

Norway-Trondheim: Advertising and marketing services

OJ S 73/2022 13/04/2022

Contract notice

Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Enova SF

National registration number: 983 609 155

Postal address: Brattørkaia 17A

Town: Trondheim

NUTS code: NO Norge

Postal code: 7010

Country: Norway

Contact person: Bjørn H. Aunøien

E-mail: bjorn.hakon.aunoien@enova.no**Internet address(es):**Main address: <https://www.enova.no/>Address of the buyer profile: <https://eu.eu-supply.com/ctm/Company/CompanyInformation/Index/255658>**I.3. Communication**The procurement documents are available for unrestricted and full direct access, free of charge, at: http://eu.eu-supply.com/app/rfq/rwlenrance_s.asp?PID=328765&B=KGVLIGHT

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted electronically via: http://eu.eu-supply.com/app/rfq/rwlenrance_s.asp?PID=328765&B=KGVLIGHT

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

I.4. Type of the contracting authority

Other type: Government Company - manager of the Climate and Energy Fund

I.5. Main activity

Economic and financial affairs

Section II: Object

II.1. Scope of the procurement**II.1.1. Title**

Framework agreement, advertising agency services

Reference number: SID 22/5022

II.1.2. Main CPV code

79340000 Advertising and marketing services

II.1.3.

Type of contract

Services

II.1.4. Short description

The objective of the procurement is that Enova will enter into a framework agreement with one media agency to cover Enova's need related to advertising agency services.

II.1.5. Estimated total value

II.1.6. Information about lots

This contract is divided into lots: no

II.2. Description

II.2.2. Additional CPV code(s)

79341100 Advertising consultancy services, 79341400 Advertising campaign services

II.2.3. Place of performance

NUTS code: NO Norge

II.2.4. Description of the procurement

Enova has entered into a framework agreement with an advertising agency that covers Enova's need for advertising. Total communication systems are decisive for Enova fulfilling its targets and achieving results, and close cooperation is expected with the media agencies and other suppliers so that assignments are carried out in an efficient and appropriate way.

Services that tenderer will provide in consultation and cooperation with Enova are:

- Strategic consulting on marketing and company communication
- Creative idea and concept development
- Development and production of tactical and profiling market communication across channels and platforms
- Development and production of materials to 1:1 and Web
- Development and production of company communication including content for employer's branding and recruiting
- Solutions for digital annual statements
- Digital communication systems
- Product development
- Marketing of content and understanding of inbound and outbound marketing
- Efficient narrative
- Image/video
- Brand development
- Graphic design
- Material storage
- Web development, digital design and UX. SEO and content. Digital consultancy services.

Insight and analysis

Enova is a data-driven entity, and the tenderer is expected to have the premise to assist Enova with market-leading systems within digital marketing.

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

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

Duration in months: 24

This contract is subject to renewal: yes

Description of renewals:

The framework agreement will be valid for two (2) years. The contracting authority shall have an option for extending the framework agreement for a further 1+1+1year, to a total maximum of five (5) years.

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

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

From among the tenderers who meet the qualification requirements, the contracting authority will select a limited number of tenderers who will be invited to submit a tender. If there are more than five (5) tenderers who fulfil the minimum qualification requirements register, the contracting authority will rank the tenderers according to the response to tender documentation point 9.7 'Krav til tekniske og faglige kvalifikasjoner' ('Requirement for technical and professional qualifications'). Responses to the requirements for the tenderer's technical and professional qualification must be submitted together with the request in addition to the ESPD.

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

This agreement has an expected value between NOK 2-4 million a year excluding VAT. This is an estimate only, and is not to be considered as binding for the Contracting Authority.

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:

The qualification requirements are described in the tender documentation.

III.1.2. Economic and financial standing

List and brief description of selection criteria:

The qualification requirements are described in the tender documentation.

III.1.3. Technical and professional ability

List and brief description of selection criteria:

The qualification requirements are described in the tender documentation.

Section IV: Procedure

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

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.1.5. 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: 10/05/2022 Local time: 13:00

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

Date: 19/05/2022

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: 30/09/2022

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: Trøndelag tingrett

Town: Trondheim

Postal code: 7013

Country: Norway

VI.5. Date of dispatch of this notice

08/04/2022