

Norway-Bergen: Advertising and marketing services
OJ S 78/2018 21/04/2018
Contract notice – utilities
Services

Legal Basis:

Directive 2014/25/EU

Section I: Contracting entity

I.1. Name and addresses

Official name: Hordaland fylkeskommune v/Skyss

National registration number: 938 626 367

Postal address: Postboks 7900

Town: Bergen

NUTS code: NO051 Hordaland

Postal code: 5020

Country: Norway

Contact person: Camilla Moe

E-mail: camilla.moe@inventura.no

Telephone: +47 98458509

Internet address(es):

Main address: <http://www.skyss.no>

I.3. Communication

Access to the procurement documents is restricted. Further information can be obtained at:

<https://anskaffingar.hfk.no/Avantra/Customer/Hordaland/Modules/Purchase/Published/>

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted electronically via: <https://anskaffingar.hfk.no/Avantra/Customer/Hordaland/Modules/Purchase/Published/>

Tenders or requests to participate must be submitted to the abovementioned address

I.6. Main activity

Recreation, culture and religion

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Framework Agreement for Advertising Agency Services

Reference number: HFK-18-0109

II.1.2. Main CPV code

79340000 Advertising and marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

Skyss is an external entity in Hordaland County that organises almost all public transport in the county in accordance with the budget set by the politicians. Skyss awards contracts for driving buses, light rail, fast boats and ferries to traffic companies after tender competitions. Skyss is responsible for planning, coordinating and marketing the public transport in Bergen and Hordaland.

Skyss plans to enter into a framework agreement with a full-service advertising agency who can deliver creative market communication of high quality on different platforms in an ever changing and demanding market.

II.1.5. Estimated total value

Value excluding VAT: 13 000 000,00 NOK

II.1.6. Information about lots

This contract is divided into lots: no

II.2. Description

II.2.2. Additional CPV code(s)

79341000 Advertising services, 79341100 Advertising consultancy services, 79341400 Advertising campaign services, 79961100 Advertising photography services, 92111200 Advertising, propaganda and information film and video-tape production, 92111210 Advertising film production

II.2.3. Place of performance

NUTS code: NO Norge

II.2.4. Description of the procurement

Skyss plans to enter into a framework agreement with a full-service advertising agency who can deliver creative market communication of high quality on different platforms in an ever changing and demanding market.

Tenderers must be able to handle:

- Strategic consultancy connected to, amongst other things, branding, values and positioning.
- Large and comprehensive market campaigns (either information campaigns, profile campaigns, product campaigns, attitude campaigns, recruitment campaigns, etc.).
- Development of communication concept/communication systems and advice on creating the message.
- Choice and use of different channels/medium/platforms (e.g. social media, medium film, advertising, radio, outside advertisements, last link activities, informative material, events, campaign-based web systems, stands, etc.).
- Monitoring and campaign optimisation during campaign periods, as well as systematically pulling together things that have been learnt from activities.
- Development of communication concept, including principle and design of stops and signage.
- Other relevant assignments.

II.2.5. Award criteria

Criteria below

Quality criterion - Name: Understanding of the assignment / Weighting: 45 %

Quality criterion - Name: The offered competence and experience / Weighting: 20 %

Price - Weighting: 35 %

II.2.6. Estimated value

Value excluding VAT: 13 000 000,00 NOK

II.2.7. Duration of the contract, framework agreement or dynamic purchasing system

Start: 01/11/2018 End: 31/10/2020

This contract is subject to renewal: yes

Description of renewals:

The Contracting Authority shall have an option for an extension of the framework agreement for a further 2+1+1+1+1 year, maximum total 8 years.

II.2.9. Information about the limits on the number of candidates to be invited

Envisaged minimum number: 3 Maximum number: 5 Objective criteria for choosing the limited number of candidates:

Tenderers must have good competence and experience from equivalent assignments. An assessment will be made under this criterium as to what degree the described comparable reference assignments are relevant for this procurement.

Tenderers must have the capacity to fulfil the contract. An assessment will be made under this criterium of the company's business idea and core competence as regards the delivery extent, as well as the tenderer's routines for the administration involved in handling assignments, including project tools and finance.

