

**Norway-Oslo: Advertising and marketing services**

**OJ S 96/2023 19/05/2023**

**Contract notice**

**Services**

**Legal Basis:**

Directive 2014/24/EU

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**Section I: Contracting authority**

**I.1. Name and addresses**

Official name: INNOVASJON NORGE

National registration number: 986399445

Postal address: Akersgata 13

Town: OSLO

NUTS code: NO Norge

Postal code: 0158

Country: Norway

Contact person: Christine Fleischer

E-mail: [christine.fleischer@innovasjonorge.no](mailto:christine.fleischer@innovasjonorge.no)

**Internet address(es):**

Main address: <https://permalink.mercell.com/203911410.aspx>

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

**I.3. Communication**

The procurement documents are available for unrestricted and full direct access, free of charge, at: <https://permalink.mercell.com/203911410.aspx>

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted electronically via: <https://permalink.mercell.com/203911410.aspx>

**I.4. Type of the contracting authority**

National or federal agency/office

**I.5. Main activity**

Economic and financial affairs

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**Section II: Object**

**II.1. Scope of the procurement**

**II.1.1. Title**

Procurement of a strategic collaboration partner for positioning, design, and concept development

Reference number: 2023/374956

**II.1.2. Main CPV code**

79340000 Advertising and marketing services

**II.1.3. Type of contract**

Services

#### **II.1.4. Short description**

The contracting authority would like to enter into a framework agreement with a tenderer for the procurement of strategic assistance with positioning, design, and concept development for assignments that come under the brand Norway and National Brand Programme.

#### **II.1.5. Estimated total value**

Value excluding VAT: 80 000 000,00 NOK

#### **II.1.6. Information about lots**

This contract is divided into lots: no

### **II.2. Description**

#### **II.2.2. Additional CPV code(s)**

79413000 Marketing management consultancy services, 79416000 Public relations services, 79415200 Design consultancy services, 79930000 Specialty design services, 79933000 Design support services

#### **II.2.3. Place of performance**

NUTS code: NO081 Oslo

#### **II.2.4. Description of the procurement**

Innovasjon Norge has a number of assignments and initiatives within strategic positioning and international branding. See the tender documentation for further information.

#### **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**

Value excluding VAT: 80 000 000,00 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:

2+1+1 years.

#### **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**

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#### **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:

Tenderers must be a legally established company. Documentation requirement: Norwegian companies: Company registration certificate.

Foreign companies: Verification that the company is registered in a trade or business register in accordance with the national requirements in the country where the tenderer is established. Documented through the reply in the ESPD.

### **III.1.2. Economic and financial standing**

List and brief description of selection criteria:

Tenderers must have their tax and VAT payments in order. Documentation requirement: Norwegian companies: Tax and VAT certificate. The certificate must not be older than 6 months from the tender deadline. Foreign tenderers must provide certificates from equivalent authorities to the Norwegian ones. Documented through the reply in the ESPD.

Tenderers must have good economic solidity. Documentation requirement: Credit rating (minimum B or equivalent) from a publicly certified credit rating institution. The rating must be based on the last known fiscal figures with an indication of how the credit rating has evolved during the past three years.

### **III.1.3. Technical and professional ability**

List and brief description of selection criteria:

Tenderers must have relevant competence and experience from equivalent assignments /deliveries. Documentation requirement: Tenderers must account for 3 relevant reference projects with a brief description of the assignment, the assignment's duration, scope, and complexity.

Tenderers must document the reference projects in Annex 1 of the tender documentation.

## **Section IV: Procedure**

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### **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: yes

### **IV.2. Administrative information**

#### **IV.2.2. Time limit for receipt of tenders or requests to participate**

Date: 14/06/2023 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: 14/06/2023 Local time: 12:00

**Section VI: Complementary information**

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**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: Oslo tingrett

Town: Oslo

Country: Norway

**VI.5. Date of dispatch of this notice**

15/05/2023