

**NO-Oslo: Marketing services**  
**OJ S 26/2013 06/02/2013**  
**Contract award notice**  
**Services**

**Directive 2004/18/EC**

**Section I: Contracting authority**

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**I.1. Name and addresses**

Official name: Garanti-instituttet for eksportkreditt (GIEK)

Postal address: Postboks 1763 Vika

Town: Oslo

Postal code: 0122

Country: Norway

Contact person: Administrasjonsavdelingen

For the attention of: Nina Grenness

Telephone: +47 22876200

**Internet address(es):**

General address of the contracting authority: [www.giek.no](http://www.giek.no)

Address of the buyer profile: [http://www.doffin.no/search/Search\\_AuthProfile.aspx?ID=AA17431](http://www.doffin.no/search/Search_AuthProfile.aspx?ID=AA17431)

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

National or federal agency/office

**I.3. Main activity**

Economic and financial affairs

**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**

Framework agreement - media dissemination.

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

Services

Service category No 27: Other services

Main site or place of performance: Oslo, Norway.

NUTS code

**II.1.3. Information about a framework agreement or a dynamic purchasing system (DPS)**

The procurement involves the establishment of a framework agreement

**II.1.4. Short description of the contract or purchase(s)**

GIEK wish to enter into an agreement with a media agency that shall cover their need for media dissemination. GIEK requires assistance with, amongst other things, strategic media communication, negotiation and consultancy.

**II.1.5. CPV code(s)**

79342000 Marketing services

**II.1.6. Information about the Government Procurement Agreement (GPA)**

The procurement is covered by the Government Procurement Agreement: yes

**II.2. Total value of the contract/lot**

**II.2.1. Total value of the contract/lot**

**Section IV: Procedure**

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**IV.1. Type of procedure**

**IV.1.1. Type of procedure**

Open

**IV.2. Award criteria**

**IV.2.1. Award criteria**

The most economically advantageous tender in terms of

1. Quality. Weighting 50
2. Price. Weighting 50

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

**IV.3. Administrative information**

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

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

**Contract notice**

Notice number in the OJ S: [2012/S 221-364783](#) of 16.11.2012

**Section V: Award of contract**

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Lot title: Media dissemination

**V.1. Date of conclusion of the contract**

11.1.2013

**V.2. Information about tenders**

Number of tenders received: 1

**V.3. Name and address of the contractor**

Official name: Mindshare Norway As

Postal address: Inkognito Gate 16

Town: Oslo

Postal code: 0258

Country: Norway

Internet address: [www.mindshareworld.com](http://www.mindshareworld.com)

**V.4. Information on value of the contract/lot**

**V.5. Information about subcontracting**

## Section VI: Complementary information

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### VI.1. Information about European Union funds

### VI.2. Additional information

(NT Ref:281385)

### VI.3. Procedures for review

#### VI.3.1. Review body

Official name: Garanti-instituttet for eksportkreditt (GIEK)

Postal address: Pb 1763 Vika

Town: Oslo

Postal code: 0122

Country: Norway

E-mail: [postmottak@giek.no](mailto:postmottak@giek.no)

Telephone: +47 22876200

Internet address: [www.giek.no](http://www.giek.no)

#### VI.3.2. Review procedure

#### VI.3.3. Service from which information about the review procedure may be obtained

### VI.4. Date of dispatch of this notice

1.2.2013