

Sweden-Stockholm: Advertising and marketing services
OJ S 160/2022 22/08/2022
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: SJUNDE AP-FONDEN

National registration number: 802406-2302

Postal address: Box 100

Town: STOCKHOLM

NUTS code: SE11 Stockholm

Postal code: 10121

Country: Sweden

Contact person: Johan Johansson

E-mail: johan.johansson@ap7.se

Internet address(es):

Main address: <http://www.ap7.se>

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

Strategisk kommunikationsbyrå med digitalt fokus

Reference number: 2022/128

II.1.2. Main CPV code

79340000 Advertising and marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

Upphandlingen utgör en ramavtalsupphandling och avser strategisk kommunikation med digitalt fokus. Syftet med Upphandlingen är att utveckla och säkerställa AP7:s varumärke, vilket kräver varierande och komplexa behov av tjänster inom strategisk och kreativ kommunikation de närmaste åren.

II.1.6. Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Value excluding VAT: 12 000 000,00 SEK

II.2. Description

II.2.2. Additional CPV code(s)

79342000 Marketing services, 79400000 Business and management consultancy and related services, 79410000 Business and management consultancy services, 79412000 Financial management consultancy services, 79416000 Public relations services, 79416100 Public relations management services, 79416200 Public relations consultancy services

II.2.3. Place of performance

NUTS code: SE11 Stockholm

II.2.4. Description of the procurement

Upphandlingen utgör en ramavtalsupphandling och avser strategisk kommunikation med digitalt fokus. Syftet med Upphandlingen är att utveckla och säkerställa AP7:s varumärke, vilket kräver varierande och komplexa behov av tjänster inom strategisk och kreativ kommunikation de närmaste åren.

II.2.5. Award criteria

Quality criterion - Name: Fiktivt case / Weighting: Prisavdrag

Quality criterion - Name: Muntlig presentation / Weighting: Prisavdrag

Price - Weighting: Prisavdragsmodell

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: [2022/S 086-233211](#)

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

04/07/2022

V.2.2. Information about tenders

Number of tenders received: 4

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

V.2.3. Name and address of the contractor

Official name: New Normal AB

National registration number: 556665-3092

Postal address: Götgatan 36

Town: STOCKHOLM

NUTS code: SE Sverige

Postal code: 11826

Country: Sweden

E-mail: lisa@newnormal.se

Internet address: <http://www.karnhuset.net>

The contractor is an SME: yes

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

Total value of the contract/lot: 12 000 000,00 SEK

V.2.5. Information about subcontracting

Section VI: Complementary information

VI.3. Additional information

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

VI.4. Procedures for review

VI.4.1. Review body

Official name: Förvaltningsrätten

Town: Stockholm

Country: Sweden

VI.5. Date of dispatch of this notice

17/08/2022