II.2.10. Information about variants

Variants will be accepted: no

II.2.11. Information about options

Options: yes

Description of options:

The Contracting Authority shall have an option for an extension of the framework agreement for a further 2+1+1+1+1 year, maximum total 8 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 III: Legal, economic, financial and technical information

III.1. Conditions for participation

III.1.1. Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers

List and brief description of conditions:

Requirement: The tenderer must be a legally established company.

Documentation requirement:

Norwegian tenderers:

— Company registration certificate.

The Contracting Authority will download the certificate from the Brønnøysund Register Centre.

Foreign tenderers:

— Confirmation that the tenderer is registered in a trade register or company register in accordance with the law in the country where the tenderer is established.

III.1.2. Economic and financial standing

List and brief description of selection criteria:

Requirement: Tenderers must have sufficient economic and financial strength to fulfil the contract.

Documentation requirement: The tenderer's annual accounts, including notes and the board and auditor's reports from 2015, 2016 and 2017.

If the annual accounts for the last year have not been completed by the tender deadline for this competition, the provisional annual accounts for last year must be provided.

The Contracting Authority reserves the right to obtain a credit rating from Experian. Financial strength will be evaluated in relation to turnover, operating profit margin, solidity and liquidity.

III.1.3. Technical and professional ability

List and brief description of selection criteria:

Requirement: Tenderers must have the financial capacity to fulfil the contract.

Documentation requirement: A short and general description shall be provided and/or a visual presentation of the company, on a maximum of 5 pages. This shall include:

- A short description of the organisation and ownership structure of the company,
- A short description of the company's business concepts and core expertise related to the scope of the delivery,
- A description of the tenderer's routines for the administration for handling the assignment, including project tools and finance.

Requirement: Tenderers must have good competence and experience from equivalent assignments.

Documentation requirement: Reference cases from 3 relevant deliveries in the last 3 years.

Tenderers must fill in and attach Annex 4 'Template for describing the Tenderer's references'.

In addition, visual documentation of maximum 3 pages per case can be presented.

Equivalent assignments does not mean that they must be deliveries within the same branch as Skyss, but previous deliveries must refer to a transferable value.

The list shall as a minimum contain:

- The name of the Contracting Authority.
- Date of execution.
- The scope of the delivery in monetary terms.
- A short description of the delivery and any result.

III.1.4. Objective rules and criteria for participation

List and brief description of rules and criteria:

Requirement: Tenderers must have their tax, employer contribution and VAT payments in order.

Documentation requirement: A tax certificate, not older than 6 months, calculated from the application deadline. Tax certificate means:

Norwegian tenderers:

- Tax and VAT certificate issued by the tax office via Altinn.

For foreign tenderers:

- Foreign tenderers must present equivalent certificates from their country, substantiating settled tax and VAT conditions. If the governing bodies in the relevant country do not issue such certificates, the tenderer must enclose a declaration that states that all taxes have been paid. The declaration must be approved and signed by the tenderer's Financial director/ person responsible for finances.

Section IV: Procedure

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

The procurement involves the establishment of a framework agreement

Framework agreement with a single operator

IV.1.4. Information about reduction of the number of solutions or tenders during negotiation or dialogue

Recourse to staged procedure to gradually reduce the number of solutions to be discussed or tenders to be negotiated

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.2.2. Time limit for receipt of tenders or requests to participate**

Date: 25/05/2018 Local time: 12:00

IV.2.3. Estimated date of dispatch of invitations to tender or to participate to selected candidates

Date: 07/06/2018

IV.2.4. Languages in which tenders or requests to participate may be submitted

Norwegian

IV.2.6. Minimum time frame during which the tenderer must maintain the tender

Tender must be valid until: 01/01/2019

Section VI: Complementary information

VI.1. Information about recurrence

This is a recurrent procurement: no

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

Official name: Hordaland fylkeskommune v/Skyss

Town: Bergen

Postal code: 5020

Country: Norway

VI.5. Date of dispatch of this notice

19/04/2018