

Sweden-Växjö: Advertising and marketing services
OJ S 206/2023 25/10/2023
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Region Kronoberg
National registration number: 232100-0065
Postal address: Upphandlingsenheten
Town: Växjö
NUTS code: SE212 Kronobergs län
Postal code: 351 88
Country: Sweden
Contact person: Maria Hilding
E-mail: maria.hilding2@kronoberg.se
Internet address(es):
Main address: <http://www.ltkronoberg.se>

I.4. Type of the contracting authority

Regional or local authority

I.5. Main activity

Health

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Kommunikations-/Reklambyråtjänster
Reference number: 23RGK506 Öppet förf.

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. Allt ifrån strategisk rådgivning och idéarbete till produktion av till exempelvis kampanjer, film och grafisk form.

II.1.6. Information about lots

This contract is divided into lots: no

II.1.7.

Total value of the procurement

Value excluding VAT: 11 200 000,00 SEK

II.2. Description

II.2.2. Additional CPV code(s)

79341000 Advertising services, 79342000 Marketing services, 79413000 Marketing management consultancy services

II.2.3. Place of performance

NUTS code: SE212 Kronobergs län

II.2.4. Description of the procurement

Reklam- och kommunikationstjänster. Allt ifrån strategisk rådgivning och idéarbete till produktion av till exempelvis kampanjer, film och grafisk form.

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 096-300718](#)

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

15/09/2023

V.2.2. Information about tenders

Number of tenders received: 9

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

V.2.3. Name and address of the contractor

Official name: Milou Communication AB

National registration number: 556645-1463

Postal address: Ronnebygatan 47

Town: KARLSKRONA

NUTS code: SE212 Kronobergs län

Postal code: 37133

Country: Sweden

E-mail: sales@milou.se

The contractor is an SME: yes

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

Total value of the contract/lot: 11 200 000,00 SEK

V.2.5. Information about subcontracting**Section VI: Complementary information**

VI.3. Additional information

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

VI.4. Procedures for review**VI.4.1. Review body**

Official name: Förvaltningsrätten

Town: Växjö

Country: Sweden

VI.5. Date of dispatch of this notice

20/10/2023