

Norway-Oslo: Advertising and marketing services
OJ S 102/2023 30/05/2023
Contract award notice – utilities
Services

Legal Basis:

Directive 2014/25/EU

Section I: Contracting entity

I.1. Name and addresses

Official name: Entur AS

National registration number: 917 422 575

Postal address: Rådhusgata 5

Town: Oslo

NUTS code: NO081 Oslo

Postal code: 0151

Country: Norway

Contact person: Lars Haatveit Jenssen

E-mail: lars.haatveit.jenssen@entur.org

Internet address(es):

Main address: <https://entur.no/>

I.6. Main activity

Other activity: Sale and ticket systems for the railway and other public transport services.

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Media consultancy and media purchasing

Reference number: 20220006

II.1.2. Main CPV code

79340000 Advertising and marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

Entur will make it easier to plan and purchase public transport throughout Norway, be an efficient tenderer of services for train operators and public transport companies as well as contribute to the authorities' goals in relating to public transport traffic and transportation. Entur relies on being known and recognised in order to reach these goals, and is seeking next year's partner to strengthen our brand awareness and recognition.

II.1.6. Information about lots

This contract is divided into lots: no

II.2. Description

II.2.2. Additional CPV code(s)

79000000 Business services: law, marketing, consulting, recruitment, printing and security, 79341100 Advertising consultancy services, 79341200 Advertising management services, 79341400 Advertising campaign services

II.2.3. Place of performance

NUTS code: NO081 Oslo

II.2.4. Description of the procurement

Entur will make it easier to plan and purchase public transport throughout Norway, be an efficient tenderer of services for train operators and public transport companies as well as contribute to the authorities' goals in relating to public transport traffic and transportation. Entur relies on being known and recognised in order to reach these goals, and is seeking next year's partner to strengthen our brand awareness and recognition.

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

Negotiated procedure with prior call for competition

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: [2022/S 248-722452](#)

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 periodic indicative 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

10/05/2023

V.2.2. Information about tenders

Number of tenders received: 5

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

V.2.3. Name and address of the contractor

Official name: Mindshare Norway AS

National registration number: 982 903 777

Postal address: Inkognitogate 16

Town: Oslo

NUTS code: NO081 Oslo

Postal code: 0258

Country: Norway

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

The contractor is an SME: yes

V.2.4. Information on value of the contract/lot**V.2.5. Information about subcontracting****V.2.6. Price paid for bargain purchases****Section VI: Complementary information**

VI.3. Additional information

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

VI.4. Procedures for review**VI.4.1. Review body**

Official name: Oslo tingrett

Postal address: Postboks 2106 Vika

Town: Oslo

Postal code: 0125

Country: Norway

VI.5. Date of dispatch of this notice

25/05/2023