

Sweden-Stockholm: Advertising and marketing services
OJ S 209/2022 28/10/2022
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Vinnova

National registration number: 202100-5216

Postal address: x

Town: STOCKHOLM

NUTS code: SE11 Stockholm

Postal code: 10158

Country: Sweden

Contact person: Maria Edholm

E-mail: VINNOVA@VINNOVA.se

Internet address(es):

Main address: <http://www.vinnova.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

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Kommunikationstjänster

Reference number: 2022-00523

II.1.2. Main CPV code

79340000 Advertising and marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

Vinnova upphandlar kommunikationstjänster.

II.1.6. Information about lots

This contract is divided into lots: yes

II.1.7. Total value of the procurement

Value excluding VAT: 12 000 000,00 SEK

II.2. Description

II.2.1. Title

Lot No: Delområde 1 produktion av kommunikationsinsatser

II.2.2. Additional CPV code(s)

79822500 Graphic design services, 92112000 Services in connection with motion-picture and video-tape production

II.2.3. Place of performance

NUTS code: SE Sverige

II.2.4. Description of the procurement

Leverantören ska på uppdrag av Vinnova producera målgruppsanpassat innehåll utifrån Vinnovas målsättningar med kommunikationsinsatsen. Leverantören ska tillhandhålla gestaltningar, kreativa lösningar, formgivning, produktion och spridning av innehåll för primärt digitala och mer sällsynta analoga kanaler. Leverantören ska arbeta med att optimera spridningen av innehåll som Vinnova tagit fram så att det når rätt målgrupper och skapar önskad effekt.

II.2.5. Award criteria

Quality criterion - Name: Metod delområde 1 / Weighting: 350 000 maxavdrag

Quality criterion - Name: Intervju delområde 1 / Weighting: 530 000 maxavdrag

Price - Weighting: Fast pris

II.2.11. Information about options

Options: yes

Description of options:

Ramavtalet gäller i ett år från och med avtalstecknande. Vinnova har därefter ensidig rätt att, på i övrigt oförändrade villkor, förlänga ramavtalet med upp till tre år. Ramavtalstiden kommer således som längst att vara fyra år i sin helhet. Förlängningen kan ske vid flera tillfällen men sammantaget uppgå till högst tre år. Vinnova ska skriftligen meddela begäran om förlängning senast tre månader.

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

Lot No: Delområde 2 Tillhandahållande av konsulter

II.2.2. Additional CPV code(s)

79822500 Graphic design services, 92112000 Services in connection with motion-picture and video-tape production

II.2.3. Place of performance

NUTS code: SE Sverige

II.2.4. Description of the procurement

Leverantören ska efter avrop kunna tillhandahålla en eller flera så kallad Inhouse-konsult/-er för Vinnovas räkning. Krav på konsulten och uppdragets omfattning kommer framgå av det enskilda avropet. Konsultuppdragen kommer oftast vara mellan en 10-50% tjänst.

II.2.5. Award criteria

Quality criterion - Name: Metod delområde 2 / Weighting: 190 000 maxavdrag

Quality criterion - Name: Intervju delområde 2 / Weighting: 285 000 maxavdrag

Price - Weighting: Fastpris

II.2.11. Information about options

Options: yes

Description of options:

Ramavtalet gäller i ett år från och med avtalstecknande. Vinnova har därefter ensidig rätt att, på i övrigt oförändrade villkor, förlänga ramavtalet med upp till tre år. Ramavtalstiden kommer således som längst att vara fyra år i sin helhet. Förlängningen kan ske vid flera tillfällen men sammantaget uppgå till högst tre år. Vinnova ska skriftligen meddela begäran om förlängning senast tre månader.

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: [2022/S 071-189688](#)

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

Contract No: Delområde 1 Haus

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1.

Date of conclusion of the contract

29/06/2022

V.2.2. Information about tenders

Number of tenders received: 13

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

V.2.3. Name and address of the contractor

Official name: Haus Society AB

National registration number: 559227-8039

Postal address: Sigurdsgatan 23

Town: VÄSTERÅS

NUTS code: SE Sverige

Postal code: 72130

Country: Sweden

E-mail: robert@haus.se

The contractor is an SME: yes

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

Total value of the contract/lot: 8 000 000,00 SEK

V.2.5. Information about subcontracting**Section V: Award of contract**

Contract No: Delområde 2 Spoon

A contract/lot is awarded: yes

V.2. Award of contract**V.2.1. Date of conclusion of the contract**

29/06/2022

V.2.2. Information about tenders

Number of tenders received: 13

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

V.2.3. Name and address of the contractor

Official name: Spoon Agency AB

National registration number: 556561-8989

Postal address: Götgatan 22A

Town: Stockholm

NUTS code: SE Sverige

Postal code: 118 46

Country: Sweden

E-mail: maria.biesterfeldt@spoon.se

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

The contractor is an SME: yes

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

Total value of the contract/lot: 4 000 000,00 SEK

V.2.5. Information about subcontracting

Section V: Award of contract

Contract No: Delområde 1 och 2 Södra tornet

Lot No: 1 och 2

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

29/06/2022

V.2.2. Information about tenders

Number of tenders received: 13

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

V.2.3. Name and address of the contractor

Official name: SÖDRA TORNET KOMMUNIKATION AB

National registration number: 556602-2249

Postal address: SLOTTET INGÅNG H

Town: UPPSALA

NUTS code: SE Sverige

Postal code: 75237

Country: Sweden

E-mail: jonas@sodratornet.se

Internet address: <http://www.sodratornet.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: 8 000 000,00 SEK

Total value of the contract/lot: 4 000 000,00 SEK

V.2.5. Information about subcontracting

Section V: Award of contract

Contract No: Delområde 1 Familjen

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

29/06/2022

V.2.2. Information about tenders

Number of tenders received: 13

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

V.2.3. Name and address of the contractor

Official name: Familjen STHLM AB

National registration number: 556862-9983

Postal address: Bondegatan 21, 2tr

Town: STOCKHOLM
NUTS code: SE Sverige
Postal code: 11633
Country: Sweden
E-mail: mats.eriksson@familjen.se
The contractor is an SME: yes

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

Total value of the contract/lot: 8 000 000,00 SEK

V.2.5. Information about subcontracting

Section V: Award of contract

Contract No: Delområde 1 och 2 Azote

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

29/06/2022

V.2.2. Information about tenders

Number of tenders received: 13

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

V.2.3. Name and address of the contractor

Official name: Azote AB
National registration number: 556756-2896
Postal address: Box 6229
Town: Stockholm
NUTS code: SE Sverige
Postal code: 102 34
Country: Sweden
E-mail: kontakt@azote.se
Internet address: <http://www.azote.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: 8 000 000,00 SEK

Total value of the contract/lot: 4 000 000,00 SEK

V.2.5. Information about subcontracting

Section VI: Complementary information

VI.3. Additional information

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

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
24/10/2022