

Norway-Fredrikstad: Advertising and marketing services
OJ S 37/2023 21/02/2023
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Medietilsynet

National registration number: 974 760 886

Postal address: Nygata 4

Town: Fredrikstad

NUTS code: NO082 Viken

Postal code: 1607

Country: Norway

Contact person: Jacob Sebastian Scheid

E-mail: sebastian@innkjopskontoret.no

Internet address(es):

Main address: <http://www.medietilsynet.no>

I.4. Type of the contracting authority

Other type: government

I.5. Main activity

General public services

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Communication services, framework agreement

Reference number: 22302

II.1.2. Main CPV code

79340000 Advertising and marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

The contest is for the delivery of communication services. The framework agreement applies to ongoing assistance (consultancy and production work) to promote Medietilsynet and reach our target groups with advice, measures and campaigns in a better way. The assistance will be as required and it must cover Medietilsynet's need for competence and resources that the organisation does not have itself.

The estimated value per year and maximum value for the entire agreement period per group, including any options and expected price increases, is stated in point 1.1.4. The need is

uncertain. The value can be both higher and lower, and will depend on, among other things, the contracting authority's needs, activities, budgetary situation and other framework factors. See the procurement documents for further information.

II.1.6. Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Value excluding VAT: 8 500 000,00 NOK

II.2. Description

II.2.2. Additional CPV code(s)

79341100 Advertising consultancy services, 79413000 Marketing management consultancy services

II.2.3. Place of performance

NUTS code: NO082 Viken

II.2.4. Description of the procurement

Lots/groups

There is a possibility to submit tenders for one or more groups/zones. Sub-tenders will not be accepted within an individual group/zone, and neither will alternative tenders.

Groups:

Group 1: Strategic communication, Estimated annual value NOK 160,000 excluding VAT, Maximum value for the group NOK 1,000,000 excluding VAT.

Group 2: Campaign development/production, Estimated annual value NOK 1,000,000 excluding VAT, Maximum value for the group NOK 4,900,000 excluding VAT.

Group 3: Planning and execution of conferences and other events (physical and digital) Estimated annual value NOK 100,000 excluding VAT, Maximum value for the group NOK 600,000 excluding VAT.

Group 4: Graphic design, Estimated annual value NOK 250,000 excluding VAT, Maximum value for the group NOK 1,200,000 excluding VAT.

Group 5: Assistance with social media, Estimated annual value NOK 150,000 excluding VAT, Maximum value for the group NOK 800,000 excluding VAT.

Framework agreement

The assignment will be regulated by the attached framework agreement with the accompanying standard agreement terms.

The framework agreement will be valid from and including 2023-03-01 until and including 2025-02-28, with an option for the contracting authority for a further extension for up to 2 years, 12 months at a time.

The contracting authority will enter into a contract with 1 tenderer (per group).

The contracting authority expects that the tenderer studies the contractual terms and makes the required internal clarifications in such a way that a contract can be signed if awarded.

II.2.5. Award criteria

Cost criterion - Name: See the tender documentation. / Weighting: 100%.

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

Open procedure

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

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.2.1. Previous publication concerning this procedure

Notice number in the OJ S: [2022/S 237-682036](#)

IV.2.8. Information about termination of dynamic purchasing system

IV.2.9. Information about termination of call for competition in the form of a prior information notice

Section V: Award of contract

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

30/01/2023

V.2.2. Information about tenders

Number of tenders received: 21

The contract has been awarded to a group of economic operators: no

V.2.3. Name and address of the contractor

Official name: We Are Live AS

National registration number: 913 705 548

Postal address: Karenlyst allé 9A

Town: Oslo

NUTS code: NO081 Oslo

Postal code: 0287

Country: Norway

Internet address: <http://www.wearelive.no>

The contractor is an SME: no

V.2.4. Information on value of the contract/lot

Total value of the contract/lot: 600 000,00 NOK

V.2.5. Information about subcontracting

Section V: Award of contract

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

30/01/2023

V.2.2. Information about tenders

Number of tenders received: 21

The contract has been awarded to a group of economic operators: no

V.2.3. Name and address of the contractor

Official name: Trigger

National registration number: 914 345 561

Postal address: Torggata 15

Town: Oslo

NUTS code: NO081 Oslo

Postal code: 0181

Country: Norway

Internet address: <http://www.trigger.no>

The contractor is an SME: no

V.2.4. Information on value of the contract/lot

Total value of the contract/lot: 1 000 000,00 NOK

V.2.5. Information about subcontracting

Section V: Award of contract

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

30/01/2023

V.2.2. Information about tenders

Number of tenders received: 21

The contract has been awarded to a group of economic operators: no

V.2.3. Name and address of the contractor

Official name: Storybold AS

National registration number: 960 055 632

Postal address: Tørkoppveien 10

Town: Dilling

NUTS code: NO082 Viken

Postal code: 1570

Country: Norway

The contractor is an SME: no

V.2.4. Information on value of the contract/lot

Total value of the contract/lot: 1 200 000,00 NOK

V.2.5. Information about subcontracting**Section V: Award of contract**

A contract/lot is awarded: yes

V.2. Award of contract**V.2.1. Date of conclusion of the contract**

30/01/2023

V.2.2. Information about tenders

Number of tenders received: 21

The contract has been awarded to a group of economic operators: no

V.2.3. Name and address of the contractor

Official name: NewsLab AS

National registration number: 913 766 784

Postal address: Torggata 7

Town: Oslo

NUTS code: NO081 Oslo

Postal code: 0181

Country: Norway

Internet address: <http://www.newslab.no>

The contractor is an SME: no

V.2.4. Information on value of the contract/lot

Total value of the contract/lot: 4 900 000,00 NOK

V.2.5. Information about subcontracting**Section VI: Complementary information**

VI.3. Additional information

Merzell notice: <https://opic.com/id/afoywhdhp>.

VI.4. Procedures for review**VI.4.1. Review body**

Official name: Søndre Østfold tingrett

Town: Fredrikstad

Country: Norway

VI.5. Date of dispatch of this notice

16/02/2023