

Norway-Oslo: Marketing services
OJ S 131/2018 11/07/2018
Contract notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Oslo kommune v/ Velferdsetaten

National registration number: 997 506 413

Postal address: Storgata 51

Town: Oslo

NUTS code: NO01 Oslo og Akershus

Postal code: 0182

Country: Norway

Contact person: Brian Mariampillai

E-mail: brian.mariampillai@vel.oslo.kommune.no

Telephone: +47 21802180

Internet address(es):

Main address: www.oslo.kommune.no

Address of the buyer profile: <https://eu.eu-supply.com/ctm/Company/CompanyInformation/Index/309822>

I.3. Communication

The procurement documents are available for unrestricted and full direct access, free of charge, at: http://eu.eu-supply.com/app/rfq/rwlenrance_s.asp?PID=215625&B=OSLO

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted electronically via: http://eu.eu-supply.com/app/rfq/rwlenrance_s.asp?PID=215625&B=OSLO

Tenders or requests to participate must be submitted to the abovementioned address

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

Procurement of Marketing Services

Reference number: 2018/00129

II.1.2. Main CPV code

79342000 Marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

Rustelefonen v/ Velferdsetaten [the National Drug Helpline in Norway c/o the Agency for Welfare] wants to enter into a framework agreement for marketing services. Rustelefonen is a nationwide service, and in order to fulfil our mandate, there is a requirement that as many people as possible are aware of our service and have an understanding of what we do. If needed, it may be relevant for other entities subordinate to the Agency for Welfare to utilise the contract.

Rustelefonen needs various marketing services. Below is an overview of the services that shall be included in the Contract:

- Strategic and operative communication consultancy services including;
 - media strategy,
 - channel strategy,
 - communications strategy,
 - brand strategy/positioning,
- Market analysis,
- Media training and handling of ongoing and planned media cases,
- Campaigns (planning, implementation and evaluation).

II.1.5. Estimated total value

Value excluding VAT: 3 000 000,00 NOK

II.1.6. Information about lots

This contract is divided into lots: no

II.2. Description

II.2.2. Additional CPV code(s)

79340000 Advertising and marketing services, 79341100 Advertising consultancy services, 79413000 Marketing management consultancy services

II.2.3. Place of performance

NUTS code: NO01 Oslo og Akershus

Main site or place of performance: Oslo

II.2.4. Description of the procurement

Rustelefonen v/ Velferdsetaten [the National Drug Helpline in Norway c/o the Agency for Welfare] wants to enter into a framework agreement for marketing services. Rustelefonen is a nationwide service, and in order to fulfil our mandate, there is a requirement that as many people as possible are aware of our service and have an understanding of what we do (see Annex 6 for information about Rustelefonen [the National Drug Helpline in Norway]). If needed, it may be relevant for other entities subordinate to the Agency for welfare to utilise the contract. Rustelefonen needs various marketing services. Below is an overview of the services that shall be included in the contract:

- Strategic and operative communication consultancy services including;
 - media strategy,
 - channel strategy,
 - communications strategy,
 - brand strategy/positioning,
- Market analysis,

- Media training and handling of ongoing and planned media cases,
- Campaigns (planning, implementation and evaluation).

The procurement shall result in a Framework Agreement with a tenderer who shall cover our needs for marketing services. In recent years, approx. 1 000 000 NOK has been granted per year for marketing, and we do not anticipate a reduction of this amount in the future. It is anticipated that approx. 60 - 70 % of this will constitute the contract value per year. The estimate is only a guide and is without obligation for the Contracting Authority.

II.2.5. Award criteria

Criteria below

Quality criterion - Name: Assignment comprehension / Weighting: 30 %

Quality criterion - Name: Competence and experience of offered personnel. / Weighting: 30 %

Price - Weighting: 40 %

II.2.6. Estimated value

Value excluding VAT: 3 000 000,00 NOK

II.2.7. Duration of the contract, framework agreement or dynamic purchasing system

Duration in months: 24

This contract is subject to renewal: no

II.2.10. Information about variants

Variants will be accepted: no

II.2.11. Information about options

Options: yes

Description of options:

The Contracting Authority has an option to extend the contract for up to a further 1 year + 1 year on verbatim terms.

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:

Qualifications requirement:

The tenderer shall be a legally established company.

Documentation requirement:

— Norwegian companies: Company Registration Certificate,

— Foreign companies: Proof that the company is registered in a trade index or business register as prescribed by the law of the country where the tenderer is established.

III.1.2. Economic and financial standing

List and brief description of selection criteria:

Qualification requirement:

The tenderer must have sufficient economic and financial capacity to be able to fulfil the contract.

Documentation requirement:

The tenderers shall provide documentation of turnover, operating profit margin, solidity and liquidity by submitting:

— the company's last three Annual Financial Statements including notes, management's Annual reports and Audit reports, as well as new information of relevance to the company's fiscal figures.

— the Contracting Authority obtains credit evaluations from Dun and Bradstreet Norge AS.

For newly established tenderers:

— Certificate of Incorporation including opening balance.

— Budget and balance sheet for the first three complete operations years with comments. The comments shall provide information about the total number of employees and how many of the employees shall work with assignments connected to this assignment. The comments must also provide information about whether the business owns or hires premises and if the premises are hired provide information about whether they are hired from an external company or a company in their own group.

— Business plan for the organisation if this has been prepared.

The tenderer may also choose to rely on other companies' capacity to fulfil the requirement for the tenderer's economic and financial position. The tenderer must, in such an event, document the resources of the companies on which he will rely and prove that he will have the requisite resources from these companies at his disposal during the contract period, for example by presenting a commitment statement, guarantee, co-operation agreement or similar. This applies regardless of the legal nature of the connection between the companies, i.e. that the supporting companies can either be the tenderer's parent company, another company in the same group, a collaborating partner or similar.

III.1.3. Technical and professional ability

List and brief description of selection criteria:

Qualification requirements 1:

The tenderer shall have sufficient experience from equivalent deliveries (meaning previous deliveries of comparable value)

Documentation requirement 1:

Relevant assignment during the last 3 years. The list shall be a maximum of 3 pages and contain:

- Name of the Contracting Authority,
- Date of execution,
- The scope of the delivery in monetary terms,
- A brief description of the delivery and any results.

Qualification requirement 2:

Tenderers must have the capacity to fulfil the contract.

Documentation requirement 2:

Brief and general description and/or maximum 5 page visual presentation about the business.

This shall include:

- Brief description of the organisation and ownership structure of the company,
- Brief description of the company's business concept and core competence in relation to the scope of the delivery,
- A description of the tenderer's procedures concerning administration for handling of assignments, skills development and recruitment of personnel. A brief and general account of the tenderer's total staffing for this type of work (CVs need not be delivered at this point).

Tenderers relying on other companies shall enclose equivalent documentation from these companies.

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: 31/08/2018 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

Tender must be valid until: 30/10/2018

IV.2.7. Conditions for opening of tenders

Date: 31/08/2018 Local time: 12:00

Section VI: Complementary information

VI.1. Information about recurrence

This is a recurrent procurement: no

VI.2. Information about electronic workflows

Electronic ordering will be used
Electronic invoicing will be accepted
Electronic payment will be used

VI.3. Additional information

VI.4. Procedures for review

VI.4.1. Review body

Official name: Oslo kommune v/ Velferdsetaten

Postal address: Storgata 51

Town: Oslo

Postal code: 0182

Country: Norway

E-mail: merete.lund.roland@vel.oslo.kommune.no

VI.5. Date of dispatch of this notice

10/07/2018