

Norway-Oslo: Advertising and marketing services
OJ S 8/2023 11/01/2023
Contract award notice – utilities
Services

Legal Basis:

Directive 2014/25/EU

Section I: Contracting entity

I.1. Name and addresses

Official name: Ruter As

National registration number: 991 609 407

Postal address: Dronningens gate 40, Postboks 1030 Sentrum

Town: Oslo

NUTS code: NO081 Oslo

Postal code: 0104

Country: Norway

Contact person: Benny Rytter-Johansen

E-mail: Benny.Rytter-Johansen@ruter.no

Telephone: +47 95963754

Internet address(es):

Main address: <http://www.ruter.no>

Address of the buyer profile: <https://eu.eu-supply.com/ctm/Company/CompanyInformation/Index/285272>

I.6. Main activity

Recreation, culture and religion

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Framework agreement for a media agency

Reference number: 21/02235

II.1.2. Main CPV code

79340000 Advertising and marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

Ruter is looking for a media agency that can easily familiarise itself with the market situation and that can, in an appropriate way, contribute to reaching our goals. Predictability is important for Ruter, and we are looking for a collaboration partner that reflects our values: Open, innovative, interactive, and reliable. It is a prerequisite that tenderers are honest and transparent. The media agency must ensure good flow and efficient processes for planning and implementing campaigns, and have good cooperation with the advertising agency. The

agency must focus on campaign optimisation during the campaign period, as well as systematically highlighting things to learn from. It is important that the agency has secure routines and predictability in its finances and process. The agency must deliver within good lead times, give Ruter priority, and negotiate well on our behalf.
The objective of this call for tenders is to find a partner who can execute this on behalf of Ruter.

II.1.6. Information about lots

This contract is divided into lots: no

II.2. Description

II.2.2. Additional CPV code(s)

79342000 Marketing services, 79413000 Marketing management consultancy services

II.2.3. Place of performance

NUTS code: NO081 Oslo

Main site or place of performance: Oslo

II.2.4. Description of the procurement

Ruter is looking for a media agency that can easily familiarise itself with the market situation and that can, in an appropriate way, contribute to reaching our goals. Predictability is important for Ruter, and we are looking for a collaboration partner that reflects our values: Open, innovative, interactive, and reliable. It is a prerequisite that tenderers are honest and transparent. The media agency must ensure good flow and efficient processes for planning and implementing campaigns, and have good cooperation with the advertising agency. The agency must focus on campaign optimisation during the campaign period, as well as systematically highlighting things to learn from. It is important that the agency has secure routines and predictability in its finances and process. The agency must deliver within good lead times, give Ruter priority, and negotiate well on our behalf.

The objective of this call for tenders is to find a partner who can execute this on behalf of Ruter. The amount of assignments can vary throughout the year and from year to year. In 2019, Ruter's media budget was approx. NOK 25 million. In addition there will be the value of Ruter's own areas, such as placards on means of transport (wall/window panels), panels on the back of buses and at Jernbanetoget, Nationaltheatret and Lilletrøm Stations.

Typical campaigns that Ruter has had over the course of one year are:

- Traffic growth campaigns
- Profile campaigns
- Campaigns for ticket and travel products (e.g., new app for ticket and travel searches)
- Route change campaigns
- Campaigns for preventing those who do not have tickets
- Price change campaigns

The goals and focus areas will naturally vary from year to year and will affect the number, scope, and themes of the campaigns and communication initiatives.

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

Negotiated procedure with prior call for competition

IV.1.3. Information about a framework agreement or a dynamic purchasing system

The procurement involves the establishment of a framework agreement

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: [2021/S 148-395369](#)

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 periodic indicative notice

Section V: Award of contract

Contract No: 1

Title:

Media agency

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

20/12/2021

V.2.2. Information about tenders

Number of tenders received: 8

Number of tenders received from SMEs: 0

Number of tenders received from tenderers from other EU Member States: 8

Number of tenders received from tenderers from non-EU Member States: 0

Number of tenders received by electronic means: 8

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

V.2.3. Name and address of the contractor

Official name: RED dentsu X

National registration number: 976 568 133

Postal address: Kristian Augusts gate 23

Town: Oslo

NUTS code: NO08 Oslo og Viken

Postal code: 0164

Country: Norway

E-mail: christian.espeseth@redmedia.no

Telephone: +47 40853000

Internet address: www.reddentsux.no

The contractor is an SME: no

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

V.2.5. Information about subcontracting

V.2.6. Price paid for bargain purchases

Section VI: Complementary information

VI.3. Additional information

VI.4. Procedures for review

VI.4.1. Review body

Official name: Oslo tingrett

Postal address: C.J.Hambros plass 4

Town: Oslo

Postal code: 015

Country: Norway

E-mail: oslo.tingrett@domstol.no

Telephone: +47 22035200

VI.5. Date of dispatch of this notice

06/01/2023