

**Sweden-Stockholm: Marketing management consultancy services**

OJ S 150/2023 07/08/2023

Contract notice

Services

**Legal Basis:**

Directive 2014/24/EU

**Section I: Contracting authority**

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**I.1. Name and addresses**

Official name: Försäkringskassan

National registration number: 202100-5521

Postal address: Försäkringskassan Försäkringskassan

Town: Stockholm

NUTS code: SE Sverige

Postal code: 103 51

Country: Sweden

Contact person: Johan Widmark

E-mail: [johan.widmark@forsakringskassan.se](mailto:johan.widmark@forsakringskassan.se)

Telephone: +46 101127442

**Internet address(es):**Main address: <https://www.forsakringskassan.se/>**I.3. Communication**

The procurement documents are available for unrestricted and full direct access, free of charge, at: <https://www.kommersannons.se/elite/Notice/NoticeDispatch.aspx?NoticeId=73416>

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted electronically via: <https://www.kommersannons.se/elite/Notice/NoticeDispatch.aspx?NoticeId=73416>

Tenders or requests to participate must be submitted to the abovementioned address

Electronic communication requires the use of tools and devices that are not generally available. Unrestricted and full direct access to these tools and devices is possible, free of charge, at: <https://www.kommersannons.se/elite/Account/CreateAccount.aspx>

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

Ministry or any other national or federal authority, including their regional or local subdivisions

**I.5. Main activity**

Social protection

**Section II: Object**

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**II.1. Scope of the procurement****II.1.1. Title**

Mediebyråpartner

Reference number: FK 2023/008511

**II.1.2.**

**Main CPV code**

79413000 Marketing management consultancy services

**II.1.3. Type of contract**

Services

**II.1.4. Short description**

Upphandlingen avser stöd för hantering av Försäkringskassans arbete avseende mediestrategi, planering och köp av annonser samt kampanjer.

**II.1.5. Estimated total value**

Value excluding VAT: 40 000 000,00 SEK

**II.1.6. Information about lots**

This contract is divided into lots: no

**II.2. Description****II.2.2. Additional CPV code(s)**

79342000 Marketing services, 79413000 Marketing management consultancy services

**II.2.3. Place of performance**

NUTS code: SE Sverige

Main site or place of performance: Sverige

**II.2.4. Description of the procurement**

Upphandlingen avser stöd för hantering av Försäkringskassans arbete avseende mediestrategi, planering och köp av annonser samt kampanjer.

**II.2.5. Award criteria**

Price is not the only award criterion and all criteria are stated only in the procurement documents

**II.2.6. Estimated value**

Value excluding VAT: 40 000 000,00 SEK

**II.2.7. Duration of the contract, framework agreement or dynamic purchasing system**

Start: 30/09/2023 End: 01/10/2025

This contract is subject to renewal: no

**II.2.10. Information about variants**

Variants will be accepted: no

**II.2.11. Information about options**

Options: no

**II.2.12. Information about electronic catalogues**

Tenders must be presented in the form of electronic catalogues or include an electronic catalogue

**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 III: Legal, economic, financial and technical information

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### III.1. Conditions for participation

#### III.1.2. Economic and financial standing

Selection criteria as stated in the procurement documents

#### III.1.3. Technical and professional ability

Selection criteria as stated in the procurement documents

## 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 116-364167](#)

#### IV.2.2. Time limit for receipt of tenders or requests to participate

Date: 03/09/2023 Local time: 23:59

#### IV.2.3. Estimated date of dispatch of invitations to tender or to participate to selected candidates

#### IV.2.4. Languages in which tenders or requests to participate may be submitted

Swedish

#### IV.2.6. Minimum time frame during which the tenderer must maintain the tender

Tender must be valid until: 31/12/2023

#### IV.2.7. Conditions for opening of tenders

Date: 04/09/2023 Local time: 12:00

## Section VI: Complementary information

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### VI.1. Information about recurrence

This is a recurrent procurement: no

### VI.2. Information about electronic workflows

Electronic ordering will be used

Electronic invoicing will be accepted

Electronic payment will be used

### VI.3. Additional information

### VI.4. Procedures for review

**VI.4.1. Review body**

Official name: Förvaltningsrätten i Stockholm

Postal address: Tegeluddsvägen 1

Town: Stockholm

Postal code: 11541

Country: Sweden

E-mail: [forvaltningsrattenistockholm@dom.se](mailto:forvaltningsrattenistockholm@dom.se)

Telephone: +46 856168000

Fax: +468 56168001

Internet address: [www.forvaltningsrattenistockholm.domstol.se](http://www.forvaltningsrattenistockholm.domstol.se)

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

02/08/2023