

171612-2026 - Competition

Norway – Advertising and marketing services – Procurement of a framework agreement for advertising and communications services.

OJ S 50/2026 12/03/2026

Contract or concession notice – standard regime

Services

1. Buyer

1.1. Buyer

Official name: Festspillene i Bergen

Email: helene@fib.no

Legal type of the buyer: Public undertaking

Activity of the contracting authority: Recreation, culture and religion

2. Procedure

2.1. Procedure

Title: Procurement of a framework agreement for advertising and communications services.

Description: The Bergen Festival shall enter into a framework agreement with an advertising and communication agency that can assist with strategic and creative consulting, as well as the development of a visual profile. The framework agreement shall cover The Norwegian Festival of Art's need for further development of the graphical profile and visual identity, in addition to the development of concepts for sales and brand campaigns. The aim is to ensure uniform, clear and future orientated communication that strengthens the Festspillenes brand and visibility nationally and internationally. The framework agreement is estimated to have a total value of NOK 2,400,000 excluding VAT, with a maximum value of NOK 2,800,000, excluding VAT.

Procedure identifier: 657d3592-d434-45f2-b3aa-d4b175aa2b86

Internal identifier: 63

Type of procedure: Open

The procedure is accelerated: no

Main features of the procedure: This procurement will be carried out in accordance with the Act from 17 June 2016 no. 73 on public procurements (LOA) and the regulation 12 August 2016 no. 974 on public procurements (FOA). The procurement will be carried out as an open tender contest in accordance with PPR parts I and III. This procedure gives all interested tenderers the possibility to submit a tender.

2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79340000 Advertising and marketing services

Additional classification (cpv): 22462000 Advertising material, 32354300 Photographic film, 79000000 Business services: law, marketing, consulting, recruitment, printing and security, 79341000 Advertising services, 79341100 Advertising consultancy services, 79341400

Advertising campaign services, 79342000 Marketing services, 79413000 Marketing management consultancy services, 79822500 Graphic design services, 92111210 Advertising film production

2.1.2. Place of performance

Country subdivision (NUTS): Vestland (NO0A2)

Country: Norway

2.1.3. Value

Estimated value excluding VAT: 2 800 000,00 NOK

Maximum value of the framework agreement: 2 800 000,00 NOK

2.1.4. General information

Legal basis:

Directive 2014/24/EU

Anskaffelsesforskriften - This procurement will be carried out in accordance with the Act from 17 June 2016 no. 73 on public procurements (LOA) and the regulation 12 August 2016 no. 974 on public procurements (FOA). The procurement will be carried out as an open tender contest in accordance with PPR parts I and III. This procedure gives all interested tenderers the possibility to submit a tender.

2.1.6. Grounds for exclusion

Sources of grounds for exclusion: European Single Procurement Document (ESPD), Procurement Document

5. Lot

5.1. Lot: LOT-0000

Title: Procurement of a framework agreement for advertising and communications services.

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Internal identifier: 63

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Main nature of the contract: Services

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Options:

Description of the options: The contract period is 2 years. The contracting authority shall have the option to extend the contract for a further 1+1 years, a total of 4 years.

5.1.2. Place of performance

Country subdivision (NUTS): Vestland (NO0A2)

Country: Norway

5.1.3. Estimated duration

Duration: 48 Months

5.1.5. Value

Estimated value excluding VAT: 2 800 000,00 NOK

Maximum value of the framework agreement: 2 800 000,00 NOK

5.1.6. General information

Reserved participation:

Participation is not reserved.

Procurement Project not financed with EU Funds.

The procurement is covered by the Government Procurement Agreement (GPA): yes

5.1.9. Selection criteria

Sources of selection criteria: Procurement Document

5.1.10. Award criteria

Criterion:

Type: Price

Name: Price

Description: CRITERIUM: Under this criteria, the offered prices will be assessed in accordance with Annex 3 Annex 1 - Price Form. The price stated shall include all costs. Any costs not included in the tender are to be specified. DOCUMENTATION REQUIREMENT: Tenderers shall submit a completed Annex 3 Annex 1 - Price Form. The festivals in Bergen are not tax deductions and the prices shall therefore be given in NOK including VAT.

