

Norway-Harstad: Advertising and marketing services
OJ S 202/2013 17/10/2013
Contract award notice
Services

Directive 2004/18/EC

Section I: Contracting authority

I.1. Name and addresses

Official name: Forsvarsbygg Innkjøpstjenester
Postal address: 6. divisjonsgate 12
Town: Harstad
Postal code: 9406
Country: Norway
For the attention of: Kristin Svendsen
E-mail: kristin.svendsen@forsvarsbygg.no
Telephone: +47 48895197

I.2. Type of the contracting authority

Ministry or any other national or federal authority, including their regional or local subdivisions

I.3. Main activity

Defence

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

II.1. Description

II.1.1. Title

Framework agreement advertising agency services.

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: Nationwide, Norway.
NUTS code

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)

The objective of this framework agreement is to meet Forsvarsbygg's need for different types of advertising agency services. Forsvarsbygg want assistance to strengthen internal corporate culture, improve satisfaction among our customers, improve and develop our reputation, both as a large state-owned property company with significant responsibility, and as part of the defence sector where Forsvarsbygg's reputation is built through interaction with the Armed Forces. Furthermore, assistance is required to work with the agency's brand (s), both as a consultant in the development of brand strategy and as a consultant and contributor to the

management of the brand (s). Consultancy in public relations / strategic communications is provided by other service providers, so that the service does not include this type of delivery. The Award authority is using Mercell Sourcing Service. To register your interest, as well as access to any documents, click on the link below or copy and paste the link into your browser <http://permalink.mercell.com/40055145.aspx>
Thereafter, follow the instruction on the website.

II.1.5. CPV code(s)

79340000 Advertising and marketing 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: 9 000 000 NOK
excluding VAT

Section IV: Procedure

IV.1. Type of procedure

IV.1.1. Type of procedure

Open

IV.2. Award criteria

IV.2.1. Award criteria

The most economically advantageous tender in terms of

1. Price. Weighting 20
2. Competence and capacity. Weighting 35
3. Quality. Weighting 45

IV.2.2. Information about electronic auction

IV.3. Administrative information

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

2013/1377

IV.3.2. Previous publication concerning this procedure

Contract notice

Notice number in the OJ S: [2013/S 132-229422](#) of 10.7.2013

Section V: Award of contract

Contract No: 2013/1377

Lot title: Framework agreement advertising agency services

V.1. Date of conclusion of the contract

23.9.2013

V.2. Information about tenders

Number of tenders received: 7

V.3. Name and address of the contractor

Official name: Itera Gazette
Postal address: Postboks 3811 Ullevål Stadion
Town: Oslo
Postal code: 0805
Country: Norway
Internet address: www.iteragazette.no

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

Initial estimated total value of the contract/lot:
Value: 9 000 000 NOK
excluding VAT
Total value of the procurement:
Value: 9 000 000 NOK
excluding VAT
If annual or monthly value:
Number of years: 4

V.5. Information about subcontracting**Section VI: Complementary information**

VI.1. Information about European Union funds**VI.2. Additional information**
(NT Ref:308034)**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**
15.10.2013