

**Sweden-Sundsvall: Marketing management consultancy services**  
**OJ S 208/2020 26/10/2020**  
**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: Myndigheten för digital förvaltning

National registration number: 202100-6883

Postal address: Storgatan 37

Town: Sundsvall

NUTS code: SE321 Västernorrlands län

Postal code: 852 30

Country: Sweden

Contact person: DIGG Upphandlingskonsult

E-mail: [upphandling@digg.se](mailto:upphandling@digg.se)

**Internet address(es):**

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

**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**

General public services

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**Section II: Object**

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

**II.1.1. Title**

Kommunikationstjänster 2020-2

Reference number: 20/4

**II.1.2. Main CPV code**

79413000 Marketing management consultancy services

**II.1.3. Type of contract**

Services

**II.1.4. Short description**

Myndigheten för digital förvaltning i Sundsvall, nedan kallad DIGG, upphandlar konsultstöd inom flera olika delar inom kommunikationsområdet för att kunna fullgöra myndighetens uppdrag.

Allmän orientering

Myndigheten för digital förvaltning i Sundsvall, nedan kallad DIGG, upphandlar konsultstöd inom flera olika delar inom kommunikationsområdet för att kunna fullgöra myndighetens uppdrag.

Omfattning

Syftet med upphandlingen är att tillgodose DIGG:s behov av kommunikationsrelaterade tjänster inom följande fem (5) avtalsområden nedan:

PR- och strategibyrå

Produktionsbyrå

Film- och videoproduktion

Skribenter

Tjänster inom konferenser och events (ink ev DIGG-dagar)

Det uppskattade behovet kan både överstigas och understigas. DIGG garanterar därför ingen volym av uppdrag under avtalstiden utan avropar när behov uppstår.

Anbudstidens utgång

Anbud ska lämnas in senast 21.8.2020 23:59.

#### **II.1.6. Information about lots**

This contract is divided into lots: no

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

Value excluding VAT: 4 000 000,00 SEK

### **II.2. Description**

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

22462000 Advertising material, 79340000 Advertising and marketing services, 79341100 Advertising consultancy services, 79416000 Public relations services, 79822500 Graphic design services

#### **II.2.3. Place of performance**

NUTS code: SE321 Västernorrlands län

Main site or place of performance: Sundsvall

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

Myndigheten för digital förvaltning i Sundsvall, nedan kallad DIGG, upphandlar konsultstöd inom flera olika delar inom kommunikationsområdet för att kunna fullgöra myndighetens uppdrag.

Allmän orientering

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Anbudstidens utgång

Anbud ska lämnas in senast 21.8.2020 23:59.

#### **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: [2020/S 128-313636](#)

##### **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**

14/09/2020

##### **V.2.2. Information about tenders**

Number of tenders received: 16

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

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

Official name: Baringo reklam & kommunikation AB

National registration number: 556782-2571

Postal address: Kyrkogatan 24 B

Town: Gävle

NUTS code: SE Sverige

Postal code: 803 11

Country: Sweden

E-mail: [info@baringo.se](mailto:info@baringo.se)

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

The contractor is an SME: yes

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

Total value of the contract/lot: 200 000,00 SEK

#### **V.2.5. Information about subcontracting**

The contract is likely to be subcontracted Value or proportion likely to be subcontracted to third parties Proportion: 100 %

### **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**

14/09/2020

##### **V.2.2. Information about tenders**

Number of tenders received: 16

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

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

Official name: Springtime-Intellecta AB

National registration number: 556132-8526

Postal address: Birger Jarlsgatan 57, Box 19063

Town: Stockholm

NUTS code: SE Sverige

Postal code: 104 32

Country: Sweden

E-mail: [tina.candell@intellecta.se](mailto:tina.candell@intellecta.se)

Internet address: <http://www.intellectacorporate.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: 200 000,00 SEK

Total value of the contract/lot: 200 000,00 SEK

##### **V.2.5. Information about subcontracting**

### **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**

14/09/2020

##### **V.2.2. Information about tenders**

Number of tenders received: 16

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

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

Official name: Luxlucid AB  
National registration number: 556878-5934  
Postal address: Luxlucid AB, Gullmarsvägen 9 bv  
Town: Johanneshov  
NUTS code: SE Sverige  
Postal code: 121 40  
Country: Sweden  
E-mail: [info@luxlucid.se](mailto:info@luxlucid.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: 200 000,00 SEK  
Total value of the contract/lot: 200 000,00 SEK

### **V.2.5. Information about subcontracting**

## **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**

14/09/2020

#### **V.2.2. Information about tenders**

Number of tenders received: 16  
The contract has been awarded to a group of economic operators: no

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

Official name: Bentigo AB  
National registration number: 556823-4156  
Postal address: c/o Dyssvold, Vävar Johans gata 8, 4 tr  
Town: Stockholm  
NUTS code: SE Sverige  
Postal code: 120 69  
Country: Sweden  
E-mail: [jorgen.dyssvold@bentigo.com](mailto:jorgen.dyssvold@bentigo.com)  
The contractor is an SME: yes

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

Total value of the contract/lot: 200 000,00 SEK

#### **V.2.5. Information about subcontracting**

## **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**

14/09/2020

**V.2.2. Information about tenders**

Number of tenders received: 16

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

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

Official name: Idermark och Lagerwall Reklam AB

National registration number: 556798-2581

Postal address: Östermalmstorg 1

Town: Stockholm

NUTS code: SE Sverige

Postal code: 114 42

Country: Sweden

E-mail: [lene@idermarkochlagerwall.se](mailto:lene@idermarkochlagerwall.se)

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

The contractor is an SME: yes

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

Total value of the contract/lot: 200 000,00 SEK

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

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**VI.3. Additional information**

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

**VI.4. Procedures for review****VI.4.1. Review body**

Official name: Förvaltningsrätten

Town: Härnösand

Country: Sweden

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

21/10/2020