

Sweden-Umeå: Advertising and marketing services
OJ S 204/2023 23/10/2023
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: AB Bostaden i Umeå

National registration number: 556500-2408

Postal address: Box 244

Town: Umeå

NUTS code: SE Sverige

Postal code: 901 06

Country: Sweden

Contact person: Anders Vestman

E-mail: anders.vestman@bostaden.umea.se

Telephone: +46 90-177574

Internet address(es):

Main address: <http://www.bostaden.umea.se/>

Address of the buyer profile: <https://www.e-avrop.com/bostadenumea/e-Upphandling/Default.aspx>

I.4. Type of the contracting authority

Regional or local authority

I.5. Main activity

Housing and community amenities

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Huvudbyrå kommunikationstjänster

Reference number: 2329

II.1.2. Main CPV code

79340000 Advertising and marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

AB Bostadens (Bostaden) marknadsavdelning ansvarar för företagets samlade kommunikation, såväl internt som externt. Nu söker vi en partner som, tillsammans med marknadsavdelningen, ska ta Bostadens kommunikation till nästa nivå.

Vi vill betona att denna upphandling syftar till att hitta en partner som kan bidra till vår fortsatta utveckling och hjälpa oss att nå våra mål genom ett gemensamt samarbete.

II.1.6. Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Value excluding VAT: 10 000 000,00 SEK

II.2. Description

II.2.2. Additional CPV code(s)

79340000 Advertising and marketing services

II.2.3. Place of performance

NUTS code: SE331 Västerbottens län

II.2.4. Description of the procurement

AB Bostadens (Bostaden) marknadsavdelning ansvarar för företagets samlade kommunikation, såväl internt som externt. Nu söker vi en partner som, tillsammans med marknadsavdelningen, ska ta Bostadens kommunikation till nästa nivå.

Vi vill betona att denna upphandling syftar till att hitta en partner som kan bidra till vår fortsatta utveckling och hjälpa oss att nå våra mål genom ett gemensamt samarbete.

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: [2023/S 120-379610](#)

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: 2

Title:

Huvudbyrå kommunikationstjänster

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

20/09/2023

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: Oh My Interactive AB

National registration number: 556708-6433

Postal address: Brännkyrkagatan 62

Town: Stockholm

NUTS code: SE Sverige

Postal code: 118 23

Country: Sweden

E-mail: Hanna.nilsson@ohmy.se

Telephone: +46 706298817

The contractor is an SME: yes

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

Total value of the contract/lot: 3 180,00 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 Umeå

Postal address: Box 193

Town: Umeå

Postal code: 901 05

Country: Sweden

E-mail: forvaltningsratteniumea@dom.se

Telephone: +46 90-177400

Fax: +46 90-137588

Internet address: <http://www.forvaltningsratteniumea.domstol.se>

VI.5. Date of dispatch of this notice

18/10/2023