

**Norway-Oslo: Advertising and marketing services**  
**OJ S 85/2022 02/05/2022**  
**Contract notice – utilities**  
**Services**

**Legal Basis:**

Directive 2014/25/EU

---

**Section I: Contracting entity**

**I.1. Name and addresses**

Official name: Flytoget AS

National registration number: 965694404

Postal address: Jernbanetorget 1, Banebygget

Town: OSLO

NUTS code: NO Norge

Postal code: 0101

Country: Norway

Contact person: Åge Pedersen

E-mail: [age.pedersen@flytoget.no](mailto:age.pedersen@flytoget.no)

Telephone: +47 23159000

**Internet address(es):**

Main address: <https://permalink.mercell.com/177990526.aspx>

Address of the buyer profile: <http://www.flytoget.no/>

**I.3. Communication**

The procurement documents are available for unrestricted and full direct access, free of charge, at: <https://permalink.mercell.com/177990526.aspx>

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted electronically via: <https://permalink.mercell.com/177990526.aspx>

**I.6. Main activity**

Railway services

---

**Section II: Object**

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

**II.1.1. Title**

Advertising agency services - qualification

**II.1.2. Main CPV code**

79340000 Advertising and marketing services

**II.1.3. Type of contract**

Services

**II.1.4. Short description**

The Airport Express Train (Norwegian: Flytoget) needs a professional and innovative advertising agency partner with the ability to convert Flytoget's communication strategy to efficient market campaigns.

In the next few years, we will work with creating innovation in several areas that shall be communicated to Norwegian and international customers.

Click here: <https://permalink.mercell.com/177990526.aspx>

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

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

This contract is divided into lots: no

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

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

NUTS code: NO081 Oslo

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

To ensure the Airport Express Train's (Norwegian: Flytoget) ambitions regarding future expansion and good users' experiences, we request a professionally strong and innovative advertising agency partner who is able to promote Flytoget's market communication strategy and provide efficient market campaigns. A new advertising agency will be an essential element in Flytoget by assisting in further differentiation and strengthening the brand, developing distinct and creative advertising, and ensuring tactical market communication.

We would like a provider that:

- Is strong strategically and that actively uses insight to develop the advertising ideas, and that is an important part in the further development of the brand strategy and marketing plan in close cooperation with the Flytoget's marketing team.
- Is highly creative, have experience in creating distinct and effective advertising and do not give up until the best possible result is achieved.
- Is curious and wants to familiarize oneself very well with Flytoget's situation and marketing plan to achieve a basic understanding of Flytoget, our challenges and opportunities.
- Is proactive and do not limit oneself to briefs, but are equally looking for areas of opportunity and ideas together with Flytoget's marketing team.
- Has a strong professional engagement, which is just as enthusiastic about the small ideas as the big campaigns. Closely follows the launch in its process, is interested in learning and further develops and optimizes campaign elements in the process in collaboration with Flytoget.
- Has a challenging mentality, is proactive, creative, and curious, with proposals for improvements and new solutions, and that has a good overview of the national and international trends of the various target groups and media.

#### **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**

Start: 03/10/2022 End: 31/01/2028

This contract is subject to renewal: no

#### **II.2.9.**

## **Information about the limits on the number of candidates to be invited**

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

The selection of the tenderers who will be able to participate in the competition will be made according to the principle best qualified. Among the qualified tenderers, Flytoget will choose the tenderers who are best qualified based on a total implementation ability, based on documentation of the qualification requirements in the tender documentation's chapter 6.3 'Leverandørens tekniske og faglige kvalifikasjoner' [The tenderer's technical and professional qualifications].

### **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 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:  
See chapter 6 in the tender documentation.

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

List and brief description of selection criteria:  
See chapter 6 in the tender documentation.

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

List and brief description of selection criteria:  
See chapter 6 in the tender documentation.

## **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**

#### **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: no

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

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

Date: 31/05/2022 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**

Norwegian

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

Duration in months: 3 (from the date stated for receipt of tender)

## **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: Oslo tingrett

Town: Oslo

Country: Norway

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

27/04/2022