

**Norway-Fyllingsdalen: Advertising services**  
**OJ S 192/2014 07/10/2014**  
**Contract award notice**  
**Services**

**Directive 2004/18/EC**

**Section I: Contracting authority**

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**I.1. Name and addresses**

Official name: Hordaland fylkeskommune v/Skyss

National registration number: 938626367

Postal address: Spelhaugen 22

Town: Fyllingsdalen

Postal code: 5147

Country: Norway

Contact person: Inventura AS

For the attention of: Andreas Hjortland

E-mail: [andreas.hjortland@inventura.no](mailto:andreas.hjortland@inventura.no)

Telephone: +47 97517234

**Internet address(es):**

General address of the contracting authority: <http://www.skyss.no/>

Address of the buyer profile: <https://kgv.doffin.no/ctm/Supplier/CompanyInformation/Index/2651>

Electronic access to information: <https://anskaffingar.hfk.no/Avantra/Customer/Hordaland/Modules/Purchase/Published/>

Electronic submission of tenders and requests to participate: <https://anskaffingar.hfk.no/Avantra/Customer/Hordaland/Modules/Purchase/Published/>

**I.2. Type of the contracting authority**

Regional or local authority

**I.3. Main activity**

General public services

**I.4. Contract award on behalf of other contracting authorities**

The contracting authority is purchasing on behalf of other contracting authorities: no

**Section II: Object of the contract**

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**II.1. Description**

**II.1.1. Title**

Framework agreements for Ad agency services for Skyss.

**II.1.2. Type of contract and place of performance or delivery**

Services

Service category No 13: Advertising services

Main site or place of performance: Hordaland county, Norway.

NUTS code NO051 Hordaland

**II.1.3. Information about a framework agreement or a dynamic purchasing system (DPS)**

The procurement involves the establishment of a framework agreement

#### **II.1.4. Short description of the contract or purchase(s)**

Skyss will enter into 2 framework agreements for Ad agency services, 1 for services related to large and extensive market campaigns at a highly creative level, and 1 for services related to the resolution of smaller tasks where Skyss itself primarily delivers the text and profile. Tenderers are invited to submit offers for both or only 1 of the contracts.

#### **II.1.5. CPV code(s)**

79341000 Advertising services, 79341100 Advertising consultancy services, 79341400 Advertising campaign services, 79810000 Printing services, 79961100 Advertising photography services, 79413000 Marketing management consultancy services

#### **II.1.6. Information about the Government Procurement Agreement (GPA)**

The procurement is covered by the Government Procurement Agreement: yes

#### **II.2. Total value of the contract/lot**

##### **II.2.1. Total value of the contract/lot**

Value: 50 000 000 NOK  
excluding VAT

### **Section IV: Procedure**

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#### **IV.1. Type of procedure**

##### **IV.1.1. Type of procedure**

Negotiated with a call for competition

#### **IV.2. Award criteria**

##### **IV.2.1. Award criteria**

The most economically advantageous tender in terms of  
1. See the tender documentation. Weighting 100

##### **IV.2.2. Information about electronic auction**

#### **IV.3. Administrative information**

##### **IV.3.1. File reference number attributed by the contracting authority**

##### **IV.3.2. Previous publication concerning this procedure**

###### **Contract notice**

Notice number in the OJ S: [2014/S 46-077768](#) of 6.3.2014

### **Section V: Award of contract**

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Contract No: 1

Lot No: 1

- Lot title: Services related to large and extensive market campaigns at a highly creative level

#### **V.1. Date of conclusion of the contract**

1.10.2014

#### **V.2. Information about tenders**

Number of tenders received: 5

**V.3. Name and address of the contractor**

Official name: Orangeriet AS  
National registration number: 885804802  
Postal address: Postboks 1911 Nordnes  
Town: Bergen  
Postal code: 5817  
Country: Norway  
Internet address: <http://www.orangeriet.no/>

**V.4. Information on value of the contract/lot**

Initial estimated total value of the contract/lot:  
Value: 15 000 000 NOK  
excluding VAT

**V.5. Information about subcontracting**

The contract is likely to be subcontracted: no

Contract No: 2

Lot No: 2

- Lot title: Services related to the resolution of smaller tasks where Skyss itself primarily provides the text and profile

**V.1. Date of conclusion of the contract**

1.10.2014

**V.2. Information about tenders**

Number of tenders received: 3

**V.3. Name and address of the contractor**

Official name: Bodoni AS  
National registration number: 981934318  
Postal address: Postboks 6045 Postterminalen  
Town: Bergen  
Postal code: 5892  
Country: Norway  
Internet address: <http://www.bodoni.no/>

**V.4. Information on value of the contract/lot**

Initial estimated total value of the contract/lot:  
Value: 35 000 000 NOK  
excluding VAT

**V.5. Information about subcontracting**

The contract is likely to be subcontracted: no

**Section VI: Complementary information**

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**VI.1. Information about European Union funds**

The procurement is related to a project and/or programme financed by European Union funds:  
no

**VI.2. Additional information****VI.3. Procedures for review**

**VI.3.1. Review body**

**VI.3.2. Review procedure**

**VI.3.3. Service from which information about the review procedure may be obtained**

**VI.4. Date of dispatch of this notice**

3.10.2014