

Norway-Trondheim: Advertising and marketing services
OJ S 109/2022 08/06/2022
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Enova SF

National registration number: 983609155

Postal address: Brattørkaia 17A

Town: Trondheim

NUTS code: NO Norge

Postal code: 7010

Country: Norway

Contact person: Bjørn H. Aunøien

E-mail: bjorn.hakon.aunoien@enova.no

Internet address(es):

Main address: <https://www.enova.no/>

Address of the buyer profile: <https://eu.eu-supply.com/ctm/Company/CompanyInformation/Index/255658>

I.4. Type of the contracting authority

Other type: Government Company - manager of the Climate and Energy Fund

I.5. Main activity

Economic and financial affairs

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Framework agreement for media placement

Reference number: SID 21/10330

II.1.2. Main CPV code

79340000 Advertising and marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

The purpose of the procurement is that Enova will enter into a framework agreement with one media agency to cover Enova' need within strategic and tactical media planning and media purchase.

II.1.6.

Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Value excluding VAT: 4 200 000,00 NOK

II.2. Description

II.2.2. Additional CPV code(s)

79340000 Advertising and marketing services

II.2.3. Place of performance

NUTS code: NO Norge

II.2.4. Description of the procurement

The surrounding world and the media world are undergoing great change and development. Trends such as digitisation, automation and personalisation provide changing conditions and new opportunities for efficient and accurate communication. Enova is increasing digitisation of its communication, and marketing and marketing work are becoming more data-driven. The manner in which we work is influenced to a large degree as inbound and outbound marketing and digital data-driven systems. Enova wants to be well equipped now and in the future, and seeks a flexible and solution-oriented interaction partner with the will and ability to solve future communication challenges. The service provider will contribute to increase knowledge and optimisation concerning digital and data-driven communication. There is a need for both strategic competence for development of the best marketing and media-strategic solutions, as well as for smart, practical and system-oriented planning and implementation of the media strategy with correct use of innovation and insight. Holistic thinking, proactivity and optimisation of selected strategies over time will be crucial. Furthermore, smart and efficient purchases are of value, as well as analysis and reporting to adjust and optimise campaigns, and to have an overview of the totality of media purchases throughout the entire year. The scope of medical purchases is estimated to be approximately NOK 6 million - NOK 8 million including VAT per year. This is only an estimate and it is not to be seen as the expected media procurements each year in the contract period.

II.2.5. Award criteria

Quality criterion - Name: Implementation ability / Weighting: 80%

Cost criterion - Name: Total costs / Weighting: 20%

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

Competitive procedure with negotiation

IV.1.3. Information about a framework agreement or a dynamic purchasing system

The procurement involves the establishment of a framework agreement

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 215-567256](#)

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

Contract No: 1

Title:

Framework agreement for media placement

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

25/03/2022

V.2.2. Information about tenders

Number of tenders received: 3

Number of tenders received from SMEs: 3

Number of tenders received from tenderers from other EU Member States: 3

Number of tenders received from tenderers from non-EU Member States: 0

Number of tenders received by electronic means: 3

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

V.2.3. Name and address of the contractor

Official name: TRY Opt AS

National registration number: 915054730

Town: Oslo

NUTS code: NO Norge

Postal code: 0157

Country: Norway

The contractor is an SME: yes

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

Total value of the contract/lot: 4 200 000,00 NOK

V.2.5. Information about subcontracting

Section VI: Complementary information

VI.3. Additional information

VI.4. Procedures for review

VI.4.1. Review body

Official name: Trøndelag tingrett

Town: Trondheim

Postal code: 7013

Country: Norway

VI.5. Date of dispatch of this notice

03/06/2022