

Norway-Lillehammer: Advertising and marketing services
OJ S 199/2016 14/10/2016
Contract award notice
Services

Directive 2004/18/EC

Section I: Contracting authority

I.1. Name and addresses

Official name: Forsvarets logistikkorganisasjon (FLO) (The Norwegian Defence Logistics Organisation NDLO)

National registration number: 986105174

Postal address: Postboks 800, Postmottak

Town: Lillehammer

Postal code: 2617

Country: Norway

For the attention of: Samuel Viljar Nordengen

E-mail: snordengen@mil.no

Telephone: +47 63808117

Internet address(es):

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

Address of the buyer profile: <https://kgv.doffin.no/ctm/Supplier/CompanyInformation/Index/1127>

Electronic access to information: <https://kgv.doffin.no/ctm/Supplier/Documents/Folder/129224>

I.2. Type of the contracting authority

National or federal agency/office

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

Advertising agency for the Norwegian Defence.

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: N-0015.

NUTS code NO0 Norge

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 aim is to meet the Norwegian Defence's need for an advertising agency that can assist with ideas and concept development of communication/market communication.

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: 10 000 000 NOK
excluding VAT

Section IV: Procedure

IV.1. Type of procedure

IV.1.1. Type of procedure

Restricted

IV.2. Award criteria

IV.2.1. Award criteria

The most economically advantageous tender in terms of

1. Quality. Weighting 50
2. Price. Weighting 30
3. CV. Weighting 20

IV.2.2. Information about electronic auction

IV.3. Administrative information

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

2014039203

IV.3.2. Previous publication concerning this procedure

Contract notice

Notice number in the OJ S: [2015/S 051-089535](#) of 13.3.2015

Section V: Award of contract

Contract No: 2014039203

Lot No: 1

- Lot title: Advertising agency

V.1. Date of conclusion of the contract

1.7.2015

V.2. Information about tenders

Number of tenders received: 6

V.3. Name and address of the contractor

Official name: Try AS
Postal address: Øvre Slottsgate 8
Town: Oslo
Postal code: 0157
Country: Norway

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

Initial estimated total value of the contract/lot:

Value: 10 000 000 NOK

excluding VAT

If annual or monthly value:

Number of years: 4

V.5. Information about subcontracting

The contract is likely to be subcontracted: no

Section VI: Complementary information

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

11.10.2016