address of the contractor

Official name: Happy Forsman & Bodenfors

National registration number: 556333-0694

Postal address: Kungsgatan 51

Town: Göteborg

NUTS code: SE232 Västra Götalands län

Postal code: 411 15

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: 1 500 000,00 SEK

Total value of the contract/lot: 1 500 000,00 SEK

V.2.5. Information about subcontracting

Section VI: Complementary information

VI.3. Additional information

Visma annons: <https://opic.com/id/afbliyffcn>

VI.4. Procedures for review

VI.4.1. Review body

Official name: Förvaltningsrätt

Town: Stockholm

Country: Sweden

VI.5. Date of dispatch of this notice

08/09/2020