

Norway-Oslo: Advertising and marketing services
OJ S 46/2016 05/03/2016
Contract award notice
Services

Directive 2004/18/EC

Section I: Contracting authority

I.1. Name and addresses

Official name: Eksportkreditt Norge AS (Export Credit Norway)

National registration number: 998544696

Postal address: Hieronymus Heyerdahls Gate 1

Town: Oslo

Postal code: 0112

Country: Norway

Contact person: Communication manager

For the attention of: Ellen B. Svaheim

E-mail: ebs@eksportkreditt.no

Telephone: +47 22313500

Internet address(es):

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

Address of the buyer profile: <https://kgv.doffin.no/ctm/Supplier/CompanyInformation/Index/3161>

Electronic access to information: <https://kgv.doffin.no/ctm/Supplier/Documents/Folder/134402>

I.2. Type of the contracting authority

I.3. Main activity

Other: export financing

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

II.1. Description

II.1.1. Title

Graphic design and digital market communication.

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: Oslo.

NUTS code NO Norge

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

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

Export Credit Norway wishes to enter into an agreement for assistance in relation to 'design services and digital market communication', that can contribute to efficient and good communication with the Export Credit Norway's target groups. The agreement includes both

traditional market communication as well as digital communication. The agreement includes the following two service areas: 1. Graphic design and design services, and 2. Digital services and market communication.

Tenderers are invited to submit tenders for 1 or both of the above listed service areas. The areas shall be evaluated separately. I.e. a separate and independent evaluation of the tenders for each service area.

II.1.5. CPV code(s)

79340000 Advertising and marketing services, 79415200 Design consultancy services, 79822500 Graphic design services, 79930000 Specialty design services, 79341100 Advertising consultancy services, 79341400 Advertising campaign services, 92111200 Advertising, propaganda and information film and video-tape production, 92111210 Advertising film production, 79342000 Marketing services, 79342100 Direct marketing services , 79413000 Marketing management consultancy 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

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. Price/total cost. Weighting 30
2. Quality and references. Weighting 70

IV.2.2. Information about electronic auction

IV.3. Administrative information

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

2-2015

IV.3.2. Previous publication concerning this procedure

Contract notice

Notice number in the OJ S: [2015/S 134-248695](#) of 15.7.2015

Section V: Award of contract

Contract No: 1

Lot No: 1

- Lot title: Graphic design and design services

V.1. Date of conclusion of the contract

25.9.2015

V.2. Information about tenders**V.3. Name and address of the contractor**

Official name: Redink
Postal address: Stenersgata 2
Town: Oslo
Postal code: 0181
Country: Norway

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

Initial estimated total value of the contract/lot:
Value: 2 000 000 NOK
excluding VAT

V.5. Information about subcontracting

The contract is likely to be subcontracted: no

Contract No: 2

Lot No: 2

- Lot title: Digital services and market communication

V.1. Date of conclusion of the contract

25.9.2015

V.2. Information about tenders**V.3. Name and address of the contractor**

Official name: Hyper Interaktiv AS
Postal address: Maridalsveien 87
Town: Oslo
Postal code: 0461
Country: Norway

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

Initial estimated total value of the contract/lot:
Value: 2 400 000 NOK
excluding VAT

V.5. Information about subcontracting

The contract is likely to be subcontracted: no

Section VI: Complementary information

VI.1. Information about European Union funds

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

VI.2. Additional information**VI.3. Procedures for review****VI.3.1. Review body****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

3.3.2016