

**Norway-Bergen: Advertising and marketing services**  
**OJ S 40/2023 24/02/2023**  
**Contract award notice**  
**Services**

**Legal Basis:**

Directive 2014/24/EU

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**Section I: Contracting authority**

**I.1. Name and addresses**

Official name: NDLA

National registration number: 938 626 367

Postal address: Vestland fylkeskommune v/Nasjonale Digital Læringsarena Postboks 7900  
5020 Bergen

Town: Bergen

NUTS code: NO0A2 Vestland

Postal code: 5020

Country: Norway

Contact person: Karl Sletbakk

E-mail: [karl.sletbakk@inventura.no](mailto:karl.sletbakk@inventura.no)

**Internet address(es):**

Main address: <https://ndla.no/>

**I.4. Type of the contracting authority**

Regional or local authority

**I.5. Main activity**

Education

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**Section II: Object**

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

**II.1.1. Title**

Framework agreement for support of communication services

Reference number: NDLA/22/35

**II.1.2. Main CPV code**

79340000 Advertising and marketing services

**II.1.3. Type of contract**

Services

**II.1.4. Short description**

The agreement includes assistance for the team that works with communication and the market in NDLA [the Norwegian Digital Learning Arena].

The provider shall provide consecutive assistance regarding strategic communication, branding and reputation development, and marketing service. This includes assistance in identifying and prioritising activities related to branding. The provider must also develop, produce, and conduct different marketing activities.

#### **II.1.6. Information about lots**

This contract is divided into lots: no

#### **II.1.7. Total value of the procurement**

Value excluding VAT: 4 000 000,00 NOK

### **II.2. Description**

#### **II.2.2. Additional CPV code(s)**

79341000 Advertising services, 79341200 Advertising management services, 79342000 Marketing services, 79413000 Marketing management consultancy services, 79822500 Graphic design services

#### **II.2.3. Place of performance**

NUTS code: NO0A2 Vestland

#### **II.2.4. Description of the procurement**

The agreement includes assistance for the team that works with communication and the market in NDLA [the Norwegian Digital Learning Arena].

The provider shall provide consecutive assistance regarding strategic communication, branding and reputation development, and marketing service. This includes assistance in identifying and prioritising activities related to branding. The provider must also develop, produce, and conduct different marketing activities.

#### **II.2.5. Award criteria**

Quality criterion - Name: Competence / Weighting: 60%

Price - Weighting: 40%

#### **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**

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#### **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 218-622742](#)

##### **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**

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A contract/lot is awarded: yes

#### **V.2. Award of contract**

##### **V.2.1. Date of conclusion of the contract**

02/02/2023

##### **V.2.2. Information about tenders**

Number of tenders received: 7

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

##### **V.2.3. Name and address of the contractor**

Official name: Redink vest AS

National registration number: 817 035 582

Postal address: Strandgaten 18

Town: Bergen

NUTS code: NO0A Vestlandet

Postal code: 5013

Country: Norway

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

The contractor is an SME: yes

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

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

##### **V.2.5. Information about subcontracting**

### **Section VI: Complementary information**

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#### **VI.3. Additional information**

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

#### **VI.4. Procedures for review**

##### **VI.4.1. Review body**

Official name: Bergen tingrett

Town: Bergen

Country: Norway

##### **VI.5. Date of dispatch of this notice**

20/02/2023