

Sweden-Stockholm: Advertising and marketing services
OJ S 198/2023 13/10/2023
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Kungliga Operan Aktiebolag
National registration number: 556190-3294
Postal address: Box 16094
Town: STOCKHOLM
NUTS code: SE110 Stockholms län
Postal code: 10322
Country: Sweden
Contact person: Louise Matsson
E-mail: louise.matsson@operan.se
Internet address(es):
Main address: <http://www.operan.se>

I.4. Type of the contracting authority

Other type: Statligt ägt aktiebolag

I.5. Main activity

Recreation, culture and religion

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Mediabyråttjänster, digital marknadsföring
Reference number: 23/9

II.1.2. Main CPV code

79340000 Advertising and marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

Beställaren avser med upphandlingen att upphandla ett ramavtal för sitt fortlöpande behov av mediabyråttjänster avseende digital marknadsföring.
Beställaren avser med upphandlingen att teckna ett ramavtal med en (1) Leverantör.
För kännedom för anbudsgivarna så planerar Beställaren att ha anbudsöppning efter semestrarna i augusti 2024.

II.1.6.

Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Value excluding VAT: 15 000 000,00 SEK

II.2. Description

II.2.2. Additional CPV code(s)

79342000 Marketing services

II.2.3. Place of performance

NUTS code: SE110 Stockholms län

II.2.4. Description of the procurement

Beställaren avser med upphandlingen att upphandla ett ramavtal för sitt fortlöpande behov av mediabyråtjänster avseende digital marknadsföring.

Beställaren avser med upphandlingen att teckna ett ramavtal med en (1) Leverantör. För kännedom för anbudsgivarna så planerar Beställaren att ha anbudsöppning efter semestrarna i augusti 2024.

II.2.5. Award criteria

Quality criterion - Name: Kundcase / Weighting: Mervärdesavdrag

Quality criterion - Name: Företagsbeskrivning / Weighting: Mervärdesavdrag

Price - Weighting: Anbudspris

II.2.11. Information about options

Options: yes

Description of options:

Samtliga optioner beskrivs i upphandlingsföreskrifterna under punkt 4.2.2 "Optioner".

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 101-319018](#)

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

13/09/2023

V.2.2. Information about tenders

Number of tenders received: 10

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

V.2.3. Name and address of the contractor

Official name: Scream mediabyrå

National registration number: 556636-5671

Postal address: Box 16068

Town: Stockholm

NUTS code: SE11 Stockholm

Postal code: 103 22

Country: Sweden

E-mail: ragnar.tingstrom@scream.se

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

The contractor is an SME: yes

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

Total value of the contract/lot: 15 000 000,00 SEK

V.2.5. Information about subcontracting

Section VI: Complementary information

VI.3. Additional information

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

VI.4. Procedures for review

VI.4.1. Review body

Official name: Förvaltningsrätten

Town: Stockholm

Country: Sweden

VI.5. Date of dispatch of this notice

09/10/2023