

Sweden-Karlstad: Advertising and marketing services
OJ S 184/2020 22/09/2020
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Länsstyrelsen i värmlands län

National registration number: 202100-2395

Town: Karlstad

NUTS code: SE311 Värmlands län

Postal code: 651 86

Country: Sweden

Contact person: Birgitta Nygaard Hedeås

E-mail: birgitta.nygaard.hedeas@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

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Demonstrationer och informationsinsatser inom livsmedelsbranschen

Reference number: 20/6

II.1.2. Main CPV code

79340000 Advertising and marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

Länsstyrelsen inbjuder er härmed att inkomma med anbud som syftar till att teckna ett avtal om utförande av demonstration och informationsinsatser inom projektet, Demonstration och information - inom livsmedelsbranschen i Värmlands län.

II.1.6. Information about lots

This contract is divided into lots: no

II.1.7.

Total value of the procurement

Value excluding VAT: 1 574 000,00 SEK

II.2. Description

II.2.2. Additional CPV code(s)

79342000 Marketing services, 79410000 Business and management consultancy services

II.2.3. Place of performance

NUTS code: SE311 Värmlands län

II.2.4. Description of the procurement

Länsstyrelsen inbjuder er härmed att inkomma med anbud som syftar till att teckna ett avtal om utförande av demonstration och informationsinsatser inom projektet, Demonstration och information - inom livsmedelsbranschen i Värmlands län.

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: [2020/S 086-204645](#)

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

26/08/2020

V.2.2. Information about tenders

Number of tenders received: 2

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

V.2.3. Name and address of the contractor

Official name: Brand Impact Sweden AB

National registration number: 556764-9669

Postal address: Ostmästargränd 3

Town: Årsta

NUTS code: SE110 Stockholms län

Postal code: 120 40

Country: Sweden

E-mail: noel.hayek@brandimpact.se

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

The contractor is an SME: yes

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

Total value of the contract/lot: 1 574 000,00 SEK

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

VI.3. Additional information

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

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

17/09/2020