

Norway-Kristiansand: Advertising and marketing services

OJ S 41/2016 27/02/2016

Contract notice – utilities

Services

Directive 2004/17/EC

Section I: Contracting entity

I.1. Name and addresses

Official name: Vest-Agder fylkeskommune [Vest-Agder County]

National registration number: 960 895 827

Postal address: Postboks 517 Lundsiden

Town: Kristiansand S

Postal code: 4605

Country: Norway

For the attention of: Tor Ragnar Møller-Hansen

E-mail: postmottak@vaf.no

Telephone: +47 38074554

Fax: +47 38074501

Internet address(es):Address of the buyer profile: <https://kgv.doffin.no/ctm/Supplier/CompanyInformation/Index/2652>Electronic access to information: <https://kgv.doffin.no/ctm/Supplier/Documents/Folder/141057>**Additional information can be obtained from:**

the abovementioned address

Specifications and additional documents (including documents for a dynamic purchasing system) can be obtained from: the abovementioned address**Tenders or requests to participate must be submitted:** the abovementioned address**I.2. Main activity**

Urban railway, tramway, trolleybus or bus services

I.3. Contract award on behalf of other contracting entities

The contracting entity is purchasing on behalf of other contracting entities: yes

Official name: Agder Kollektivtrafikk AS (AKT)

Postal address: Tollbodgata 22

Town: Kristiansand

Postal code: 4611

Country: Norway

Section II: Object of the contract

II.1. Description**II.1.1. Title attributed to the contract by the contracting entity**

OFA-F2016.006 Advertising agency services and communication consultancy for AKT.

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: Kristiansand S, Norway.

NUTS code NO Norge

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

Range: between 4 000 000 and 8 000 000 NOK

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

The Contracting Authority will require advertising agency services and communication consultancy of various type and nature. The agreement includes all of the Contracting Authority's market communication. The assignments will partly be large and extensive information campaigns and partly minor profiling and branded goods assignments.

II.1.6. CPV code(s)

79340000 Advertising and marketing services, 79341100 Advertising consultancy services, 79341400 Advertising campaign services

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

The procurement is covered by the Government Procurement Agreement: yes

II.1.8. Information about lots

This contract is divided into lots: no

II.1.9. Information about variants

Variants will be accepted: no

II.2. Scope of the procurement

II.2.1. Total quantity or scope

Estimated value excluding VAT

Range: between 4 000 000 and 8 000 000 NOK

II.2.2. Information about options

Options: no

II.2.3. Information about renewals

This contract is subject to renewal: yes

Number of possible renewals: 2

In the case of renewable contracts, estimated time-frame for subsequent calls for competition:

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

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

Start 23.5.2016 Completion 22.5.2018

Section III: Legal, economic, financial and technical information

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

III.2.2. Economic and financial ability

III.2.3. Technical and professional ability

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

Obligation to indicate the names and professional qualifications of the staff assigned to performing the contract: no

Section IV: Procedure

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.2. Award criteria

IV.2.1. Award criteria

The most economically advantageous tender in terms of the criteria stated in the specifications or in the invitation to tender or to negotiate

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 entity

16/03512

IV.3.2. Previous publication concerning this procedure

no

IV.3.3. Conditions for obtaining specifications and additional documents

(except for a DPS)

Payable documents: no

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

1.4.2016 - 12:00

IV.3.5. Languages in which tenders or requests to participate may be submitted

Other: Norwegian.

IV.3.6. Minimum time frame during which the tenderer must maintain the tender

IV.3.7. Conditions for opening of tenders

Section VI: Complementary information

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

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

25.2.2016