

**Sweden-Broby: Advertising and marketing services**  
**OJ S 225/2021 19/11/2021**  
**Contract award notice**  
**Services**

**Legal Basis:**

Directive 2014/24/EU

**Section I: Contracting authority**

---

**I.1. Name and addresses**

Official name: Östra Göinge kommun  
National registration number: 212000-0860  
Postal address: Östra Göinge kommun Storgatan 4  
Town: Broby  
NUTS code: SE224 Skåne län  
Postal code: 289 41  
Country: Sweden  
Contact person: Gabriella Olsson  
E-mail: [gabriella.olsson@ostragoinge.se](mailto:gabriella.olsson@ostragoinge.se)  
Telephone: +46 447756068  
**Internet address(es):**  
Main address: <http://www.ostragoinge.se/>

**I.1. Name and addresses**

Official name: Bromölla kommun  
National registration number: 212000-0894  
Postal address: Bromölla kommun Box 18  
Town: Bromölla  
NUTS code: SE224 Skåne län  
Postal code: 295 21  
Country: Sweden  
Contact person: Annonsering Bromölla  
E-mail: [upphandling@ostragoinge.se](mailto:upphandling@ostragoinge.se)  
**Internet address(es):**  
Main address: <https://www.bromolla.se/>

**I.1. Name and addresses**

Official name: Göingehem AB  
National registration number: 556166-9481  
Postal address: Göingehem AB Torggatan 3  
Town: Sibbhult  
NUTS code: SE224 Skåne län  
Postal code: 289 71  
Country: Sweden  
Contact person: Kent Göstasson  
E-mail: [kent.gostasson@goingehem.se](mailto:kent.gostasson@goingehem.se)  
**Internet address(es):**  
Main address: [www.goingehem.se](http://www.goingehem.se)

### I.1. Name and addresses

Official name: Hörby kommun  
National registration number: 212000-1108  
Postal address: Hörby kommun Ringsjövägen 4  
Town: Hörby  
NUTS code: SE224 Skåne län  
Postal code: 242 31  
Country: Sweden  
Contact person: Annonsering Hörby kommun  
E-mail: [upphandling@horby.se](mailto:upphandling@horby.se)  
**Internet address(es):**  
Main address: <https://www.horby.se/>

### I.1. Name and addresses

Official name: Höörs Fastighetsaktiebolag  
National registration number: 556019-3350  
Postal address: Höörs Fastighetsaktiebolag Pumpvägen 2  
Town: Höör  
NUTS code: SE224 Skåne län  
Postal code: 243 93  
Country: Sweden  
Contact person: Anonym Avtalsläsare Höörs Fastighets AB  
E-mail: [Anonym.Avtalslasare.HoorFastighetsAB@ostragoinge.se](mailto:Anonym.Avtalslasare.HoorFastighetsAB@ostragoinge.se)  
**Internet address(es):**  
Main address: [www.hoorfast.se](http://www.hoorfast.se)

### I.1. Name and addresses

Official name: Höörs kommun  
National registration number: 212000-1116  
Postal address: Höörs kommun Södergatan 28  
Town: Höör  
NUTS code: SE224 Skåne län  
Postal code: 243 31  
Country: Sweden  
Contact person: Annonsering Höörs kommun  
E-mail: [upphandling@ostragoinge.se](mailto:upphandling@ostragoinge.se)  
**Internet address(es):**  
Main address: [www.hoor.se](http://www.hoor.se)

### I.1. Name and addresses

Official name: IT-kommuner i Skåne AB  
National registration number: 559067-2142  
Postal address: IT-kommuner i Skåne AB Torggatan 2  
Town: Hörby  
NUTS code: SE224 Skåne län  
Postal code: 242 31  
Country: Sweden  
Contact person: Annonsering IT-kommuner i Skåne AB  
E-mail: [upphandling@ostragoinge.se](mailto:upphandling@ostragoinge.se)  
**Internet address(es):**  
Main address: <http://www.unikom.se/>

