

Norway-Tromsø: Evaluation consultancy services
OJ S 57/2021 23/03/2021
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Norges Sjømatråd
National registration number: 988 597 627
Postal address: Stortorget 1
Town: Tromsø
NUTS code: NO074 Troms og Finnmark
Postal code: 9008
Country: Norway
Contact person: Tom Meland
E-mail: tom.meland@seafood.no
Internet address(es):
Main address: <http://www.seafood.no>

I.4. Type of the contracting authority

National or federal agency/office

I.5. Main activity

Economic and financial affairs

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Campaign Evaluation post-test
Reference number: 20/4

II.1.2. Main CPV code

79419000 Evaluation consultancy services

II.1.3. Type of contract

Services

II.1.4. Short description

Sjømatrådet (the Norwegian Seafood Council) wants to enter into cooperation with a supplier for a standardised solution or approach to post-test of campaigns in order to measure the effect of advertising campaign and other market 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: 18 000 000,00 NOK

II.2. Description

II.2.2. Additional CPV code(s)

73110000 Research services, 73200000 Research and development consultancy services, 73300000 Design and execution of research and development

II.2.3. Place of performance

NUTS code: NO074 Troms og Finnmark

II.2.4. Description of the procurement

Sjømatrådet (the Norwegian Seafood Council) wants to enter into cooperation with a supplier for a standardised solution or approach to post-test of campaigns in order to measure the effect of advertising campaign and other market activities. We want a test framework that is standardised and gives us the possibility of comparisons across the market and over time, as well as test regimes anchored for all activities in our market in good time before start-up. I.e. The tenders must contain a set up for:

- 1) Lower market investments/minor campaigns (primarily digital platforms);
- 2) Medium market investments/campaigns;
- 3) Major market investments/campaigns.

The measurements should be in-line with the campaign strategy in the relevant market (for e. g. 'Always on' or in pulses/bursts.

II.2.5. Award criteria

Quality criterion - Name: Experience, competence and assignment comprehension / 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

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: [2020/S 244-605810](#)

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

25/02/2021

V.2.2. Information about tenders

Number of tenders received: 4

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

V.2.3. Name and address of the contractor

Official name: Ipsos MMI

National registration number: 947 636 936

Postal address: Postboks 9143 Grønland

Town: Oslo

NUTS code: NO081 Oslo

Postal code: 0133

Country: Norway

Internet address: <http://ipsos-mmi.no>

The contractor is an SME: no

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

Total value of the contract/lot: 18 000 000,00 NOK

V.2.5. Information about subcontracting

Section VI: Complementary information

VI.3. Additional information

Visma notice: <https://opic.com/id/afjbcndkod>

VI.4. Procedures for review

VI.4.1. Review body

Official name: Nord-Troms Tingrett

Town: Tromsø

Postal code: 9270

Country: Norway

Internet address: <https://www.domstol.no/Enkelt-domstol/nord-troms-tingrett/>

VI.5. Date of dispatch of this notice

18/03/2021