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

Award criterion number: 40

Criterion:

Type: Quality

Name: Quality

Description: CRITERIUM: The following elements are assessed in this criterium after an overall assessment (not in order of priority): 1. Experience and understanding of the assignment. 2. Response to the T-requirements in Annex 1 (the Contracting Authority's requirement specification). 3. The offered key personnel, including the key personnel's relevant competence and experience from similar assignments. Key personnel means up to three (3) resources for central roles in the execution of assignments under the framework agreement. The contracting authority assumes that the offered key personnel will be used in the delivery. DOCUMENTATION REQUIREMENT: Tenderers shall submit a completed annex 2 - the tenderer's solution description. Tenderers shall describe the quality of the delivery, including experience and understanding of the assignment, responding to the T-requirements in Annex 1 the Contracting Authority's requirement specifications and the offered key personnel. 1. A description of the tenderer's experience and understanding of the assignment. Tenderers shall describe their own experience and understanding of the assignment, including an account of how the tenderer will work to handle orders under the framework agreement in accordance with the need. The response to point 1 should be at maximum 2 A4 pages with a font type Arial, with a font size of 10 points or greater). 2. Response to the T-requirements in Annex 1. Tenderers shall provide a description of whether the tenderer fulfils the additional requirements (T-requirements) that are in Annex 1. The description shall be concrete and sufficiently detailed to give the contracting authority a good understanding of the tenderer's approach and ability to carry out assignments in accordance with the requirements. The response to point 2 should be at maximum 3 A4 pages with the font Arial, with a font size of 10

points or greater). 3. Offered key personnel. Tenderers shall fill in the CV template in Annex 2 - the tenderer's solution description. CVs shall be submitted for up to 3 resources. CVs beyond the allowed number of CVs will not be evaluated. A minimum of 1, but maximum 3, reference projects shall be specified per specified key resource. The reference project(s) shall be described and documented sufficiently so that the contracting authority can assess the relevance and quality of the delivery, as well as the resource's actual contribution in the project.

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

Award criterion number: 60

5.1.11. Procurement documents

Languages in which the procurement documents are officially available: Norwegian

Deadline for requesting additional information: 08/04/2026 10:00:00 (UTC+00:00) Western European Time, GMT

Address of the procurement documents: <https://permalink.mercell.com/279008519.aspx>

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Required

Address for submission: <https://permalink.mercell.com/279008519.aspx>

Languages in which tenders or requests to participate may be submitted: Norwegian

Electronic catalogue: Not allowed

Variants: Not allowed

Tenderers may submit more than one tender: Not allowed

Deadline for receipt of tenders: 15/04/2026 10:00:00 (UTC+00:00) Western European Time, GMT

Duration during which the tender must remain valid: 91 Days

Information about public opening:

Opening date: 15/04/2026 10:01:00 (UTC+00:00) Western European Time, GMT

Terms of contract:

The execution of the contract must be performed within the framework of sheltered employment programmes: No

Electronic invoicing: Required

Electronic ordering will be used: yes

Electronic payment will be used: yes

5.1.15. Techniques

Framework agreement:

Framework agreement, without reopening of competition

Maximum number of participants: 1

Information about the dynamic purchasing system:

No dynamic purchase system

5.1.16. Further information, mediation and review

Review organisation: Hordaland tingrett

Information about review deadlines: In accordance with Norwegian law. The waiting period is ten days from contract award.

Organisation receiving requests to participate: Inventura AS

8. Organisations

8.1. ORG-0001

Official name: Inventura AS
Registration number: 983351417
Postal address: Solheimsgaten 15
Town: Bergen
Postcode: 5058
Country subdivision (NUTS): Vestland (NO0A2)
Country: Norway
Contact point: Lina Halling
Email: lina.halling@inventura.no
Telephone: +47 55134480
Internet address: <https://www.inventura.no>

Roles of this organisation:

Organisation receiving requests to participate

8.1. ORG-0002

Official name: Festspillene i Bergen
Registration number: 955599535
Town: Bergen
Postcode: 5014
Country subdivision (NUTS): Vestland (NO0A2)
Country: Norway
Contact point: Helene Skoge
Email: helene@fib.no
Telephone: +47 55210630

Roles of this organisation:

Buyer

8.1. ORG-0003

Official name: Hordaland tingrett
Registration number: 935364906
Town: Bergen
Postcode: 5020
Country subdivision (NUTS): Vestland (NO0A2)
Country: Norway
Email: hordaland.tingrett@domstol.no
Telephone: 55699700

Roles of this organisation:

Review organisation

Notice information

Notice identifier/version: aaaef135-89f5-4a05-8ca9-f13eda9fc05a - 01

Form type: Competition

Notice type: Contract or concession notice – standard regime

Notice subtype: 16

Notice dispatch date: 10/03/2026 15:09:52 (UTC+00:00) Western European Time, GMT

Notice dispatch date (eSender): 11/03/2026 07:32:17 (UTC+00:00) Western European Time, GMT

Languages in which this notice is officially available: English

Notice publication number: 171612-2026

OJ S issue number: 50/2026

Publication date: 12/03/2026