

Sweden-Stockholm: Advertising and marketing services
OJ S 205/2023 24/10/2023
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Sveriges Kommuner och Regioner

National registration number: 222000-0315

Postal address: Hornsgatan 20

Town: Stockholm

NUTS code: SE11 Stockholm

Postal code: 11882

Country: Sweden

Contact person: Ulrika Lundberg

E-mail: Ulrika.Lundberg@skr.se

Internet address(es):

Main address: <http://www.skr.se>

I.4. Type of the contracting authority

Other type: SKR är en arbetsgivar- och intresseorganisation samt medlemsorganisation för alla Sveriges kommuner och regioner.

I.5. Main activity

General public services

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Strategiska kommunikationstjänster 2022

Reference number: 22/178

II.1.2. Main CPV code

79340000 Advertising and marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

Upphandlingen ska resultera i att SKR erhåller leverantörer som kan tillhandahålla en fullservicelösning för SKR inom strategisk kommunikation.

SKR avser att ingå ramavtal med minst tre rangordnade leverantörer, under förutsättning att så många anbud uppfyller samtliga ställda krav.

II.1.6.

Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Value excluding VAT: 18 000 000,00 SEK

II.2. Description

II.2.2. Additional CPV code(s)

79341100 Advertising consultancy services, 79341200 Advertising management services, 79342000 Marketing services

II.2.3. Place of performance

NUTS code: SE11 Stockholm

II.2.4. Description of the procurement

Upphandlingen omfattar olika typer av uppdrag inom strategisk kommunikation i vilka leverantören ska kunna genomföra analyser, kommunikationsplanering och åtgärder. Leverantören ska även kunna arbeta långsiktigt med strategiskt varumärkesarbete och liknande uppdrag. Leverantören ska kunna erbjuda tjänster både vad gäller snabba avrop samt mer långsiktiga uppdrag. Leverantören ska ta ansvar för att hitta kreativa och effektiva lösningar. Flera större och/eller olika typer av projekt och uppdrag ska kunna genomföras parallellt.

II.2.5. Award criteria

Quality criterion - Name: Arbetsprov / Fiktivt case / Weighting: 1 100 000 SEK avdrag

Quality criterion - Name: Muntlig Anbudspresentation / Weighting: 900 000 SEK avdrag

Price - Weighting: Avdrag anbudspris

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

Restricted 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 248-720396](#)

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

24/04/2023

V.2.2. Information about tenders

Number of tenders received: 5

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

V.2.3. Name and address of the contractor

Official name: Quattroporte Konsult AB

National registration number: 556779-1685

Postal address: Repslagargatan 17B

Town: Stockholm

NUTS code: SE11 Stockholm

Postal code: 11846

Country: Sweden

E-mail: victoria.sandell@quattroporte.se

Internet address: <http://www.quattroporte.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: 18 000 000,00 SEK

Total value of the contract/lot: 18 000 000,00 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

24/04/2023

V.2.2. Information about tenders

Number of tenders received: 5

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

V.2.3. Name and address of the contractor

Official name: Futurniture Aktiebolag

National registration number: 556490-8621

Postal address: Slupskjulsvägen 10

Town: STOCKHOLM

NUTS code: SE11 Stockholm
Postal code: 11149
Country: Sweden
E-mail: katarina@furniture.com
Internet address: <http://www.furniture.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: 18 000 000,00 SEK
Total value of the contract/lot: 18 000 000,00 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

24/04/2023

V.2.2. Information about tenders

Number of tenders received: 5
The contract has been awarded to a group of economic operators: no

V.2.3. Name and address of the contractor

Official name: Gullers Grupp AB
National registration number: 556370-4260
Postal address: Box 7004
Town: STOCKHOLM
NUTS code: SE11 Stockholm
Postal code: 10386
Country: Sweden
E-mail: annika.sjoberg@gullers.se
Internet address: <http://www.gullers.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: 18 000 000,00 SEK
Total value of the contract/lot: 18 000 000,00 SEK

V.2.5. Information about subcontracting

Section VI: Complementary information

VI.3. Additional information

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

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
19/10/2023