

**Norway-Bergen: Advertising services**

OJ S 23/2014 01/02/2014

Contract notice

Services

Directive 2004/18/EC

**Section I: Contracting authority**

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**I.1. Name and addresses**

Official name: Hordaland fylkeskommune v/Skyss

National registration number: 938626367

Postal address: Postboks 7900

Town: Bergen

Postal code: 5020

Country: Norway

For the attention of: Andreas Hjortland

E-mail: [andreas.hjortland@inventura.no](mailto:andreas.hjortland@inventura.no)

Telephone: +47 97517234

**Internet address(es):**

General address of the contracting authority: <http://www.skyss.no>

Address of the buyer profile: <https://kgv.doffin.no/ctm/Supplier/CompanyInformation/Index/2651>

Electronic access to information: <https://anskaffingar.hfk.no/Avantra/Customer/Hordaland/Modules/Purchase/Published/>

Electronic submission of tenders and requests to participate: <https://anskaffingar.hfk.no/Avantra/Customer/Hordaland/Modules/Purchase/Published/>

**Additional information can be obtained from:**

the abovementioned address

**Specifications and additional documents (including documents for competitive dialogue and a dynamic purchasing system) can be obtained from:**

the abovementioned address

**Tenders or requests to participate must be submitted:** the abovementioned address

**I.2. Type of the contracting authority**

Regional or local authority

**I.3. Main activity**

General public services

**I.4. Contract award on behalf of other contracting authorities**

The contracting authority is purchasing on behalf of other contracting authorities: no

**Section II: Object of the contract**

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**II.1. Description**

**II.1.1. Title attributed to the contract by the contracting authority**

Framework agreements for Ad agency services for Skyss.

**II.1.2. Type of contract and place of performance or delivery**

Services

Service category No 13: Advertising services  
Main site or place of performance: Hordaland fylke.  
NUTS code

### **II.1.3. Information about a framework agreement or a dynamic purchasing system**

The procurement involves the establishment of a framework agreement

### **II.1.4. Information about framework agreement**

Framework agreement with a single operator

#### **Duration of the framework agreement**

Duration in years: 4

#### **Estimated total value of purchases for the entire duration of the framework agreement**

Estimated value excluding VAT: 18 500 000 NOK

### **II.1.5. Short description of the contract or purchase(s)**

Skyss will enter into 2 framework agreements for Ad agency services, 1 for services related to large and extensive market campaigns at a highly creative level, and 1 for services related to the resolution of smaller tasks where Skyss itself primarily delivers the text and profile. Tenderers are invited to submit offers for both or only 1 of the contracts.

### **II.1.6. CPV code(s)**

79341000 Advertising services, 79341100 Advertising consultancy services, 79341400 Advertising campaign services, 79810000 Printing services, 79961100 Advertising photography services, 79413000 Marketing management consultancy services

### **II.1.7. Information about the Government Procurement Agreement (GPA)**

The procurement is covered by the Government Procurement Agreement: yes

### **II.1.8. Lots**

This contract is divided into lots: yes

Tenders may be submitted for one or more lots

### **II.1.9. Information about variants**

Variants will be accepted: no

## **II.2. Scope of the procurement**

### **II.2.1. Total quantity or scope**

### **II.2.2. Information about options**

Options: yes

Description of options: The contracts shall be valid for 2 years. The contracting authority has the option to extend the agreements by 1 + 1 year.

### **II.2.3. Information about renewals**

This contract is subject to renewal: yes

Number of possible renewals: 2

In the case of renewable supplies or service contracts, estimated timeframe for subsequent contracts:

in months: 24 (from the award of the contract)

## **II.3. Duration of the contract or time limit for completion**

Duration in months: 048 (from the award of the contract)

Information about lots

Lot No: 1

Lot title: Services related to large and extensive market campaigns at a highly creative level

**1) Short description**

**2) CPV code(s)**

79341000 Advertising services, 79341100 Advertising consultancy services, 79341400 Advertising campaign services, 79810000 Printing services, 79961100 Advertising photography services, 79413000 Marketing management consultancy services

**3) Quantity or scope**

The total value of the partial contract for four years (agency fees, and cost of services that Vendors should convey) is estimated at NOK 15 million excluding VAT. A rough estimate is that approximately 60 % of this amounts to agency fees, while 40 % will be further dissemination of supportive services.

Estimated value excluding VAT: 15 000 000 NOK

**4) Indication about different time frame or duration**

**5) Additional information about lots**

Lot No: 2

Lot title: Services related to the resolution of smaller tasks where Skyss itself primarily provides the text and profile

**1) Short description**

**2) CPV code(s)**

79341000 Advertising services, 79341100 Advertising consultancy services, 79341400 Advertising campaign services, 79810000 Printing services, 79961100 Advertising photography services, 79413000 Marketing management consultancy services

**3) Quantity or scope**

The total value of the partial contract for four years (agency fees, and cost of services that Vendors should convey) is estimated at NOK 3,5 million excluding VAT. A rough estimate is that approximately 15 % of this amounts to agency fees, while 85 % will be further dissemination of supportive services.

