

**Norway-Tromsø: News-agency services**  
**OJ S 85/2021 03/05/2021**  
**Contract award 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.4. Type of the contracting authority**

National or federal agency/office

**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**

Purchase of Media agency Services in Norway  
Reference number: 21/2

**II.1.2. Main CPV code**

92400000 News-agency services

**II.1.3. Type of contract**

Services

**II.1.4. Short description**

Norway's Sjømatråd (Norwegian Seafood Council) needs a collaborating partner within media in Norway, for continuous strategic consultancy services, preparation of media strategy in Norway, as well as consultancy services and administration of paid searches in Norway and globally.

**II.1.6. Information about lots**

This contract is divided into lots: no

### **II.1.7. Total value of the procurement**

Value excluding VAT: 2 500 000,00 NOK

## **II.2. Description**

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

79340000 Advertising and marketing services, 79341000 Advertising services, 79341100 Advertising consultancy services, 79413000 Marketing management consultancy services

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

NUTS code: NO074 Troms og Finnmark

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

Norway's Sjømatråd (Norwegian Seafood Council) needs a collaborating partner within media in Norway, for continuous strategic consultancy services, preparation of media strategy in Norway, as well as consultancy services and administration of paid searches in Norway and globally. This involves:

- 1) Strategic consultancy services, media strategy, insight into the media landscape and target group analysis, media procurement, ongoing optimisation of media placements, evaluations and reporting;
- 2) Administration and purchase of digital search, SEM, for all of the Norwegian Seafood Council's priorities labels, currently Norway, Sweden, Germany, Spain, Brazil, Italy, France, Japan, Portugal, Thailand.

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

Quality criterion - Name: Strategic consultancy competence, documented ROI and goal achievement in equivalent assignments / Weighting: 70

Price - Weighting: 30

### **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.1.8. Information about the Government Procurement Agreement (GPA)**

The procurement is covered by the Government Procurement Agreement: yes

### **IV.2. Administrative information**

#### **IV.2.1. Previous publication concerning this procedure**

Notice number in the OJ S: [2021/S 020-048539](#)

#### **IV.2.8. Information about termination of dynamic purchasing system**

#### **IV.2.9. Information about termination of call for competition in the form of a prior information notice**

### **Section V: Award of contract**

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A contract/lot is awarded: yes

#### **V.2. Award of contract**

##### **V.2.1. Date of conclusion of the contract**

16/04/2021

##### **V.2.2. Information about tenders**

Number of tenders received: 4

The contract has been awarded to a group of economic operators: no

##### **V.2.3. Name and address of the contractor**

Official name: Mindshare Norway AS

National registration number: 982 903 777

Postal address: Inkognitogate 16

Town: Oslo

NUTS code: NO081 Oslo

Postal code: 0258

Country: Norway

Internet address: <http://www.mindshare.no>

The contractor is an SME: no

##### **V.2.4. Information on value of the contract/lot**

Initial estimated total value of the contract/lot: 3 000 000,00 NOK

Total value of the contract/lot: 3 000 000,00 NOK

##### **V.2.5. Information about subcontracting**

### **Section VI: Complementary information**

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

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

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

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

Official name: Nord-Troms Tingrett

Town: Tromsø

Postal code: 9270

Country: Norway

Internet address: <https://www.domstol.no/Enkelt-domstol/nord-troms-tingrett/>

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

28/04/2021