

Norway-Tromsø: Advertising and marketing services

OJ S 27/2021 09/02/2021

Contract notice**Services****Legal Basis:**

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Norges Sjømatråd

National registration number: 988 597 627

Postal address: Stortorget 1

Town: Tromsø

NUTS code: NO072 Troms

Postal code: 9008

Country: Norway

Contact person: Tom Meland

E-mail: tom.meland@seafood.no**Internet address(es):**Main address: <http://www.seafood.no>**I.3. Communication**

The procurement documents are available for unrestricted and full direct access, free of charge, at: <https://tendsign.no/doc.aspx?Uniqueld=afevscxkus&GoTo=Docs>

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted electronically via: <https://tendsign.no/doc.aspx?Uniqueld=afevscxkus&GoTo=Tender>

I.4. Type of the contracting authority

National or federal agency/office

I.5. Main activity

Economic and financial affairs

Section II: Object

II.1. Scope of the procurement**II.1.1. Title**

Purchase of Media Services — Social Media in Norway

Reference number: 21/4

II.1.2. Main CPV code

79340000 Advertising and marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

The Norwegian Seafood Council needs a collaborating partner related to social media in Norway. The collaborating partner must provide continuous consultancy, preparation of media strategies, production of content and administration and consultancy in connection with any collaboration with influencers.

II.1.5. Estimated total value

II.1.6. Information about lots

This contract is divided into lots: no

II.2. Description

II.2.2. Additional CPV code(s)

79341000 Advertising services, 79341100 Advertising consultancy services, 79341400 Advertising campaign services, 79342000 Marketing services, 79413000 Marketing management consultancy services, 79416000 Public relations services

II.2.3. Place of performance

NUTS code: NO072 Troms

II.2.4. Description of the procurement

The Norwegian Seafood Council needs a collaborating partner related to social media in Norway. The collaborating partner must provide continuous consultancy, preparation of media strategies, production of content and administration and consultancy in connection with any collaboration with influencers.

- 1) Strategic advice related social media strategies based on insight in social media and target group analysis;
- 2) Content production for social media in accordance with requirement;
- 3) Administration of organic posting in social media in relation to campaigns;
- 4) Advertising in social media;
- 5) Optimization and reporting regarding advertising;
- 6) Consultancy in connection with any collaboration with influencers;
- 7) Purchase and administration of any contracts with influencers;
- 8) Content production for any influencer collaboration, project-specific and in accordance with requirement.

II.2.5. Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.6. Estimated value

II.2.7. Duration of the contract, framework agreement or dynamic purchasing system

Duration in months: 60

This contract is subject to renewal: no

II.2.10. Information about variants

Variants will be accepted: no

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

Competitive procedure with negotiation

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

IV.1.5. Information about negotiation

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.2.2. Time limit for receipt of tenders or requests to participate

Date: 10/03/2021 Local time: 12:00

IV.2.3. Estimated date of dispatch of invitations to tender or to participate to selected candidates

IV.2.4. Languages in which tenders or requests to participate may be submitted

English, Norwegian

IV.2.6. Minimum time frame during which the tenderer must maintain the tender

Tender must be valid until: 31/05/2021

Section VI: Complementary information

VI.1. Information about recurrence

This is a recurrent procurement: no

VI.3. Additional information

Visma notice: <https://opic.com/id/afevscxkus>

VI.4. Procedures for review

VI.4.1. Review body

Official name: Nord-Troms Tingrett

Postal address: Postboks 2510

Town: Tromsø

Postal code: 9270

Country: Norway

VI.5. Date of dispatch of this notice

04/02/2021