

Norway-Hamar: Advertising and marketing services
OJ S 152/2015 08/08/2015
Contract award notice
Services

Directive 2004/18/EC

Section I: Contracting authority

I.1. Name and addresses

Official name: Hamar kommune (Hamar Municipality)

National registration number: 970540008

Postal address: Postboks 4063

Town: Hamar

Postal code: 2306

Country: Norway

For the attention of: Ole Mattis Furuseth

E-mail: omf@hamar.kommune.no

Telephone: +47 62563000

Internet address(es):

General address of the contracting authority: <http://www.hamar.kommune.no>

Address of the buyer profile: <https://kgv.doffin.no/ctm/Supplier/CompanyInformation/Index/3750>

Electronic access to information: <https://kgv.doffin.no/ctm/Supplier/Documents/Folder/127334>

I.2. Type of the contracting authority

Regional or local authority

I.3. Main activity

General public services

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

Framework Agreement, Advertising Agency Services.

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: Hamar, Norway.

NUTS code NO021 Hedmark

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

The procurement involves the establishment of a framework agreement

II.1.4. Short description of the contract or purchase(s)

The Contracting Authority invites you to participate in a tender contest with the aim of entering into framework agreement for the purchase of advertising agency services. The assignment

for our advertising agency services partner will mainly be graphic design of material for profiling and marketing. At the same time we want a partner who will become well acquainted with our business, our communication strategy and our communication goals so that the agency also can perform communication services of a strategic nature.

The agreement will be for advertising agency services mainly designing of materials for continuous profiling and marketing, some advertising, brochures/leaflets and materials for digital surfaces. All materials shall be designed in accordance with the Contracting Authority's graphic profile.

The agreement shall also include communication services of a strategic nature, for example, ideas about communication measured, text work, design and angle of message and choice of communication channels.

II.1.5. CPV code(s)

79340000 Advertising and marketing services

II.1.6. Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: no

II.2. Total value of the contract/lot

II.2.1. Total value of the contract/lot

Section IV: Procedure

IV.1. Type of procedure

IV.1.1. Type of procedure

Restricted

IV.2. Award criteria

IV.2.1. Award criteria

The most economically advantageous tender in terms of

1. Quality. Weighting 60
2. Price. Weighting 40

IV.2.2. Information about electronic auction

IV.3. Administrative information

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

15/467.

IV.3.2. Previous publication concerning this procedure

Contract notice

Notice number in the OJ S: [2015/S 38-065675](#) of 24.2.2015

Section V: Award of contract

Contract No: 1

Lot No: 1

- Lot title: Framework Agreement for Purchase of Advertising Agency Services

V.1. Date of conclusion of the contract

12.6.2015

V.2. Information about tenders

Number of tenders received: 4

V.3. Name and address of the contractor

Official name: Ferskvann Reklamebyrå AS

National registration number: 990953511

Postal address: Stangevegen 111

Town: Hamar

Postal code: 2321

Country: Norway

V.4. Information on value of the contract/lot

Initial estimated total value of the contract/lot:

Value: 2 400 000 NOK

excluding VAT

Total value of the procurement:

Lowest offer 1 600 000 and Highest offer 3 200 000 NOK

excluding VAT

V.5. Information about subcontracting

The contract is likely to be subcontracted: no

Section VI: Complementary information

VI.1. Information about European Union funds

The procurement is related to a project and/or programme financed by European Union funds:

no

VI.2. Additional information**VI.3. Procedures for review****VI.3.1. Review body****VI.3.2. Review procedure****VI.3.3. Service from which information about the review procedure may be obtained****VI.4. Date of dispatch of this notice**

5.8.2015