

**Norway-Tromsø: Advertising and marketing services**

**OJ S 65/2023 31/03/2023**

**Contract notice**

**Services**

**Legal Basis:**

Directive 2014/24/EU

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**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](mailto:tom.meland@seafood.no)

**Internet address(es):**

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

**I.3. Communication**

The procurement documents are available for unrestricted and full direct access, free of charge, at: <https://tendsign.no/doc.aspx?Uniqueld=afemyupdoe&GoTo=Docs>

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted electronically via: <https://tendsign.no/doc.aspx?Uniqueld=afemyupdoe&GoTo=Tender>

**I.4. Type of the contracting authority**

Body governed by public law

**I.5. Main activity**

Economic and financial affairs

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**Section II: Object**

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

**II.1.1. Title**

Integrated PR agency in Germany

Reference number: 23/2

**II.1.2. Main CPV code**

79340000 Advertising and marketing services

**II.1.3. Type of contract**

Services

**II.1.4. Short description**

The Sea Food Council's department in Germany would like a set-up for the future with an integrated, local PR agency that handles both our PR needs and our digital content need (especially SoMe, influencer campaigns), and a media agency (that handles our local media planning and procurements).

#### **II.1.5. Estimated total value**

Value excluding VAT: 3 000 000,00 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, 79342000 Marketing services, 79822500 Graphic design services

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

NUTS code: DE60 Hamburg

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

The Sea Food Council's department in Germany would like a set-up for the future with an integrated, local PR agency that handles both our PR needs and our digital content need (especially SoMe, influencer campaigns), and a media agency (that handles our local media planning and procurements).

The agency that we are looking for will have an integrated approach to both earned and paid PR, including both traditional and digital PR communication, where the latter is ever more important.

We expect an open and transparent cooperation between our current media agency and the integrated PR agency.

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

Price is not the only award criterion and all criteria are stated only in the procurement documents

#### **II.2.6. Estimated value**

Value excluding VAT: 3 000 000,00 NOK

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

Duration in months: 36

This contract is subject to renewal: no

#### **II.2.10. Information about variants**

Variants will be accepted: no

#### **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**

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## **IV.1. Description**

### **IV.1.1. Type of procedure**

Competitive procedure with negotiation

### **IV.1.3. Information about a framework agreement or a dynamic purchasing system**

### **IV.1.5. Information about negotiation**

### **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: 29/04/2023 Local time: 12:00

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

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

English, Norwegian

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

Tender must be valid until: 01/08/2023

## **Section VI: Complementary information**

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### **VI.1. Information about recurrence**

This is a recurrent procurement: no

### **VI.3. Additional information**

Mercell notice: <https://opic.com/id/afemyupdoe>.

### **VI.4. Procedures for review**

#### **VI.4.1. Review body**

Official name: Nord Troms Tingrett

Postal address: Postboks 2510

Town: Fr Nansens Plass 17

Postal code: 9270 Tromsø

Country: Norway

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

27/03/2023