

Norway-Oslo: Advertising and marketing services

OJ S 77/2015 21/04/2015

Contract notice

Services

Directive 2004/18/EC

Section I: Contracting authority

I.1. Name and addresses

Official name: Oslo kommune, Renovasjonsetaten

National registration number: 976820088

Postal address: Postboks 14 Vollebekk

Town: Oslo

Postal code: 0516

Country: Norway

For the attention of: Hilde Sørnes

E-mail: hilde.sornes@ren.oslo.kommune.no

Telephone: +47 23483774

Internet address(es):General address of the contracting authority: <http://www.renovasjonsetaten.oslo.kommune.no>Address of the buyer profile: <https://kgv.doffin.no/ctm/Supplier/CompanyInformation/Index/3651>Electronic access to information: <https://kgv.doffin.no/ctm/Supplier/Documents/Folder/130463>**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**

Other: Municipal entity

I.3. Main activity

Other: Waste management

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**

Procurement media agency services.

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, Norway.

NUTS code NO Norge

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

The notice involves a public contract

II.1.4. Information about framework agreement

II.1.5. Short description of the contract or purchase(s)

REN requires media agency services such as analysis/insight, target group insight, particularly with a focus on Oslo, consultancy services for the choice of channel, media strategy and media planning, media procurements/negotiations, mass communication, social media, 1:1 digital marketing. See the tender documentation for further details.

II.1.6. CPV code(s)

79340000 Advertising and marketing services, 79341400 Advertising campaign services, 79341500 Aerial advertising 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: no

II.1.9. Information about variants

Variants will be accepted: no

II.2. Scope of the procurement

II.2.1. Total quantity or scope

The services are planned to be carried out in the period 1.10.2015 to 1.10.2016. The contracting authority has the option to extend the contract for up to a further 1+1+1 years on unchanged terms.

II.2.2. Information about options

Options: yes

Description of options: The contracting authority has the option to extend the contract for up to a further 1+1+1 years on unchanged terms.

II.2.3. Information about renewals

This contract is subject to renewal: no

II.3. Duration of the contract or time limit for completion

Start 1.10.2015. Completion 1.10.2016

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: Requirement:

The tenderer shall be a legally established company

Documentation:

Norwegian companies: Company Registration Certificate

Foreign companies: Verification that the company is registered in a trade or business register as prescribed by the law of the country where the tenderer is established.

III.2.2. Economic and financial ability

List and brief description of conditions: Information and documentation necessary to evaluate if the requirements are met:

Requirement:

The tenderer shall have good creditworthiness

Documentation:

* The company's last Annual Financial Statements including notes, the management's annual reports and audit reports.

* In addition, REN will obtain a credit rating from Experian which will form the basis of the assessment.

III.2.3. Technical and professional ability

List and brief description of conditions:

Documentation:

1) Description of the tenderer's most important assignments during the last 3 years, including volume, value, date, contracting authority, communication challenges, target group, selected solution and effect/result, as well as experience from point 1 a and b.

References with telephone number shall be given for requirement 1 a and b.

2) Overview of the company's organisation and total manpower with a description of the company's (with sub suppliers) competence areas, work method systems, time management and implementation of assignments. References with telephone numbers for the implementation of time management shall be provided for requirement 2.

Minimum level(s) of standards possibly required:

Requirement:

1. Very good experience is required from equivalent assignments.

a) Assignments for major and/or public organisations and/or assignments with the environment as a theme and assignments with Oslo as the target group and with documented change in behaviour as effect.

b) Analysis/insight, communication strategies, media strategy, media planning, media procurements/negotiations, mass communication, social media, 1:1 digital marketing.

2. Excellent implementation ability is required.

III.2.4. Information about reserved contracts

III.3. Conditions specific to services contracts

III.3.1. Information about a particular profession

Execution of the service is reserved to a particular profession: yes

Reference to the relevant law, regulation or administrative provision: See the tender documentation.

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

Obligation to indicate the names and professional qualifications of the staff assigned to performing the contract: no

Section IV: Procedure

IV.1. Type of procedure

IV.1.1. Type of procedure

Restricted

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

Envisaged minimum number 5: and Maximum number 7

Objective criteria for choosing the limited number of candidates: The 5-7 service providers who best fulfil the technical/professional qualification requirements in point 3.3.3 will be invited to submit a tender.

IV.1.3. Information about reduction of the number of solutions or tenders during negotiation or dialogue

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

0192015

IV.3.2. Previous publication concerning this procedure

Prior information notice

Notice number in the OJ S: [2014/S 245-433032](#) of 19.12.2014

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

21.5.2015 - 12:00

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

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

16.4.2015