Estimated value excluding VAT: 3 500 000 NOK

**4) Indication about different time frame or duration**

**5) Additional information about lots**

**Section III: Legal, economic, financial and technical information**

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**III.1. Conditions related to the contract**

**III.1.1. Deposits and guarantees required**

**III.1.2. Main financing conditions and payment arrangements and/or reference to the relevant provisions governing them**

**III.1.3. Legal form to be taken by the group of economic operators to whom the contract is to be awarded**

**III.1.4. Contract performance conditions**

The performance of the contract is subject to particular conditions: no

## **III.2. Conditions for participation**

### **III.2.1. Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers**

List and brief description of conditions: The supplier shall be a legally-established company Norwegian suppliers shall document this with a certificate of registration. Foreign suppliers must document this with a confirmation that the provider is registered in a trade or business register as described by law in the country where the Vendor is established.

### **III.2.2. Economic and financial ability**

List and brief description of conditions: The Vendor shall have good financial strength. The Vendor shall document this with the annual financial statements, including notes, and the management and audit reports for 2011, 2012 and 2013.

If the Annual Report for 2013 is not complete when the qualification deadline expires, the Vendor shall instead enclose a provisional annual accounts for that year.

The contracting authority reserves the right to obtain a credit rating from Experian.

The Vendor may choose to rely on the capacity of other enterprises to strengthen said economic and financial position.

The Vendor must then document the resources of the enterprises he will rely on and document disposal of the necessary resources needed throughout the contract period. This can be done by enclosing a declaration binding the partners, guarantees, collaborative agreement or the like. The template for the binding declaration located in the qualification documents may be used.

This applies regardless of the legal nature of the relationship between enterprises, i.e. that partners providing support may either be the parent of the provider, another enterprise in the same group, a collaborator or something similar.

### **III.2.3. Technical and professional ability**

List and brief description of conditions:

The supplier shall have good execution ability: The Vendor shall document this with a short summary of the history of the vendor, a description of the activities and overview of who are the owners (maximum 1 page), a description of the organisational structure and competences of the vendor (maximum 3 pages) and a description of the philosophy of vendor, and who are the vendor's advantages in relation to Skyss' needs (maximum two pages).

The Vendor shall have good experience from similar deliveries. The Vendor shall document this with a completed reference form. The Vendor shall describe four reference customers relevant in relation to the size and needs of Skyss. The Vendor shall indicate areas within which they have delivered services and how this is relevant to Skyss. The examples should not be older than two years. For at least two of the customers, list reference persons, and how Skyss may contact the persons concerned. The Vendor must further submit one example (case study) that shows the Vendor's work philosophy. The customer case study must be a reference customer described in the reference form. The Vendor must own its advertising concept, but may have used subcontractors in connection with the customer case study. The case study should not exceed 5 pages.

### **III.2.4. Information about reserved contracts**

## **III.3. Conditions specific to services contracts**

### **III.3.1. Information about a particular profession**

Execution of the service is reserved to a particular profession: no

### **III.3.2. Information about staff responsible for the performance of the contract**

## **Section IV: Procedure**

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### **IV.1. Type of procedure**

#### **IV.1.1. Type of procedure**

Negotiated

Some candidates have already been selected (if appropriate under certain types of negotiated procedures) no

#### **IV.1.2. Information about the limits on the number of candidates to be invited**

Envisaged minimum number 3

Objective criteria for choosing the limited number of candidates: The selection will be made on the basis of which vendors are seen as the best qualified in accordance with the stipulated qualification requirements.

#### **IV.1.3. Information about reduction of the number of solutions or tenders during negotiation or dialogue**

Recourse to staged procedure to gradually reduce the number of solutions to be discussed or tenders to be negotiated yes

### **IV.2. Award criteria**

#### **IV.2.1. Award criteria**

The most economically advantageous tender in terms of Price is not the only award criterion and all criteria are stated only in the procurement documents

#### **IV.2.2. Information about electronic auction**

An electronic auction will be used: no

### **IV.3. Administrative information**

#### **IV.3.1. File reference number attributed by the contracting authority**

HFK-14-0019

#### **IV.3.2. Previous publication concerning this procedure**

no

#### **IV.3.3. Conditions for obtaining specifications and additional documents or descriptive document**

Payable documents: no

#### **IV.3.4. Time limit for receipt of tenders or requests to participate**

27.2.2014 - 11:00

#### **IV.3.5. Estimated date of dispatch of invitations to tender or to participate to selected candidates**

17.3.2014

#### **IV.3.6. Languages in which tenders or requests to participate may be submitted**

Other: Norwegian

#### **IV.3.7. Minimum time frame during which the tenderer must maintain the tender**

#### **IV.3.8. Conditions for opening of tenders**

### **Section VI: Complementary information**

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#### **VI.1. Information about recurrence**

This is a recurrent procurement: no

#### **VI.2. Information about European Union funds**

The procurement is related to a project and/or programme financed by European Union funds:  
no

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

Interested vendors must be registered in the supplier portal for Hordaland County Council to access the qualification documents and deliver the request for participation in the competition: <https://anskaffingar.hfk.no/Avantra/Customer/Hordaland/Modules/Purchase/Published/>

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

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

##### **VI.4.2. Review procedure**

##### **VI.4.3. Service from which information about the review procedure may be obtained**

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

30.1.2014