

120222-2026 - Result

Norway – Business services: law, marketing, consulting, recruitment, printing and security – Sales Support
OJ S 35/2026 19/02/2026
Contract or concession award notice – standard regime
Services

1. Buyer

1.1. Buyer

Official name: Norsk Tipping

Email: inger-hege.skjarstad@norsk-tipping.no

Legal type of the buyer: Body governed by public law

Activity of the contracting authority: General public services

2. Procedure

2.1. Procedure

Title: Sales Support

Description: The procurement consists of two (2) delivery areas. Delivery area 1: In-store sales services Norsk Tipping would like to enter into a framework agreement with one in-store sales service provider. The services shall function as a supplement to the company's own sales managers who operate out in-store. The tenderer shall contribute to following-up Norsk Tipping's dealers so that they can provide the best possible service. This includes sales services and shop activities, including implementation and follow-up of store concepts, product launches and other related activities. The assignment is for follow-up of dealers throughout the Norway. The services are required to be carried out by the tenderer's own employees or employees at sub-suppliers in order to ensure continuity and quality. Delivery area 2: Telephone follow-up: Norsk Tipping plans to enter into a framework agreement with one tenderer for following up telephone calls for the distribution of the company's game products. Telephone follow-up is used as a strategic tool to support dealers in achieving the best possible effect of planned activities and campaigns. Please note that Norsk Tipping's games are subject to the Ministry of Culture's authority and that changes in regulatory conditions can affect the contract's execution.

Procedure identifier: bb2c3b90-ebc7-4439-becd-bb8d30810e8d

Internal identifier: 2293

Type of procedure: Open

The procedure is accelerated: no

2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79000000 Business services: law, marketing, consulting, recruitment, printing and security

Additional classification (cpv): 79300000 Market and economic research; polling and statistics, 79342200 Promotional services, 79340000 Advertising and marketing services, 79342000 Marketing services

2.1.2. Place of performance

Country subdivision (NUTS): Innlandet (NO020)

Country: Norway

2.1.3. Value

Estimated value excluding VAT: 4 000 000,00 NOK

Maximum value of the framework agreement: 5 000 000,00 NOK

2.1.4. General information

Legal basis:

Directive 2014/24/EU

5. Lot

5.1. Lot: LOT-0001

Title: NT-25-0411 - Delivery area 1 - In-store sales services

Description: Delivery area 1: In-store sales services Norsk Tipping would like to enter into a framework agreement with one in-store sales service provider. The services shall function as a supplement to the company's own sales managers who operate out in-store. The tenderer shall contribute to following-up Norsk Tipping's dealers so that they can provide the best possible service. This includes sales services and shop activities, including implementation and follow-up of store concepts, product launches and other related activities. The assignment is for follow-up of dealers throughout the Norway. The services are required to be carried out by the tenderer's own employees or employees at sub-suppliers in order to ensure continuity and quality.

Internal identifier: 3108

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79000000 Business services: law, marketing, consulting, recruitment, printing and security

Additional classification (cpv): 79300000 Market and economic research; polling and statistics, 79342200 Promotional services, 79340000 Advertising and marketing services, 79342000 Marketing services

5.1.2. Place of performance

Country subdivision (NUTS): Innlandet (NO020)

Country: Norway

5.1.3. Estimated duration

Start date: 18/02/2026

Duration end date: 17/02/2029

5.1.4. Renewal

Maximum renewals: 1

Other information about renewals: One year. An extension for one (1) year with an end date 17.02.2030.

5.1.6. General information

Procurement Project not financed with EU Funds.

The procurement is covered by the Government Procurement Agreement (GPA): no

5.1.10. Award criteria

Criterion:

Type: Quality

Description: Climate and environment

Category of award weight criterion: Weight (percentage, exact)

Award criterion number: 30

Criterion:

Type: Quality

Description: Quality

Category of award weight criterion: Weight (percentage, exact)

Award criterion number: 40

Criterion:

Type: Price

Description: Price

Category of award weight criterion: Weight (percentage, exact)

Award criterion number: 30

5.1.15. Techniques

Framework agreement:

Framework agreement, without reopening of competition

Information about the dynamic purchasing system:

No dynamic purchase system

5.1.16. Further information, mediation and review

Review organisation: Hedmarken og Østerdal tingrett

Organisation providing additional information about the procurement procedure: Norsk Tipping

Organisation providing more information on the review procedures: Norsk Tipping

5.1. Lot: LOT-0002

Title: NT-25-0412- Delivery area 2 - Telephone follow-up

Description: Delivery area 2: Telephone follow-up Norsk Tipping uses follow-up via telephone as a tool to assist the company's dealers to achieve the optimum effect of activities and execution. Examples of assignments (the list is not comprehensive): 1. Follow-up of product launches/changes, check knowledge at the dealer, ensure that the correct coupons/weights and accessories are available. 2. Follow-up and ensure that relevant Flax weights are activated and available for sale in accordance with the planogram. 3. Follow-up of market campaigns, check if the correct posters and other materials are in place 4. Follow-up of sales competitions 5. Mapping the training needs of the dealer's employees Delivery area 2: Telephone follow-up is exempt from environmental requirements, c.f. justification chapter 4 in the tender documentation. The award criteria are "Kvalitet" 60%, and "Pris" 40%, ref. chapter 4 in the tender documentation.

