

**Norway-Oslo: Advertising and marketing services**  
**OJ S 67/2019 04/04/2019**  
**Contract award notice – utilities**  
**Services**

**Legal Basis:**

Directive 2014/25/EU

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**Section I: Contracting entity**

**I.1. Name and addresses**

Official name: Flytoget AS

National registration number: 965694404

Postal address: Biskop Gunnerus' gate 14A

Town: Oslo

NUTS code: NO Norge

Postal code: 0101

Country: Norway

Contact person: Åge Pedersen

E-mail: [age.pedersen@flytoget.no](mailto:age.pedersen@flytoget.no)

**Internet address(es):**

Main address: <https://permalink.mercell.com/103174377.aspx>

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

**I.6. Main activity**

Railway services

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**Section II: Object**

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

**II.1.1. Title**

Advertising Agency Services

Reference number: 18/161

**II.1.2. Main CPV code**

79340000 Advertising and marketing services

**II.1.3. Type of contract**

Services

**II.1.4. Short description**

In order to ensure Flytoget's (Oslo Airport Express Train) ambitions regarding future expansion and good users' experiences, we requested a professionally strong and innovative advertising agency partner who is able to promote Flytoget's market communication strategy and provide efficient market campaigns. The new advertising agency shall contribute to further differentiation and strengthening of the branded goods, as well as ensuring tactical market communication.

**II.1.6. Information about lots**

This contract is divided into lots: no

## **II.2. Description**

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

NUTS code: NO011 Oslo

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

Flytoget needs an advertising agency that must contribute to:

- strategic consultancy related to branded goods and market communication,
- provide good and creative ideas, design, figurative language and text that strengthen Flytoget's brand in accordance with the approved branded goods strategy,
- create distinct and efficient advertising services,
- create campaign concepts for news, offers as well as development of Flytoget's services to various target group,
- create unique and relevant contents for use in connection with digital communication, including One-on-One communication,
- promote the Flytoget's visual brand profile in all communication.

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

Quality criterion - Name: Case-response / Weighting: 80 %

Cost criterion - Name: Hourly rates for the offered resources / Weighting: 20 %

### **II.2.11. Information about options**

Options: yes

Description of options:

3 years, 1 year at a time.

### **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**

Negotiated procedure with prior call for competition

#### **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: no

### **IV.2. Administrative information**

#### **IV.2.1. Previous publication concerning this procedure**

Notice number in the OJ S: [2018/S 246-566719](#)

#### **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 periodic indicative notice**

## Section V: Award of contract

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**Contract No:** 18/161

**Title:**

Advertising Agency Services

A contract/lot is awarded: yes

### V.2. Award of contract

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

27/03/2019

#### V.2.2. Information about tenders

Number of tenders received: 3

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

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

Official name: Anorak AS

Town: Oslo

NUTS code: NO011 Oslo

Country: Norway

The contractor is an SME: yes

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

#### V.2.5. Information about subcontracting

#### V.2.6. Price paid for bargain purchases

## Section VI: Complementary information

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### VI.3. Additional information

### VI.4. Procedures for review

#### VI.4.1. Review body

Official name: Flytoget AS

Postal address: Biskop Gunnerus gt. 14 Postboks 19, Sentrum

Town: Oslo

Postal code: 0101

Country: Norway

E-mail: [age.pedersen@flytoget.no](mailto:age.pedersen@flytoget.no)

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

01/04/2019