

## 264461-2026 - Result

### Norway – Advertising and marketing services – Framework agreement for media consultancy services and media procurements for Entur

OJ S 75/2026 17/04/2026

Contract or concession award notice – standard regime

Services

## 1. Buyer

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### 1.1. Buyer

Official name: Entur AS

Email: [Martin.Skaarer@entur.org](mailto:Martin.Skaarer@entur.org)

Activity of the contracting entity: Railway services

## 2. Procedure

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### 2.1. Procedure

Title: Framework agreement for media consultancy services and media procurements for Entur

Description: Entur AS would like to enter into a framework agreement with 1 tenderer for a period of potentially 3+1+1+1 years, with the value of all the obligations amounting to NOK 90 million, given a 6 year contract length. The Agency shall, as needed and after further agreement, provide assistance with the execution of the current strategy and market plan and in accordance with Entur's marketing processes. This involves media consultancy/strategy, media procurements, media communication, insight and reporting.

Procedure identifier: e93e11cf-0280-41ec-9e1b-7c2802ccab7a

Previous notice: 0622eb79-4919-4cbd-8f24-f2863d2e0d76-01

Internal identifier: 20260006

Type of procedure: Negotiated with prior publication of a call for competition / competitive with negotiation

The procedure is accelerated: no

Main features of the procedure: See the tender documentation.

#### 2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79340000 Advertising and marketing services

Additional classification (cpv): 79341000 Advertising services, 79342000 Marketing services

#### 2.1.2. Place of performance

Postal address: Rådhusgata 5

Town: Oslo

Postcode: 0151

Country subdivision (NUTS): Oslo (NO081)

Country: Norway

#### 2.1.3. Value

Estimated value excluding VAT: 90 000 000,00 NOK

Maximum value of the framework agreement: 90 000 000,00 NOK

#### 2.1.4. General information

Call for competition is terminated

**Legal basis:**

Directive 2014/25/EU

## 5. Lot

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### 5.1. Lot: LOT-0000

Title: Framework agreement for media consultancy services and media procurements for Entur

Description: Entur AS would like to enter into a framework agreement with 1 tenderer for a period of potentially 3+1+1+1 years, with the value of all the obligations amounting to NOK 90 million, given a 6 year contract length. The Agency shall, as needed and after further agreement, provide assistance with the execution of the current strategy and market plan and in accordance with Entur's marketing processes. This involves media consultancy/strategy, media procurements, media communication, insight and reporting.

Internal identifier: 20260006

#### 5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79340000 Advertising and marketing services

Additional classification (cpv): 79341000 Advertising services, 79342000 Marketing services

#### 5.1.2. Place of performance

Postal address: Rådhusgata 5

Town: Oslo

Postcode: 0151

Country subdivision (NUTS): Oslo (NO081)

Country: Norway

#### 5.1.3. Estimated duration

Start date: 06/07/2026

Duration end date: 05/07/2029

#### 5.1.4. Renewal

Maximum renewals: 3

Other information about renewals: The contracting authority can extend the framework agreement 3 times for 1 year (1+1+1).

#### 5.1.5. Value

Estimated value excluding VAT: 90 000 000,00 NOK

Maximum value of the framework agreement: 90 000 000,00 NOK

#### 5.1.6. General information

Procurement Project not financed with EU Funds.

The procurement is covered by the Government Procurement Agreement (GPA): yes

#### 5.1.10. Award criteria

**Criterion:**

Type: Price

Name: Price

Description: Weight 40 %: Completion of Annex 5a Price Form.

Category of award weight criterion: Weight (points, exact)

Award criterion number: 40

**Criterion:**

Type: Quality

Name: Quality

Description: Weight 60%: The tenderer's response to Annex 1.

Category of award weight criterion: Weight (points, exact)

Award criterion number: 60

**5.1.15. Techniques****Framework agreement:**

Framework agreement, without reopening of competition

**Information about the dynamic purchasing system:**

No dynamic purchase system

**5.1.16. Further information, mediation and review**

Mediation organisation: Oslo tingrett

Review organisation: Oslo tingrett

Information about review deadlines: The petition for a provisional injunction based on rejection in accordance with the utilities regulations §§ 20-1 and 20-2 or selection in accordance with § 12-7 must be submitted within 16 days after the rejection or selection has been issued.

Organisation providing information concerning the general regulatory framework for taxes applicable in the place where the contract is to be performed: Oslo tingrett

Organisation providing information concerning the general regulatory framework for environmental protection applicable in the place where the contract is to be performed: Oslo tingrett

Organisation providing information concerning the general regulatory framework for employment protection and working conditions applicable in the place where the contract is to be performed: Oslo tingrett

Organisation providing additional information about the procurement procedure: Entur AS

Organisation providing offline access to the procurement documents: Entur AS

Organisation providing more information on the review procedures: Oslo tingrett

## 6. Results

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**6.1. Result lot identifier: LOT-0000**

Winner selection status: No winner was chosen and the competition is closed.

The reason why a winner was not chosen: Decision of the buyer, not following a tenderer's request to review the award, because of technical or procedural errors

**6.1.4. Statistical information****Summary of the review requests the buyer received:**

Number of complainants: 0

**Received tenders or requests to participate:**

Type of received submissions: Requests to participate

Number of tenders or requests to participate received: 0

## 8. Organisations

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**8.1. ORG-0001**

Official name: Entur AS

Registration number: 917422575

Department: Økonomi - Innkjøp

Postal address: Rådhusgata 5  
Town: Oslo  
Postcode: 0151  
Country subdivision (NUTS): Oslo (NO081)  
Country: Norway  
Contact point: Martin Skaarer  
Email: [Martin.Skaarer@entur.org](mailto:Martin.Skaarer@entur.org)  
Telephone: +47 92260400

**Roles of this organisation:**

Buyer  
Organisation providing additional information about the procurement procedure  
Organisation providing offline access to the procurement documents

**8.1. ORG-0002**

Official name: Oslo tingrett  
Registration number: 926 725 939  
Postal address: Postboks 2106 Vika  
Town: Oslo  
Postcode: 0125  
Country subdivision (NUTS): Oslo (NO081)  
Country: Norway  
Email: [oslo.tingrett@domstol.no](mailto:oslo.tingrett@domstol.no)  
Telephone: 22 03 52 00  
Internet address: <https://www.domstol.no/no/domstoler/tingrett/oslo-tingrett/>

**Roles of this organisation:**

Review organisation  
Organisation providing more information on the review procedures  
Mediation organisation  
Organisation providing information concerning the general regulatory framework for taxes applicable in the place where the contract is to be performed  
Organisation providing information concerning the general regulatory framework for environmental protection applicable in the place where the contract is to be performed  
Organisation providing information concerning the general regulatory framework for employment protection and working conditions applicable in the place where the contract is to be performed

## Notice information

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Form type: Result  
Notice type: Contract or concession award notice – standard regime  
Notice subtype: 30  
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