

Norway-Volda: Marketing services
OJ S 105/2021 02/06/2021
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Høgskulen i Volda
National registration number: 974 809 672
Postal address: Postboks 500
Town: Volda
NUTS code: NO0A3 Møre og Romsdal
Postal code: 6101
Country: Norway
Contact person: Torfinn Torheim
E-mail: torfinn.torheim@hivolda.no
Internet address(es):
Main address: <http://www.hivolda.no/>

I.4. Type of the contracting authority

National or federal agency/office

I.5. Main activity

Education

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Consultancy Services for Digital Marketing
Reference number: 21/7

II.1.2. Main CPV code

79342000 Marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

Høgskulen i Volda (Volda University College) will enter into a framework agreement with a digital marketing agency. The services will be marketing, media purchase/advertising, media plans, campaign plans, content strategy, SEO, channel strategy and digital consultancy services.

II.1.6. Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Value excluding VAT: 2 318 000,00 NOK

II.2. Description

II.2.2. Additional CPV code(s)

79340000 Advertising and marketing services, 79341400 Advertising campaign services, 79413000 Marketing management consultancy services

II.2.3. Place of performance

NUTS code: NO0A3 Møre og Romsdal

II.2.4. Description of the procurement

Høgskulen i Volda (Volda University College) will enter into a framework agreement with a digital marketing agency. The services will be marketing, media purchase/advertising, media plans, campaign plans, content strategy, SEO, channel strategy and digital consultancy services.

II.2.5. Award criteria

Quality criterion - Name: Quality and expertise / Weighting: 40 %

Quality criterion - Name: Reference project / Weighting: 25 %

Quality criterion - Name: Environment and social responsibility / Weighting: 5 %

Price - Weighting: 40 %

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

Open procedure

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 061-155985](#)

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

29/04/2021

V.2.2. Information about tenders

Number of tenders received: 4

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

V.2.3. Name and address of the contractor

Official name: Redink vest AS

National registration number: 817 035 582

Postal address: Strandgaten 18

Town: Bergen

NUTS code: NO0A2 Vestland

Postal code: 5013

Country: Norway

Internet address: <http://www.redink.no>

The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 2 560 000,00 NOK

Total value of the contract/lot: 2 318 000,00 NOK

V.2.5. Information about subcontracting

Section VI: Complementary information

VI.3. Additional information

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

VI.4. Procedures for review

VI.4.1. Review body

Official name: Søre Sunnmøre Tingrett

Postal address: Postboks 85

Town: Volda

Country: Norway

E-mail: sore.sunnmore.tingrett@domstol.no

Telephone: +47 70054440

VI.5. Date of dispatch of this notice

28/05/2021