

Sweden-Linköping: Advertising and marketing services
OJ S 229/2022 28/11/2022
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Aktiebolaget Östgotatrafiken

National registration number: 556038-8950

Postal address: Box 1550

Town: LINKÖPING

NUTS code: SE123 Östergötlands län

Postal code: 58115

Country: Sweden

Contact person: Annika Fröjd

E-mail: annika.frojd@ostgotatrafiken.se

Internet address(es):

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

I.4. Type of the contracting authority

Regional or local agency/office

I.5. Main activity

General public services

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Kreativa och taktiska kommunikationstjänster

Reference number: 2022/0219

II.1.2. Main CPV code

79340000 Advertising and marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

Denna upphandling avser kreativa och taktiska 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: 12 000 000,00 SEK

II.2. Description

II.2.2. Additional CPV code(s)

79342000 Marketing services, 79822500 Graphic design services

II.2.3. Place of performance

NUTS code: SE123 Östergötlands län

II.2.4. Description of the procurement

Denna upphandling avser kreativa och taktiska 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: [2022/S 160-456744](#)

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

02/11/2022

V.2.2. Information about tenders

Number of tenders received: 7

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

V.2.3. Name and address of the contractor

Official name: Linkin AB

National registration number: 556760-7105

Postal address: Hunnebergsgatan 27a

Town: Linköping

NUTS code: SE123 Östergötlands län

Postal code: 582 34

Country: Sweden

E-mail: lisa@linkin.se

Internet address: <http://www.linkinmedia.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: 12 000 000,00 SEK

Total value of the contract/lot: 12 000 000,00 SEK

V.2.5. Information about subcontracting

Section VI: Complementary information

VI.3. Additional information

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

VI.4. Procedures for review

VI.4.1. Review body

Official name: Förvaltningsrätten i Linköping

Town: Linköping

Country: Sweden

VI.5. Date of dispatch of this notice

23/11/2022