

Norway-Bergen: Marketing services
OJ S 98/2014 22/05/2014
Contract award notice
Services

Directive 2004/18/EC

Section I: Contracting authority

I.1. Name and addresses

Official name: Hordaland fylkeskommune v/Skyss

National registration number: 938626367

Postal address: Postboks 7900

Town: Bergen

Postal code: 5020

Country: Norway

For the attention of: Andreas Hjortland

E-mail: andreas.hjortland@inventura.no

Telephone: +47 97517234

Internet address(es):

General address of the contracting authority: <http://www.skyss.no>

Address of the buyer profile: <https://kgv.doffin.no/ctm/Supplier/CompanyInformation/Index/2651>

Electronic access to information: <https://kgv.doffin.no/ctm/Supplier/Documents/Folder/112090>

I.2. Type of the contracting authority

Regional or local authority

I.3. Main activity

General public services

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

Framework agreement for the last marketing step for Skyss.

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: Hordaland county, Norway.

NUTS code NO051 Hordaland

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

The procurement involves the establishment of a framework agreement

II.1.4. Short description of the contract or purchase(s)

The agreement that this competition applies to shall support the existing framework agreement for late stage marketing that Skyss has and which is now released.

Skyss needs personnel for information stands, events and other activities aimed at customers. This can for example be to convey information of route changes to the travellers, modification of terminals, pathway changes, extension of the light rail, new sales channels and more. In addition to Skyss activities aimed at customers in connection with the study start, mobility week, 17th May and price adjustments and more.

II.1.5. CPV code(s)

79342000 Marketing services, 79341000 Advertising services, 79341100 Advertising consultancy services, 79341400 Advertising campaign services, 79342200 Promotional services, 79342300 Customer services

II.1.6. Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: yes

II.2. Total value of the contract/lot

II.2.1. Total value of the contract/lot

Value: 2 000 000 NOK
excluding VAT

Section IV: Procedure

IV.1. Type of procedure

IV.1.1. Type of procedure

Open

IV.2. Award criteria

IV.2.1. Award criteria

The most economically advantageous tender in terms of

1. Hourly rates. Weighting 40
2. The key personnel's competence and experience. Weighting 20
3. Plan to solve the assignment. Weighting 40

IV.2.2. Information about electronic auction

IV.3. Administrative information

IV.3.1. File reference number attributed by the contracting authority

HFK-14-0034

IV.3.2. Previous publication concerning this procedure

Contract notice

Notice number in the OJ S: [2014/S 40-067080](#) of 26.2.2014

Section V: Award of contract

Contract No: 1

Lot No: 1

- Lot title: Framework agreement for last marketing step

V.1. Date of conclusion of the contract

12.5.2014

V.2. Information about tenders

Number of tenders received: 3

V.3. Name and address of the contractor

Official name: Fresch Thinking AS
National registration number: 986125930
Postal address: Sandakerveien 138
Town: Oslo
Postal code: 0484
Country: Norway
E-mail: post@thinking.no
Telephone: +47 40497700
Internet address: <http://www.thinking.no>

V.4. Information on value of the contract/lot

Initial estimated total value of the contract/lot:
Value: 2 000 000 NOK
excluding VAT

V.5. Information about subcontracting

The contract is likely to be subcontracted: no

Section VI: Complementary information

VI.1. Information about European Union funds

The procurement is related to a project and/or programme financed by European Union funds:
no

VI.2. Additional information**VI.3. Procedures for review****VI.3.1. Review body****VI.3.2. Review procedure****VI.3.3. Service from which information about the review procedure may be obtained****VI.4. Date of dispatch of this notice**

20.5.2014