

Norway-Oslo: Market research services
OJ S 47/2023 07/03/2023
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: INNOVASJON NORGE

National registration number: 986399445

Postal address: Akersgata 13

Town: OSLO

NUTS code: NO Norge

Postal code: 0158

Country: Norway

Contact person: Simon Kaute

E-mail: simon.kaute@innovasjon Norge.no

Internet address(es):

Main address: <https://permalink.mercell.com/193099344.aspx>

Address of the buyer profile: <http://www.innovasjon Norge.no/>

I.4. Type of the contracting authority

Body governed by public law

I.5. Main activity

Economic and financial affairs

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Framework agreement for the procurement of segmentation surveys

Reference number: 2022/361619

II.1.2. Main CPV code

79310000 Market research services

II.1.3. Type of contract

Services

II.1.4. Short description

The purpose of the competition is to enter into a contract with one tenderer who can carry out new and updated segmentation surveys for marketing Norway as a holiday destination.

Overall, Innovation Norway needs updated insight into the motivation segments, attitudes towards travelling on holiday abroad and barriers to travel as well as consumers' attitudes towards sustainability and other consumer trends. Furthermore, the tenderer must provide updated insight into Merkevarer Norge's position and competitive situation.

II.1.6. Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Value excluding VAT: 10 000 000,00 NOK

II.2. Description

II.2.2. Additional CPV code(s)

79311200 Survey conduction services, 79311300 Survey analysis services, 79340000 Advertising and marketing services

II.2.3. Place of performance

NUTS code: NO081 Oslo

II.2.4. Description of the procurement

The purpose of the competition is to enter into a contract with one tenderer who can carry out new and updated segmentation surveys for marketing Norway as a holiday destination. Overall, Innovation Norway needs updated insight into the motivation segments, attitudes towards travelling on holiday abroad and barriers to travel as well as consumers' attitudes towards sustainability and other consumer trends. Furthermore, the tenderer must provide updated insight into Merkeveren Norge's position and competitive situation.

Innovation Norway will contribute to increased value creation in the tourism industry within a sustainable framework and work on profiling Norway as a year-round travel destination. We work towards the tourism industry with network building, expertise, advice and financing. Working with the Norway brand is an important part of this. In the work to market Norway as a holiday country and develop the Norwegian tourism product, it is crucial to have a good understanding of the target group. After two years of the pandemic and climate change being in the spotlight, it is important for us to update the existing insights. What changes have occurred in the market since last we set our goals?

Meanwhile, we are coming out of two years of pandemic, there is a war and it is likely that several European markets are heading into a recession. Innovation Norway's own Travel Barometer in six European markets has shown us that interest in travelling for a holiday abroad changes in line with changes in the environment. Therefore, it is important to try to isolate "temporary noise", even though uncertainty and economic downturn may be the new normal.

II.2.5. Award criteria

Quality criterion - Name: Assignment solution / Weighting: 40

Quality criterion - Name: Expertise and experience / Weighting: 30

Price - Weighting: 30

II.2.11. Information about options

Options: yes

Description of options:

The contracting authority has the option to extend the contract subject to the same conditions for 1+1 year, so that the total possible length of the contract is 4 years.

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

The procurement involves the establishment of a framework agreement

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 248-717718](#)

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

Title:

Framework agreement for the procurement of segmentation surveys

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

28/02/2023

V.2.2. Information about tenders

Number of tenders received: 3

Number of tenders received from SMEs: 1

Number of tenders received from tenderers from other EU Member States: 3

Number of tenders received from tenderers from non-EU Member States: 0

Number of tenders received by electronic means: 3

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

V.2.3. Name and address of the contractor

Official name: Ipsos AS

Postal address: Sjølyst Plass 2

Town: OSLO

NUTS code: NO08 Oslo og Viken

Postal code: 0278

Country: Norway

E-mail: firmapost.norway@ipsos.com

Telephone: +47 22954700

The contractor is an SME: no

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

Total value of the contract/lot: 10 000 000,00 NOK

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

VI.3. Additional information**VI.4. Procedures for review****VI.4.1. Review body**

Official name: Oslo Tingrett

Town: Oslo

Country: Norway

VI.5. Date of dispatch of this notice

02/03/2023