### **I.1. Name and addresses**

Official name: Osby kommun  
National registration number: 212000-0902  
Postal address: Osby kommun Västra Storgatan 35  
Town: Osby  
NUTS code: SE224 Skåne län  
Postal code: 283 31  
Country: Sweden  
Contact person: Annonsering Osby  
E-mail: [upphandling@ostragoinge.se](mailto:upphandling@ostragoinge.se)  
**Internet address(es):**  
Main address: <http://www.osby.se>

### **I.1. Name and addresses**

Official name: Skåne Blekinge Vattentjänst AB  
National registration number: 556924-3180  
Postal address: Skåne Blekinge Vattentjänst AB Bruksgatan 1A  
Town: Bromölla  
NUTS code: SE224 Skåne län  
Postal code: 295 31  
Country: Sweden  
Contact person: Annonsering SBVT  
E-mail: [upphandling@ostragoinge.se](mailto:upphandling@ostragoinge.se)  
**Internet address(es):**  
Main address: <http://www.sbvt.se/>

### **I.1. Name and addresses**

Official name: Östra Göinge Renhållningsaktiebolag  
National registration number: 556176-1775  
Postal address: Östra Göinge Renhållningsaktiebolag Kattarp 2373 C  
Town: Broby  
NUTS code: SE224 Skåne län  
Postal code: 289 92  
Country: Sweden  
Contact person: Östra Göinge Renhållnings AB (ÖGRAB)  
E-mail: [upphandling@ostragoinge.se](mailto:upphandling@ostragoinge.se)  
**Internet address(es):**  
Main address: <http://www.ograb.se/>

### **I.2. Information about joint procurement**

The contract involves joint procurement  
The contract is awarded by a central purchasing body

### **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**

PR- och reklambyråttjänster  
Reference number: KS 2021/00852

### **II.1.2. Main CPV code**

79340000 Advertising and marketing services

### **II.1.3. Type of contract**

Services

### **II.1.4. Short description**

Upphandlingen avser PR- och reklambyråttjänster för successiva avrop under avtalstiden. Östra Göinge kommun (org.nr. 212000-0860) är upphandlande myndighet och agerar i denna upphandling som en Inköpscentral enligt LOU för nedanstående kommuner och bolag. Östra Göinge kommun, org.nr. 212000-0860, Osby kommun, org.nr. 212000-0902, Hörby kommun, org.nr. 212000-1108, Höörs kommun, org.nr. 212000-1116, Bromölla kommun, org.nr. 212000-0894, Göingehem AB, org.nr. 556166-9481, Höörs Fastighets AB, org.nr. 556019-3350, Bromöllahem AB, org.nr. 556537-1274, Skåne Blekinge Vattentjänst AB (SBVT), org.nr. 556924-3180, Bromölla Energi och Vatten AB (BEVAB), org.nr. 556525-8638, Östra Göinge Renhållnings AB (ÖGRAB), org.nr. 556176-1775, Bromölla Fritidscenter AB, org.nr. 556862-4075 och IT-kommuner i Skåne AB (Unikom), org.nr. 559067-2142.

Upphandlande myndigheter och enheter avser att teckna ramavtal med tre(3) leverantörer per delområde med en avtalstid på två(2) år med rätt till förlängning i två(2) år med ett år i taget.

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

This contract is divided into lots: yes

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

Value excluding VAT: 7 250 000,00 SEK

## **II.2. Description**

### **II.2.1. Title**

PR- och reklambyråttjänster  
Lot No: 1

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

22460000 Trade-advertising material, commercial catalogues and manuals, 22462000 Advertising material, 79340000 Advertising and marketing services, 79341000 Advertising services, 79341100 Advertising consultancy services, 79341400 Advertising campaign services, 79960000 Photographic and ancillary services, 92111210 Advertising film production

