

Norway-Hamar: Advertising services

OJ S 89/2023 08/05/2023

Contract notice

Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Hamar Kommune

National registration number: 970540008

Postal address: Vangsveien 51

Town: HAMAR

NUTS code: NO Norge

Postal code: 2306

Country: Norway

Contact person: Innkjøp - Økonomi

E-mail: postmottak@hamar.kommune.no

Telephone: +47 62563000

Fax: +47 62563001

Internet address(es):

Main address: <https://permalink.mercell.com/197166369.aspx>

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

I.1. Name and addresses

Official name: Stange kommune

Town: Stange

NUTS code: NO020 Innlandet

Country: Norway

E-mail: post@stange.kommune.no

Internet address(es):

Main address: www.stange.kommune.no

I.1. Name and addresses

Official name: Løten kommune

Town: Løten

NUTS code: NO020 Innlandet

Country: Norway

E-mail: post@loten.kommune.no

Internet address(es):

Main address: www.loten.kommune.no

I.2. Information about joint procurement

The contract involves joint procurement

I.3. Communication

The procurement documents are available for unrestricted and full direct access, free of charge, at: <https://permalink.mercell.com/197166369.aspx>

Additional information can be obtained from the abovementioned address
Tenders or requests to participate must be submitted electronically via: <https://permalink.mercell.com/197166369.aspx>

I.4. Type of the contracting authority

Regional or local authority

I.5. Main activity

General public services

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Communication services

Reference number: 2023/4495

II.1.2. Main CPV code

79341000 Advertising services

II.1.3. Type of contract

Services

II.1.4. Short description

Hamar, Stange, and Løten Municipalities would like to have a joint framework agreement for communication services, based on the need for both strategic and operative assignments within the municipalities' service areas and associated entities. The contract will also apply to the cooperation organ Hamarregionen Utvikling (HRU).

By communication services we mean strategic advice, concept development, design, content production, and campaigns in various forms.

Further details on each municipality can be found in the separate annex to this procurement and on the homepages.

II.1.5. Estimated total value

II.1.6. Information about lots

This contract is divided into lots: no

II.2. Description

II.2.2. Additional CPV code(s)

79340000 Advertising and marketing services, 79342000 Marketing services, 79413000 Marketing management consultancy services

II.2.3. Place of performance

NUTS code: NO020 Innlandet

II.2.4. Description of the procurement

We are looking for a cooperation partner that will contribute generally and creatively in the communication work. By cooperation partner we mean a provider that has both strong professional resources to offer us in strategic assessments, and that sees the communication measures that we make as a partnership, more than in an orderer-supplier relationship. We expect that our contract partner has a long term view together with us and is preferably ahead

and challenges us in everything from the choice of strategic directions of communication measures to the strength of various ideas.

We believe that it is the good ideas that do the best jobs. We are therefore also looking for a tenderer that is used to working conceptually and that has good experience with building branded goods as a profession. As part of this, it is important that we get access to strong creators that are able to work strategically and justify ideas based on our visions and our branded goods platform. Our responsibility will be to be a professional orderer and write good orders with clear briefs. We like work to be done with insight, analysis and debrief before the actual idea development is put into motion. In addition we expect good financial management through budgeting in phases and anchoring during the process. We have a large responsibility to manage and are dependent on predictable finances. For the creative perspective, we would like the tenderer to take the degree of originality into consideration as regards relevance for the different target groups. This means that we are more concerned with building the right associations over time than getting many clicks or likes on individual matters.

The communication field is broad, and the branch is changing in line with this. We therefore do not expect that all the requirements for, e.g., advertising and content production are provided under the same roof, tenderers can have sub-suppliers. What we do expect, however, is that we have a fixed team consisting of a consultant, a project manager, and a creative team, which has the main responsibility for the jobs we order, regardless of the communication challenge. This means that orders for content production, for example, through articles in paid channels (natives) must also be considered conceptually and strategically by this team - together with us - before the production is put into motion. In this way we can take care of the branded goods across areas, and we believe that it is the most cost efficient for all parties not to have too many contacts.

The communication challenges stretch from statutory information obligations to communication that can lead to sales for events and cultural measures.

A separate tender will be announced for a framework agreement for simple graphical jobs, printed matter, gift articles, etc.

The framework agreement will include work with: - Relevant assignments

- Idea based communication measures
- Concept development and campaigns
- Content production through text, photos, and video
- Graphical design, for example, working out a visual identity, illustrations, and information measures
- Campaigns and marketing measures with the intention of sales, such as major events, concerts, and other cultural measures
- Documentation and content production based on activities and events
- Measures that will create involvement, participation, and inhabitant contribution in development projects in the municipality

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: 01/08/2023 End: 31/07/2025

This contract is subject to renewal: yes

Description of renewals:

1 + 1 year

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 the tender documentation

III.1.2. Economic and financial standing

List and brief description of selection criteria:

The qualification requirements are described in the tender documentation

III.1.3. Technical and professional ability

List and brief description of selection criteria:

The qualification requirements are described in the tender documentation

Section IV: Procedure

IV.1. Description

IV.1.1. Type of procedure

Open procedure

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.1.8. 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: 09/06/2023 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)

IV.2.7. Conditions for opening of tenders

Date: 09/06/2023 Local time: 12:00

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: Østre Innlandet tingrett

Town: Hamar

Country: Norway

VI.5. Date of dispatch of this notice

03/05/2023