

Norway-Oslo: Advertising and marketing services

OJ S 134/2015 15/07/2015

Contract notice**Services****Directive 2004/18/EC****Section I: Contracting authority**

I.1. Name and addresses

Official name: Eksportkredit Norge AS (Export Credit Norway)

National registration number: 998544696

Postal address: Hieronymus Heyerdahls Gate 1

Town: Oslo

Postal code: 0112

Country: Norway

Contact person: Communication manager

For the attention of: Ellen B. Svaheim

E-mail: ebs@eksportkredit.no

Telephone: +47 22313500

Internet address(es):General address of the contracting authority: <http://www.eksportkredit.no>Address of the buyer profile: <https://kgv.doffin.no/ctm/Supplier/CompanyInformation/Index/3161>Electronic access to information: <https://kgv.doffin.no/ctm/Supplier/Documents/Folder/134402>**Additional information can be obtained from:**

the abovementioned address

Specifications and additional documents (including documents for competitive dialogue and a dynamic purchasing system) can be obtained from:

the abovementioned address

Tenders or requests to participate must be submitted: the abovementioned address**I.2. Type of the contracting authority****I.3. Main activity**

Environment

Other: export financing

I.4. Contract award on behalf of other contracting authorities

The contracting authority is purchasing on behalf of other contracting authorities: no

Section II: Object of the contract

II.1. Description**II.1.1. Title attributed to the contract by the contracting authority**

Graphic design and digital market communication.

II.1.2. Type of contract and place of performance or delivery

Services

Service category No 13: Advertising services

Main site or place of performance: Oslo, Norway.

NUTS code NO Norge

II.1.3. Information about a framework agreement or a dynamic purchasing system

The notice involves a public contract

II.1.4. Information about framework agreement

II.1.5. Short description of the contract or purchase(s)

Export Credit Norway wishes to enter into an agreement for assistance in relation to 'design services and digital market communication', that can contribute to efficient and good communication with the Export Credit Norway's target groups. The agreement includes both traditional market communication as well as digital communication. The agreement includes the following two service areas: 1. Graphic design and design services, and 2. Digital services and market communication.

Tenderers are invited to submit tenders for 1 or both of the above listed service areas. The areas shall be evaluated separately. I.e. a separate and independent evaluation of the tenders for each service area.

II.1.6. CPV code(s)

79340000 Advertising and marketing services, 79415200 Design consultancy services, 79822500 Graphic design services, 79930000 Specialty design services, 79341100 Advertising consultancy services, 79341400 Advertising campaign services, 92111200 Advertising, propaganda and information film and video-tape production, 92111210 Advertising film production, 79342000 Marketing services, 79342100 Direct marketing services , 79413000 Marketing management consultancy services

II.1.7. Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: yes

II.1.8. Lots

This contract is divided into lots: no

II.1.9. Information about variants

Variants will be accepted: no

II.2. Scope of the procurement

II.2.1. Total quantity or scope

The contract period is two years, with option for further prolongation in one + one year. The total, maximum contract period is four years.

Estimated annual value, excluding VAT is:

— Graphic design and design services: 400 000-500 000 NOK.

— Digital services and market communication: 500 000-600 000 NOK

The total four year contract value is approx. 3 600 000-4 400 000 NOK, excluding VAT.

The estimated annual value varies in relation to which projects that are requested discontinued each year during the total contract period. Consequently the value will vary for each year, in accordance with project load.

Export Credit Norway aims at entering into the contract 15.9.2015. The award of option for prolongation of the contract will be published 1.8.2017/1.8.2018, at the latest.

The works will be paid by hours or by project. If the work is paid by project, it is a condition that the contracting authority and service provider reach an agreement on an upper limit for hourly consumption for some projects when the scope of each project is clarified.

Estimated value excluding VAT:

Range: between 3 600 000 and 4 400 000 NOK

II.2.2. Information about options

Options: yes

Description of options: The contract period is 2 years, with option for further prolongation in 1 + 1 year. The total, maximum contract period is 4 years.

II.2.3. Information about renewals

This contract is subject to renewal: no

II.3. Duration of the contract or time limit for completion

Start 15.9.2015. Completion 15.9.2019

Section III: Legal, economic, financial and technical information

III.1. Conditions related to the contract

III.1.1. Deposits and guarantees required

III.1.2. Main financing conditions and payment arrangements and/or reference to the relevant provisions governing them

III.1.3. Legal form to be taken by the group of economic operators to whom the contract is to be awarded

III.1.4. Contract performance conditions

The performance of the contract is subject to particular conditions: no

III.2. Conditions for participation

III.2.1. Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers

List and brief description of conditions: See the tender documentation.

III.2.2. Economic and financial ability

List and brief description of conditions: See the tender documentation.

III.2.3. Technical and professional ability

List and brief description of conditions:

See the tender documentation.

Minimum level(s) of standards possibly required:

See the tender documentation.

III.2.4. Information about reserved contracts

III.3. Conditions specific to services contracts

III.3.1. Information about a particular profession

Execution of the service is reserved to a particular profession: no

III.3.2. 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: no

Section IV: Procedure

IV.1. Type of procedure

IV.1.1. Type of procedure

Open

IV.1.2. Information about the limits on the number of candidates to be invited

IV.1.3. Information about reduction of the number of solutions or tenders during negotiation or dialogue

IV.2. Award criteria

IV.2.1. Award criteria

The most economically advantageous tender in terms of Price is not the only award criterion and all criteria are stated only in the procurement documents

IV.2.2. Information about electronic auction

An electronic auction will be used: no

IV.3. Administrative information

IV.3.1. File reference number attributed by the contracting authority

2-2015

IV.3.2. Previous publication concerning this procedure

no

IV.3.3. Conditions for obtaining specifications and additional documents or descriptive document

Payable documents: no

IV.3.4. Time limit for receipt of tenders or requests to participate

18.8.2015 - 12:00

IV.3.5. Estimated date of dispatch of invitations to tender or to participate to selected candidates

IV.3.6. Languages in which tenders or requests to participate may be submitted

Other: Norwegian.

IV.3.7. Minimum time frame during which the tenderer must maintain the tender

IV.3.8. Conditions for opening of tenders

Persons authorised to be present at the opening of tenders: no

Section VI: Complementary information

VI.1. Information about recurrence

This is a recurrent procurement: no

VI.2. Information about European Union funds

The procurement is related to a project and/or programme financed by European Union funds: no

VI.3. Additional information

VI.4. Procedures for review

VI.4.1. Review body

VI.4.2. Review procedure

VI.4.3. Service from which information about the review procedure may be obtained

VI.5. Date of dispatch of this notice

10.7.2015