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

NUTS code: SE224 Skåne län  
Main site or place of performance: Skåne län

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

Upphandlingen avser PR- och reklambyråttjänster för successiva avrop under avtalstiden. Östra Göinge kommun (org.nr. 212000-0860) är upphandlande myndighet och agerar i denna upphandling som en Inköpscentral enligt LOU för nedanstående kommuner och bolag. Östra Göinge kommun, org.nr. 212000-0860, Osby kommun, org.nr. 212000-0902, Hörby kommun, org.nr. 212000-1108, Höörs kommun, org.nr. 212000-1116, Bromölla kommun, org.

nr. 212000-0894, Göinge AB, org.nr. 556166-9481, Höörs Fastighets AB, org.nr. 556019-3350, Bromölla AB, org.nr. 556537-1274, Skåne Blekinge Vattentjänst AB (SBVT), org.nr. 556924-3180, Bromölla Energi och Vatten AB (BEVAB), org.nr. 556525-8638, Östra Göinge Renhållnings AB (ÖGRAB), org.nr. 556176-1775, Bromölla Fritidscenter AB, org.nr. 556862-4075 och IT-kommuner i Skåne AB (Unikom), org.nr. 559067-2142.

Upphandlande myndigheter och enheter avser att teckna ramavtal med tre(3) leverantörer per delområde med en avtalstid på två(2) år med rätt till förlängning i två(2) år med ett år i taget.

## **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**

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

#### **II.2.1. Title**

PR- och reklambyråttjänster  
Lot No: 2

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

22460000 Trade-advertising material, commercial catalogues and manuals, 22462000 Advertising material, 79340000 Advertising and marketing services, 79341000 Advertising services, 79341100 Advertising consultancy services, 79341400 Advertising campaign services, 79960000 Photographic and ancillary services, 92111210 Advertising film production

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

NUTS code: SE224 Skåne län  
Main site or place of performance: Skåne län

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

Upphandlingen avser PR- och reklambyråttjänster för successiva avrop under avtalstiden. Östra Göinge kommun (org.nr. 212000-0860) är upphandlande myndighet och agerar i denna upphandling som en Inköpscentral enligt LOU för nedanstående kommuner och bolag. Östra Göinge kommun, org.nr. 212000-0860, Osby kommun, org.nr. 212000-0902, Hörby kommun, org.nr. 212000-1108, Höörs kommun, org.nr. 212000-1116, Bromölla kommun, org.nr. 212000-0894, Göinge AB, org.nr. 556166-9481, Höörs Fastighets AB, org.nr. 556019-3350, Bromölla AB, org.nr. 556537-1274, Skåne Blekinge Vattentjänst AB (SBVT), org.nr. 556924-3180, Bromölla Energi och Vatten AB (BEVAB), org.nr. 556525-8638, Östra Göinge Renhållnings AB (ÖGRAB), org.nr. 556176-1775, Bromölla Fritidscenter AB, org.nr. 556862-4075 och IT-kommuner i Skåne AB (Unikom), org.nr. 559067-2142.

Upphandlande myndigheter och enheter avser att teckna ramavtal med tre(3) leverantörer per delområde med en avtalstid på två(2) år med rätt till förlängning i två(2) år med ett år i taget.

## **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**

The procurement involves the establishment of a framework agreement

#### **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 129-342753](#)

#### **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**

---

### **Title:**

PR- och reklambyråtjänster

A contract/lot is awarded: yes

### **V.2. Award of contract**

#### **V.2.1. Date of conclusion of the contract**

18/10/2021

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

Number of tenders received: 10

Number of tenders received from SMEs: 0

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 0

Number of tenders received by electronic means: 0

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

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

Official name: Infab Kommunikation AB

National registration number: 556613-1156

Postal address: Norra Smedjegatan 4  
Town: Karlskrona  
NUTS code: SE224 Skåne län  
Postal code: 371 33  
Country: Sweden  
E-mail: [susanne.lind@infab.nu](mailto:susanne.lind@infab.nu)  
The contractor is an SME: no

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

Initial estimated total value of the contract/lot: 7 250 000,00 SEK  
Total value of the contract/lot: 1 200 000,00 SEK

