

**Sweden-Borås: Marketing services**  
**OJ S 222/2023 17/11/2023**  
**Contract award notice**  
**Services**

**Legal Basis:**

Directive 2014/24/EU

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**Section I: Contracting authority**

**I.1. Name and addresses**

Official name: Borås kommun  
National registration number: 212000-1561  
Postal address: Kungsgatan 57  
Town: BORÅS  
NUTS code: SE232 Västra Götalands län  
Postal code: 501 80  
Country: Sweden  
Contact person: Matilda Youhanna  
E-mail: [matilda.youhanna@boras.se](mailto:matilda.youhanna@boras.se)  
**Internet address(es):**  
Main address: <http://www.boras.se>

**I.4. Type of the contracting authority**

Regional or local authority

**I.5. Main activity**

General public services

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**Section II: Object**

**II.1. Scope of the procurement**

**II.1.1. Title**

Digital marknadsföring av arbetsgivarvarumärke och annonser i sociala medier  
Reference number: 2023-00027IN

**II.1.2. Main CPV code**

79342000 Marketing services

**II.1.3. Type of contract**

Services

**II.1.4. Short description**

Upphandlingen omfattar behovet av framtagande och publicering/annonsering av platsannonser i sociala medier för UM verksamheter vid behov samt digital marknadsföring av arbetsgivarvarumärke.

**II.1.6. Information about lots**

This contract is divided into lots: no

### **II.1.7. Total value of the procurement**

Value excluding VAT: 6 000 000,00 SEK

## **II.2. Description**

### **II.2.2. Additional CPV code(s)**

79340000 Advertising and marketing services, 79413000 Marketing management consultancy services

### **II.2.3. Place of performance**

NUTS code: SE232 Västra Götalands län

NUTS code: SE Sverige

NUTS code: SE2 Södra Sverige

Main site or place of performance: Borås

### **II.2.4. Description of the procurement**

Upphandlingen omfattar behovet av framtagande och publicering/annonsering av platsannonser i sociala medier för UM verksamheter vid behov samt digital marknadsföring av arbetsgivarvarumärke.

### **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**

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### **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 086-263045](#)

#### **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**

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A contract/lot is awarded: yes

## **V.2. Award of contract**

### **V.2.1. Date of conclusion of the contract**

11/10/2023

### **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: Adsup AB

National registration number: 559047-1487

Postal address: Kungsporsavenyen 3

Town: GÖTEBORG

NUTS code: SE Sverige

Postal code: 41136

Country: Sweden

E-mail: [andreas.rudholm@adsup.se](mailto:andreas.rudholm@adsup.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: 6 000 000,00 SEK

Total value of the contract/lot: 6 000 000,00 SEK

### **V.2.5. Information about subcontracting**

## **Section VI: Complementary information**

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### **VI.3. Additional information**

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

### **VI.4. Procedures for review**

#### **VI.4.1. Review body**

Official name: Förvaltningsrätten i Jönköping

Town: Jönköping

Country: Sweden

### **VI.5. Date of dispatch of this notice**

13/11/2023