

Sweden-Gävle: Advertising and marketing services
OJ S 193/2023 06/10/2023
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Region Gävleborg
National registration number: 232100-0198
Postal address: i.u.
Town: GÄVLE
NUTS code: SE313 Gävleborgs län
Postal code: 80188
Country: Sweden
Contact person: Laila Gustafsson
E-mail: laila.gustafsson@regiongavleborg.se
Internet address(es):
Main address: <http://www.lg.se>

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

Reklam och kommunikationstjänster
Reference number: RS 2022/1943

II.1.2. Main CPV code

79340000 Advertising and marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

Reklam och kommunikationstjänster

II.1.6. Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Value excluding VAT: 9 200 000,00 SEK

II.2. Description

II.2.2. Additional CPV code(s)

79400000 Business and management consultancy and related services, 79413000 Marketing management consultancy services

II.2.3. Place of performance

NUTS code: SE313 Gävleborgs län

II.2.4. Description of the procurement

Reklam och kommunikationstjänster

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: [2023/S 106-332516](#)

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

08/09/2023

V.2.2.

Information about tenders

Number of tenders received: 27

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

V.2.3. Name and address of the contractor

Official name: Oh My Interactive AB

National registration number: 556708-6433

Postal address: Prästgårdsgatan 34

Town: PITEÅ

NUTS code: SE Sverige

Postal code: 94132

Country: Sweden

E-mail: upphandling@ohmy.se

The contractor is an SME: yes

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

Total value of the contract/lot: 9 200 000,00 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

08/09/2023

V.2.2. Information about tenders

Number of tenders received: 27

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

V.2.3. Name and address of the contractor

Official name: BNC Brand New Story AB

National registration number: 559023-2848

Postal address: Brand New Content, Box 1062

Town: STOCKHOLM

NUTS code: SE Sverige

Postal code: 10139

Country: Sweden

E-mail: klas.lindberg@brandnewcontent.se

The contractor is an SME: yes

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

Total value of the contract/lot: 9 200 000,00 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

08/09/2023

V.2.2. Information about tenders

Number of tenders received: 27

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

V.2.3. Name and address of the contractor

Official name: Scrolleri AB

National registration number: 559095-5976

Postal address: Valhallavägen 60

Town: STOCKHOLM

NUTS code: SE Sverige

Postal code: 11427

Country: Sweden

E-mail: erik@scrolleri.com

The contractor is an SME: yes

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

Total value of the contract/lot: 9 200 000,00 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

08/09/2023

V.2.2. Information about tenders

Number of tenders received: 27

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

V.2.3. Name and address of the contractor

Official name: Raring Design AB

National registration number: 556635-4279

Postal address: Mosebacke Torg 16

Town: STOCKHOLM

NUTS code: SE Sverige

Postal code: 11620

Country: Sweden

E-mail: jeroen@raring.se

The contractor is an SME: yes

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

Total value of the contract/lot: 9 200 000,00 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

08/09/2023

V.2.2. Information about tenders

Number of tenders received: 27

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

V.2.3. Name and address of the contractor

Official name: Keeparo AB

National registration number: 556813-4059

Postal address: Grev Turegatan 11 A, 4tr

Town: STOCKHOLM

NUTS code: SE Sverige

Postal code: 11446

Country: Sweden

E-mail: upphandlingar@keeparo.com

The contractor is an SME: yes

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

Total value of the contract/lot: 9 200 000,00 SEK

V.2.5. Information about subcontracting

Section VI: Complementary information

VI.3. Additional information

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

VI.4. Procedures for review

VI.4.1. Review body

Official name: Förvaltningsrätten i Falun

Town: Falun

Country: Sweden

VI.5. Date of dispatch of this notice

03/10/2023