

Sweden-Gothenburg: Marketing management consultancy services
OJ S 212/2023 03/11/2023
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Turistrådet Västsverige AB
National registration number: 556459-4538
Postal address: Regionens hus
Town: GÖTEBORG
NUTS code: SE232 Västra Götalands län
Postal code: 405 44
Country: Sweden
Contact person: Marie Linde
E-mail: marie.linde@vastsverige.com
Internet address(es):
Main address: <http://www.vastsverige.com>

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

KONSULTTJÄNSTER - DIGITAL MARKNADSKOMMUNIKATION
Reference number: 23/230

II.1.2. Main CPV code

79413000 Marketing management consultancy services

II.1.3. Type of contract

Services

II.1.4. Short description

Turistrådet Västsverige AB inbjuder er att lämna anbud på konsulttjänster inom digital marknadskommunikation, i huvudsak riktade mot den svenska, norska och danska marknaden, men även andra europeiska marknader kan komma i fråga.

II.1.6. Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Value excluding VAT: 5 000 000,00 SEK

II.2. Description

II.2.2. Additional CPV code(s)

79340000 Advertising and marketing services, 79342000 Marketing services

II.2.3. Place of performance

NUTS code: SE232 Västra Götalands län

II.2.4. Description of the procurement

Turistrådet Västsverige AB inbjuder er att lämna anbud på konsulttjänster inom digital marknadskommunikation, i huvudsak riktade mot den svenska, norska och danska marknaden, men även andra europeiska marknader kan komma i fråga.

II.2.5. Award criteria

Quality criterion - Name: Kvalitet och kompetens / Weighting: 60%

Price - Weighting: 40%

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 163-514197](#)

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

19/10/2023

V.2.2. Information about tenders

Number of tenders received: 15

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

V.2.3. Name and address of the contractor

Official name: OMD Sweden AB

National registration number: 556647-2063

Postal address: Box 11097

Town: Stockholm

NUTS code: SE232 Västra Götalands län

Postal code: 10061

Country: Sweden

E-mail: john.severin@omd.com

The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 5 000 000,00 SEK

Total value of the contract/lot: 5 000 000,00 SEK

V.2.5. Information about subcontracting

The contract is likely to be subcontracted Value or proportion likely to be subcontracted to third parties Proportion: 75 % Short description of the part of the contract to be subcontracted:

Annonsköp, underkonsulter för produktion av material, underkonsulter för utlandsmarknadsföring m.m.

Section VI: Complementary information

VI.3. Additional information

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

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

Official name: Förvaltningsrätten i Göteborg

Town: Göteborg

Country: Sweden

VI.5. Date of dispatch of this notice

31/10/2023