

**Sweden-Karlstad: Advertising and marketing services**  
**OJ S 137/2023 19/07/2023**  
**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: LÄNSSTYRELSEN I VÄRMLANDS LÄN  
National registration number: 202100-2395  
Postal address: LÄNSSTYRELSEN I VÄRMLANDS LÄN  
Town: KARLSTAD  
NUTS code: SE311 Värmlands län  
Postal code: 65186  
Country: Sweden  
Contact person: Yonatan Mebrahtu  
E-mail: [yonatan.ghirmay.mebrahtu@lansstyrelsen.se](mailto:yonatan.ghirmay.mebrahtu@lansstyrelsen.se)  
**Internet address(es):**  
Main address: <http://www.lansstyrelsen.se/varmland>

**I.4. Type of the contracting authority**

Regional or local authority

**I.5. Main activity**

General public services

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**Section II: Object**

**II.1. Scope of the procurement**

**II.1.1. Title**

Produktionstjänster  
Reference number: 4148-2023

**II.1.2. Main CPV code**

79340000 Advertising and marketing services

**II.1.3. Type of contract**

Services

**II.1.4. Short description**

Länsstyrelsen Värmland har en central kommunikationsfunktion som stöttar hela Länsstyrelsens verksamhet gällande kommunikation. Funktionen har delvis egen kompetens inom de områden som efterfrågas i 4.5, men behöver ibland stärka upp produktionen och kommunikationsarbetet. Genom att upphandla en produktionsbyrå kan myndigheten välja att hantera uppdrag inom egen organisation eller använda den upphandlade byrån.

**II.1.6.**

## Information about lots

This contract is divided into lots: no

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

Value excluding VAT: 6 000 000,00 SEK

## II.2. Description

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

79341100 Advertising consultancy services, 79413000 Marketing management consultancy services

### II.2.3. Place of performance

NUTS code: SE311 Värmlands län

### II.2.4. Description of the procurement

Länsstyrelsen Värmland har en central kommunikationsfunktion som stöttar hela Länsstyrelsens verksamhet gällande kommunikation. Funktionen har delvis egen kompetens inom de områden som efterfrågas i 4.5, men behöver ibland stärka upp produktionen och kommunikationsarbetet. Genom att upphandla en produktionsbyrå kan myndigheten välja att hantera uppdrag inom egen organisation eller använda den upphandlade byrån.

### 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

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 101-317472](#)

#### 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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A contract/lot is awarded: yes

### V.2. Award of contract

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

04/07/2023

#### V.2.2. Information about tenders

Number of tenders received: 14

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

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

Official name: Stockholm Kreativism AB

National registration number: 559248-1781

Postal address: c/o Johansson, Svandammsvägen 8. lgh 1204

Town: HÄGERSTEN

NUTS code: SE311 Värmlands län

Postal code: 12634

Country: Sweden

E-mail: [anders@kreativism.se](mailto:anders@kreativism.se)

The contractor is an SME: yes

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

Total value of the contract/lot: 6 000 000,00 SEK

#### V.2.5. Information about subcontracting

## Section VI: Complementary information

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### VI.3. Additional information

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

### VI.4. Procedures for review

#### VI.4.1. Review body

Official name: Förvaltningsrätten i Karlstad

Town: Karlstad

Country: Sweden

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

14/07/2023