Norway-Bergen: Business services: law, marketing, consulting, recruitment, printing and security
OJ S 107/2023 06/06/2023
Contract award notice
Services

Legal Basis:
Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Norges Handelshøyskole
National registration number: 974 789 523
Postal address: Helleveien 30
Town: Bergen
NUTS code: NO0A2 Vestland
Postal code: 5045
Country: Norway
Contact person: Øyvind Kjørlaug
E-mail: oyvind@odinprosjekt.no
Internet address(es):
Main address: https://www.nhh.no/

I.4. Type of the contracting authority

National or federal agency/office

I.5. Main activity

Education

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Advertising agency services
Reference number: 22/08021

II.1.2. Main CPV code

79000000 Business services: law, marketing, consulting, recruitment, printing and security

II.1.3. Type of contract

Services

II.1.4. Short description

NHH [the Norwegian School of Economics and Business Administration] is in need of a strong collaboration partner within branding and advertising agency services. We are searching for an agency that can take ownership of the NHH branding and contribute to strengthening NHH's position as the leading school of economics and business administration. The agency must be able to support NHH and NHH Executive in all areas of the branding and marketing process and offer a broad spectrum of services and competence.

II.1.6. Information about lots
This contract is divided into lots: no

II.1.7. Total value of the procurement
Value excluding VAT: 20 000 000,00 NOK

II.2. Description

II.2.2. Additional CPV code(s)
79340000 Advertising and marketing services, 79341000 Advertising services, 79342000 Marketing services

II.2.3. Place of performance
NUTS code: NO Norge

II.2.4. Description of the procurement
NHH [the Norwegian School of Economics and Business Administration] is in need of a strong collaboration partner within branding and advertising agency services. We are searching for an agency that can take ownership of the NHH branding and contribute to strengthening NHH's position as the leading school of economics and business administration. The agency must be able to support NHH and NHH Executive in all areas of the branding and marketing process and offer a broad spectrum of services and competence.

II.2.5. Award criteria
Quality criterion - Name: Assignment comprehension / Weighting: 50
Quality criterion - Name: Offered expertise / Weighting: 30
Price - 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

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 243-699890

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

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract
31/05/2023

V.2.2. Information about tenders
Number of tenders received: 7
Number of tenders received from tenderers from other EU Member States: 7
Number of tenders received by electronic means: 7
The contract has been awarded to a group of economic operators: no

V.2.3. Name and address of the contractor
Official name: Hyper Redink AS
National registration number: 994 973 754
Postal address: Karvesvingen 1
Town: Oslo
NUTS code: NO081 Oslo
Postal code: 0579
Country: Norway
Internet address: http://www.hyperredink.no
The contractor is an SME: yes

V.2.4. Information on value of the contract/lot
Total value of the contract/lot: 20 000 000,00 NOK

V.2.5. Information about subcontracting

Section VI: Complementary information

VI.3. Additional information
Mercell notice: https://opic.com/id/afjpgbkorw

VI.4. Procedures for review

VI.4.1. Review body
Official name: Hordaland tingrett
Town: Bergen
Country: Norway

VI.5. Date of dispatch of this notice
01/06/2023