Internal identifier: 3109

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79000000 Business services: law, marketing, consulting, recruitment, printing and security

Additional classification (cpv): 79300000 Market and economic research; polling and statistics, 79342200 Promotional services, 79340000 Advertising and marketing services, 79342000

Marketing services

5.1.2. Place of performance

Country subdivision (NUTS): Innlandet (NO020)

Country: Norway

5.1.3. Estimated duration

Start date: 18/02/2026

Duration end date: 17/02/2029

5.1.4. Renewal

Maximum renewals: 1

Other information about renewals: One year. An extension for one (1) year with an end date 17.02.2030.

5.1.6. General information

Procurement Project not financed with EU Funds.

The procurement is covered by the Government Procurement Agreement (GPA): no

5.1.10. Award criteria

Criterion:

Type: Quality

Description: Climate and environment

Category of award weight criterion: Weight (percentage, exact)

Award criterion number: 30

Criterion:

Type: Quality

Description: Quality

Category of award weight criterion: Weight (percentage, exact)

Award criterion number: 40

Criterion:

Type: Price

Description: Price

Category of award weight criterion: Weight (percentage, exact)

Award criterion number: 30

5.1.15. Techniques

Framework agreement:

Framework agreement, without reopening of competition

Information about the dynamic purchasing system:

No dynamic purchase system

5.1.16. Further information, mediation and review

Review organisation: Hedmarken og Østerdal tingrett

Organisation providing additional information about the procurement procedure: Norsk Tipping

Organisation providing more information on the review procedures: Norsk Tipping

6. Results

Value of all contracts awarded in this notice: 4 000 000,00 NOK

6.1. Result lot identifier: LOT-0001

Winner selection status: At least one winner was chosen.

6.1.2. Information about winners

Winner:

Official name: Mersalg AS

Tender:

Tender identifier: 3505
Identifier of lot or group of lots: LOT-0001
Value of the tender: 4 000 000,00 NOK
Subcontracting: No
Contract information:
Identifier of the contract: 3448
Date of the conclusion of the contract: 18/02/2026
The contract is awarded within a framework agreement: yes
Notice that created the framework agreement: 841601-2025

6.1.4. Statistical information

Received tenders or requests to participate:

Type of received submissions: Tenders submitted electronically
Number of tenders or requests to participate received: 1

6.1. Result lot identifier: LOT-0002

Winner selection status: No winner was chosen and the competition is closed.
The reason why a winner was not chosen: No tenders, requests to participate or projects were received

6.1.4. Statistical information

Received tenders or requests to participate:

Type of received submissions: Tenders submitted electronically
Number of tenders or requests to participate received: 0

8. Organisations

8.1. ORG-0001

Official name: Norsk Tipping
Registration number: 925836613
Postal address: Postboks 4414
Town: HAMAR
Postcode: 2325
Country subdivision (NUTS): Innlandet (NO020)
Country: Norway
Contact point: Inger Hege Skjærstad
Email: inger-hege.skjarstad@norsk-tipping.no
Telephone: +47 90974660
Internet address: <https://www.norsk-tipping.no>
Buyer profile: <https://www.norsk-tipping.no>
Roles of this organisation:
Buyer
Organisation providing additional information about the procurement procedure
Organisation providing more information on the review procedures

8.1. ORG-0002

Official name: Hedmarken og Østerdal tingrett
Registration number: 935364892
Postal address: Postboks 4450
Town: Hamar
Postcode: 2326

Country subdivision (NUTS): Innlandet (NO020)

Country: Norway

Email: toinpost@domstol.no

Telephone: +47 62550650

Internet address: <https://www.domstol.no/no/domstoler/tingrett/hedmarken-og-osterdal-tingrett/>

Roles of this organisation:

Review organisation

8.1. ORG-0003

Official name: Artifik AS

Registration number: 925364967

Postal address: Stortingsgata 12

Town: Oslo

Postcode: 0161

Country subdivision (NUTS): Oslo (NO081)

Country: Norway

Email: support@artifik.no

Internet address: <https://artifik.no>

Roles of this organisation:

Procurement service provider

8.1. ORG-0004

Official name: Mersalg AS

Size of the economic operator: Micro, small, or medium

Registration number: 972419508

Postal address: Brøsetvegen 164G

Town: Trondheim

Postcode: 7069

Country subdivision (NUTS): Extra-Region NUTS 3 (NOZZZ)

Country: Norway

Email: hans.petter.ronning@mersalg.no

Telephone: +47 41425800

Internet address: <https://www.mersalg.no>

Roles of this organisation:

Tenderer

Winner of these lots: LOT-0001

Notice information

Notice identifier/version: f0a2e19c-15fc-4722-84d2-0b1963dc2d94 - 01

Form type: Result

Notice type: Contract or concession award notice – standard regime

Notice subtype: 29

Notice dispatch date: 18/02/2026 12:22:46 (UTC+00:00) Western European Time, GMT

Languages in which this notice is officially available: English

Notice publication number: 120222-2026

OJ S issue number: 35/2026

Publication date: 19/02/2026