

Sweden-Stockholm: Advertising and marketing services
OJ S 145/2023 31/07/2023
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Sveriges Radio Aktiebolag
National registration number: 556419-3232
Postal address: Oxenstiernsgatan 20
Town: STOCKHOLM
NUTS code: SE11 Stockholm
Postal code: 10510
Country: Sweden
Contact person: Angelica Hedqvist
E-mail: angelica.hedqvist@sr.se
Internet address(es):
Main address: <http://www.sverigesradio.se>

I.4. Type of the contracting authority

Other type: Nationellt radiobolag

I.5. Main activity

General public services

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Digital annonsbyrå
Reference number: SR2301

II.1.2. Main CPV code

79340000 Advertising and marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

Sveriges Radio arbetar idag med digitala kampanjer och enskild annonsering i marknadskommunikationen. Företaget söker nu en byråpartner som kan stötta med allt från strategiskt arbete, att ta fram underlag och rekommendera handlingsalternativ för olika produktioner, till kreativa lösningar, produktion, annonsköp, optimering av annonserna över flera digitala kanaler och löpande utvärdering.

II.1.6.

Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Value excluding VAT: 30 000 000,00 SEK

II.2. Description

II.2.2. Additional CPV code(s)

79341000 Advertising services, 79342000 Marketing services

II.2.3. Place of performance

NUTS code: SE11 Stockholm

II.2.4. Description of the procurement

Sveriges Radio arbetar idag med digitala kampanjer och enskild annonsering i marknadskommunikationen. Företaget söker nu en byråpartner som kan stötta med allt från strategiskt arbete, att ta fram underlag och rekommendera handlingsalternativ för olika produktioner, till kreativa lösningar, produktion, annonsköp, optimering av annonserna över flera digitala kanaler och löpande utvärdering.

II.2.5. Award criteria

Quality criterion - Name: Fiktiva case / Weighting: 70 %

Price - Weighting: 30

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: [2023/S 045-129711](#)

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

17/05/2023

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: Blomquist Communication AB

National registration number: 556531-0173

Postal address: Skeppsbron 34

Town: STOCKHOLM

NUTS code: SE110 Stockholms län

Postal code: 11130

Country: Sweden

E-mail: mikael@blomquist.se

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

The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 30 000 000,00 SEK

Total value of the contract/lot: 30 000 000,00 SEK

V.2.5. Information about subcontracting

Section VI: Complementary information

VI.3. Additional information

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

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

26/07/2023