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

### **Section V: Award of contract**

---

#### **Title:**

PR- och reklambyråttjänster

A contract/lot is awarded: yes

#### **V.2. Award of contract**

##### **V.2.1. Date of conclusion of the contract**

18/10/2021

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

Number of tenders received: 10

Number of tenders received from SMEs: 0

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 0

Number of tenders received by electronic means: 0

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

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

Official name: Bravissimo Agency AB

National registration number: 556545-4583

Postal address: Sjöcronas gata 5

Town: Kristianstad

NUTS code: SE224 Skåne län

Postal code: 291 53

Country: Sweden

E-mail: [peter@bravissimo.se](mailto:peter@bravissimo.se)

Telephone: +46 44282052

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

The contractor is an SME: no

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

Initial estimated total value of the contract/lot: 7 250 000,00 SEK

Total value of the contract/lot: 1 200 000,00 SEK

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

## Section V: Award of contract

---

**Title:**

PR- och reklambyråttjänster

A contract/lot is awarded: yes

### V.2. Award of contract

#### V.2.1. Date of conclusion of the contract

18/10/2021

#### V.2.2. Information about tenders

Number of tenders received: 10

Number of tenders received from SMEs: 0

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 0

Number of tenders received by electronic means: 0

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

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

Official name: Kolossal AB

National registration number: 556829-5710

Postal address: Stora Varvsgatan 6A

Town: Malmö

NUTS code: SE224 Skåne län

Postal code: 211119

Country: Sweden

E-mail: [hej@kolossal.se](mailto:hej@kolossal.se)

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

The contractor is an SME: no

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

Initial estimated total value of the contract/lot: 7 250 000,00 SEK

Total value of the contract/lot: 1 200 000,00 SEK

#### V.2.5. Information about subcontracting

## Section V: Award of contract

---

**Title:**

PR- och reklambyråttjänster

A contract/lot is awarded: yes

### V.2. Award of contract

#### V.2.1. Date of conclusion of the contract

18/10/2021

#### V.2.2. Information about tenders

Number of tenders received: 10

Number of tenders received from SMEs: 0

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 0

Number of tenders received by electronic means: 0

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

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

Official name: Kalmar Kreation AB

National registration number: 556426-2961

Postal address: Norra Långgatan 1

Town: Kalmar

NUTS code: SE224 Skåne län

Postal code: 392 32

Country: Sweden

E-mail: [joakim.dauneus@kreation.se](mailto:joakim.dauneus@kreation.se)

Telephone: +46 480426055

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

The contractor is an SME: no

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

Initial estimated total value of the contract/lot: 7 250 000,00 SEK

Total value of the contract/lot: 2 400 000,00 SEK

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

## **Section V: Award of contract**

---

### **Title:**

PR- och reklambyråtjänster

A contract/lot is awarded: yes

## **V.2. Award of contract**

### **V.2.1. Date of conclusion of the contract**

18/10/2021

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

Number of tenders received: 10

Number of tenders received from SMEs: 0

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 0

Number of tenders received by electronic means: 0

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

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

Official name: Långe Leve Kommunikation AB

National registration number: 556589-7674

Postal address: Kaledegatan 10E

Town: MALMÖ

NUTS code: SE224 Skåne län

Postal code: 21135

Country: Sweden

E-mail: [niklas@langeleve.se](mailto:niklas@langeleve.se)

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

The contractor is an SME: no

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

Initial estimated total value of the contract/lot: 7 250 000,00 SEK

Total value of the contract/lot: 1 200 000,00 SEK

**V.2.5. Information about subcontracting**

**Section VI: Complementary information**

---

**VI.3. Additional information**

**VI.4. Procedures for review**

**VI.4.1. Review body**

Official name: Förvaltningsrätten i Malmö och migrationsdomstol

Postal address: Kalendegatan 6

Town: Malmö

Postal code: 21135

Country: Sweden

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

Telephone: +46 40353500

Fax: +46 40972490

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

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

16/11/2021