

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

OJ S 85/2019 02/05/2019

Contract notice – utilities

Services

**Legal Basis:**

Directive 2014/25/EU

**Section I: Contracting entity**

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**I.1. Name and addresses**

Official name: Agder Kollektivtrafikk AS

National registration number: 991 776 524

Postal address: Tollbodgata 22

Town: Kristiansand

NUTS code: NO Norge

Postal code: 4611

Country: Norway

Contact person: Terje Mathisen

E-mail: [terje.mathisen@akt.no](mailto:terje.mathisen@akt.no)

Telephone: +47 90074554

**Internet address(es):**Main address: <http://www.akt.no>**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=238965&B=VAF](http://eu.eu-supply.com/app/rfq/rwlenrance_s.asp?PID=238965&B=VAF)

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=238965&B=VAF](http://eu.eu-supply.com/app/rfq/rwlenrance_s.asp?PID=238965&B=VAF)

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

**I.6. Main activity**

Recreation, culture and religion

**Section II: Object**

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

Procurement of Advertising Agency Services and Communications Consultancy Services

Reference number: 2019/01

**II.1.2. Main CPV code**

79340000 Advertising and marketing services

**II.1.3. Type of contract**

Services

**II.1.4. Short description**

AKT wants to enter into a Framework Agreement for the procurement of advertising agency services and communications consultancy services. A Framework Agreement will be signed with 1 tenderer.

The tenderer must have a good understanding of AKT's area of operations. The tenderer must familiarise himself with the market situation of AKT, and in a good an appropriate manner and communicate AKT's strategies. See Annex 1 for further references to AKT's strategy plan and CVI.

The tenderer's assignments will consist of handling large and comprehensive digital and analogue information campaigns, for example information campaigns, profiling campaigns, product campaigns and consultancy services in connection with the selection of message and selection of different media/surfaces. The development of AKT's homepages may also be included in the contract. The tenderer must also be able to handle minor assignment, for example advertisement production, search engine marketing, placard production and brochure materials, web advertisements, etc.

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

Value excluding VAT: 40 000 000,00 NOK

#### **II.1.6. Information about lots**

This contract is divided into lots: no

### **II.2. Description**

#### **II.2.2. Additional CPV code(s)**

79341100 Advertising consultancy services, 79341400 Advertising campaign services, 79413000 Marketing management consultancy services

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

NUTS code: NO Norge

Main site or place of performance: Kristiansand.

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

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#### **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: 40 000 000,00 NOK

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

Start: 05/08/2019 End: 04/08/2021

This contract is subject to renewal: yes

Description of renewals:

The contract can be renewed for 1 year + 1 year.

### **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:

The Contracting Authority will make a selection from amongst the tenderers who fulfil the minimum qualification requirements, based on an evaluation of how good the tenderer fulfils the qualification requirement "the tenderer's technical and professional qualifications" (Requirement 3.2.2). When assessing the sub-criterion sufficient experience with relevance to the assignment, emphasis will be placed on both the number of relevant deliveries and the relevance of the delivery for the implementation of the assignment. When assessing the sub-criterion "good implementation ability", emphasis will be placed on to what degree the company's core competence is relevant for this delivery, the company's total staffing and how well organised the tenderer is for the implementation of major and minor assignments. Only selected tenderers will be invited to submit tenders after the end of the qualification round.

### **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**

The contract scope is estimated to be 2 500 000 NOK annually for a maximum of eight years. The contract is valid for a total withdrawal of 40 000 000 NOK.

## **Section III: Legal, economic, financial and technical information**

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### **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: tenderers are required to be a legally established company.

Documentation: certificate from the company register (company registration certificate), or any documentation of registration in an equivalent register in the tenderer's homeland.

#### **III.1.2. Economic and financial standing**

List and brief description of selection criteria:

Requirement: the tenderer is required to have sufficient economic and financial capacity to implement the delivery.

Documentation: authorised annual financial statement, annual reports and auditor's reports for the last 2 years must be enclosed. If the tenderer is newly established and thereby does not have annual financial statements, enclose the auditor certified declaration with information

about the tenderer's economic key figures for the period the company has existed. The Contracting Authority retains the right to demand/collect information to verify the tenderer's economic and financial capacity, i.a. Credit ratings from certified credit rating agencies.

### **III.1.3. Technical and professional ability**

List and brief description of selection criteria:

Requirement: the tenderer's experience from comparable assignments.

Documentation: overview and description of experience from equivalent assignments that the tenderer has carried out during the 3 last years calculated from the tender deadline expiry.

Tenderers must describe a minimum of three previously performed works/projects.

The tenderer enclosed a completed Annex 1 — Reference Assignments.

Requirement: good implementation ability.

Documentation: a brief, general description of the business must be given. This includes an explanation of the company's core-competence related to the delivery, an overview of the company's history and a description of the current activity. Organisational chart and an overview of the company's total staffing must be enclosed. Description of how the tenderer is organised for the implementation of major and minor assignments. The use of partners or sub suppliers must be described.

## **III.2. Conditions related to the contract**

### **III.2.3. Information about staff responsible for the performance of the contract**

Obligation to indicate the names and professional qualifications of the staff assigned to performing the contract

## **Section IV: Procedure**

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### **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: 03/06/2019 Local time: 12:00

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

Date: 05/06/2019

#### **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: 21/10/2019

## **Section VI: Complementary information**

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**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: Agder Kollektivtrafikk AS

Town: Kristiansand S

Country: Norway

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

30/04/2019