

Norway-Fyllingsdalen: Advertising services

OJ S 46/2014 06/03/2014

Contract notice

Services

Directive 2004/18/EC

Section I: Contracting authority

I.1. Name and addresses

Official name: Hordaland fylkeskommune v/Skyss

National registration number: 938626367

Postal address: Spelhaugen 22

Town: Fyllingsdalen

Postal code: 5147

Country: Norway

Contact person: Inventura AS

For the attention of: Andreas Hjortland

E-mail: 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://kgv.doffin.no/ctm/Supplier/Documents/Folder/113104>Electronic submission of tenders and requests to participate: <https://kgv.doffin.no/ctm/Supplier/Notice/244114>**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

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 NO051 Hordaland

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 two framework agreements for Ad agency services, one for services related to large and extensive market campaigns at a highly creative level, and one 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 one 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 sub-contacts over four years (agency fees, and cost of services that providers should convey) is estimated at NOK 15 000 000, excl. VAT A rough estimate is that about 60 % of this amount to agency fees, while 40 % will be for 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 sub-contacts over four years (agency fees, and cost of services that providers should convey) is estimated at NOK 3 500 000, excl. VAT A rough estimate is that about 15 % of this amount to agency fees, while 85% will be for 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

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 supplier shall document this with the Annual Report, 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 supplier may choose to rely on the capacity of other enterprises to strengthen said economic and financial position.

The supplier 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 implementation 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 one page), a description of the organisational structure and competences of the vendor (maximum three 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 supplier shall have good experience from similar deliveries. The supplier 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 five pages.

III.2.4. Information about reserved contracts

III.3. Conditions specific to services contracts

III.3.1. Information about a particular profession

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

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

Envisaged minimum number 3: and Maximum number 999

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

Framework agreements. Skyss.

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

4.4.2014 - 11:00

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

12.5.2014

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

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

4.3.2014