

Norway-Tromsø: Advertising and marketing services
OJ S 90/2021 10/05/2021
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

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
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

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Purchase of Media Services — Social Media in Norway
Reference number: 21/4

II.1.2. Main CPV code

79340000 Advertising and marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

The Norwegian Seafood Council needs a collaborating partner related to social media in Norway. The collaborating partner must provide continuous consultancy, preparation of media strategies, production of content and administration and consultancy in connection with any collaboration with influencers.

II.1.6. Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Value excluding VAT: 2 000 000,00 NOK

II.2. Description

II.2.2. Additional CPV code(s)

79341000 Advertising services, 79341100 Advertising consultancy services, 79341400 Advertising campaign services, 79342000 Marketing services, 79413000 Marketing management consultancy services, 79416000 Public relations services

II.2.3. Place of performance

NUTS code: NO074 Troms og Finnmark

II.2.4. Description of the procurement

The Norwegian Seafood Council needs a collaborating partner related to social media in Norway. The collaborating partner must provide continuous consultancy, preparation of media strategies, production of content and administration and consultancy in connection with any collaboration with influencers.

- 1) Strategic advice related social media strategies based on insight in social media and target group analysis;
- 2) Content production for social media in accordance with requirement;
- 3) Administration of organic posting in social media in relation to campaigns;
- 4) Advertising in social media;
- 5) Optimisation and reporting regarding advertising;
- 6) Consultancy in connection with any collaboration with influencers;
- 7) Purchase and administration of any contracts with influencers;
- 8) Content production for any influencer collaboration, project-specific and in accordance with requirement.

II.2.5. Award criteria

Quality criterion - Name: Strategic consultancy competence, competence in content production, and documented ROI / 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

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 027-067908](#)

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

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

23/04/2021

V.2.2. Information about tenders

Number of tenders received: 5

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

V.2.3. Name and address of the contractor

Official name: T/A OPT AS

National registration number: 915 054 730

Postal address: Øvre Slottsgate 8

Town: Oslo

NUTS code: NO081 Oslo

Postal code: 0157

Country: Norway

The contractor is an SME: no

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

Total value of the contract/lot: 2 000 000,00 NOK

V.2.5. Information about subcontracting

Section VI: Complementary information

VI.3. Additional information

Mercell kunngjøring: <https://opic.com/id/afqatyxiwf>

VI.4. Procedures for review

VI.4.1. Review body

Official name: Nord-Troms Tingrett

Postal address: Postboks 2510

Town: Tromsø

Postal code: 9270

Country: Norway

VI.5. Date of dispatch of this notice

05/05/2021

