

Sweden-Johanneshov: Advertising and marketing services
OJ S 221/2021 15/11/2021
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Svenska Institutet
National registration number: 202100-4961
Postal address: Box 9
Town: Johanneshov
NUTS code: SE11 Stockholm
Postal code: 121 21
Country: Sweden
Contact person: Janina Reitz
E-mail: janina.reitz@si.se
Internet address(es):
Main address: <http://www.si.se>

I.4. Type of the contracting authority

National or federal agency/office

I.5. Main activity

General public services

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Marketing Services
Reference number: 00011/2021

II.1.2. Main CPV code

79340000 Advertising and marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

To promote interest and trust in Sweden around the world, SI needs to engage in a variety of marketing activities towards different international target audiences outside of Sweden. These marketing activities include a variety of areas including, nation branding, education promotion, cultural promotion and more.

While SI is a public agency that works with communication, it has limited competency in working with paid media or in developing a strategy for how to efficiently reach out to our different target audiences. Furthermore, managing paid advertising campaigns requires a

significant amount of time and competence to make efficient use of resources. To assist in our marketing activities, SI is seeking the assistance of a supplier with expertise in developing, executing and managing marketing and advertising campaigns who can help us better reach our target audiences and help us spend money on the right channels.

II.1.6. Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Value excluding VAT: 5 000 000,00 SEK

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: SE11 Stockholm

II.2.4. Description of the procurement

To promote interest and trust in Sweden around the world, SI needs to engage in a variety of marketing activities towards different international target audiences outside of Sweden. These marketing activities include a variety of areas including, nation branding, education promotion, cultural promotion and more.

While SI is a public agency that works with communication, it has limited competency in working with paid media or in developing a strategy for how to efficiently reach out to our different target audiences. Furthermore, managing paid advertising campaigns requires a significant amount of time and competence to make efficient use of resources. To assist in our marketing activities, SI is seeking the assistance of a supplier with expertise in developing, executing and managing marketing and advertising campaigns who can help us better reach our target audiences and help us spend money on the right channels.

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: [2021/S 016-036516](#)

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

31/03/2021

V.2.2. Information about tenders

Number of tenders received: 3

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

V.2.3. Name and address of the contractor

Official name: Edified Pty Ltd

National registration number: 686232-9595

Postal address: 820 Lygon Street

Town: Melbourne

NUTS code: AU Australia

Postal code: 3054

Country: Australia

E-mail: mark@edified.com.au

Internet address: <http://www.edified.com.au>

The contractor is an SME: yes

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

Total value of the contract/lot: 5 000 000,00 SEK

V.2.5. Information about subcontracting

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

31/03/2021

V.2.2. Information about tenders

Number of tenders received: 3

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

V.2.3.

Name and address of the contractor

Official name: Net Natives
National registration number: 12357553
Postal address: Lees House, Dyke Road
Town: Brighton
NUTS code: UKJ21 Brighton and Hove
Postal code: BN1 3FE
Country: United Kingdom
E-mail: tenders@netnatives.co.uk
Internet address: https://netnatives.com/en_gb
The contractor is an SME: yes

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

Total value of the contract/lot: 5 000 000,00 SEK

V.2.5. Information about subcontracting**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**

31/03/2021

V.2.2. Information about tenders

Number of tenders received: 3
The contract has been awarded to a group of economic operators: no

V.2.3. Name and address of the contractor

Official name: Futurniture Aktiebolag
National registration number: 556490-8621
Postal address: Slupskjulsvägen 10
Town: STOCKHOLM
NUTS code: SE110 Stockholms län
Postal code: 11149
Country: Sweden
E-mail: jakob@futurniture.se
Internet address: <http://www.futurniture.se>
The contractor is an SME: yes

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

Total value of the contract/lot: 5 000 000,00 SEK

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

VI.3. Additional information

Mercell notice: <https://opic.com/id/affxzbkpx>

VI.4. Procedures for review

VI.4.1. Review body

Official name: Förvaltningsrätten i Stockholm

Town: Stockholm

Country: Sweden

VI.5. Date of dispatch of this notice

10/11/2021