

Norway-Tromsø: Advertising and marketing services

OJ S 84/2023 28/04/2023

Contract 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.3. Communication

The procurement documents are available for unrestricted and full direct access, free of charge, at: <https://tendsign.no/doc.aspx?UniquelId=afttfmkqam&GoTo=Docs>

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted electronically via: <https://tendsign.no/doc.aspx?UniquelId=afttfmkqam&GoTo=Tender>

I.4. Type of the contracting authority

Body governed by public law

I.5. Main activity

Economic and financial affairs

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Contract for creative origin marketing services

Reference number: 23/3

II.1.2. Main CPV code

79340000 Advertising and marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

We are looking for a creative agency that can be our partner to create strong origin marketing, increase the preference and demand for Norwegian seafood in our export markets. A vital part of the assignment is to create effective campaign material for the various Norwegian species to be used across markets and communication channels.

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)

79341000 Advertising services, 79341400 Advertising campaign services, 79342000 Marketing services, 79410000 Business and management 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

We are looking for a creative agency that can be our partner to create strong origin marketing, increase the preference and demand for Norwegian seafood in our export markets. A vital part of the assignment is to create effective campaign material for the various Norwegian species to be used across markets and communication channels.

In all markets, and depending on our position in the market, we must find the right balance between communicating Norwegian origin to differentiate Norwegian seafood, and the drivers of the species, to be relevant and contribute to developing the seafood category.

Although most of our market operations are focused on the B2C segment, we also have some B2B activities. It is important that our creative agency invests time to comprehend our mission and how the Norwegian seafood exporters operate.

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

Duration in months: 60

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 Maximum number: 5 Objective criteria for choosing the limited number of candidates:

See the tender documentation.

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 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

The procurement involves the establishment of a framework agreement
Framework agreement with a single operator

IV.1.5. Information about negotiation

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: 30/05/2023 Local time: 09:00

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

English, Norwegian

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

Tender must be valid until: 31/08/2023

Section VI: Complementary information

VI.1. Information about recurrence

This is a recurrent procurement: no

VI.3. Additional information

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

VI.4. Procedures for review

VI.4.1. Review body

Official name: Nord-Troms og Senja Tingrett

Postal address: Postboks 2510

Town: Tromsø

Postal code: 9270

Country: Norway

VI.5. Date of dispatch of this notice

24/04/2023

