Norway-Kongsberg: Direct marketing services
OJ S 228/2016 25/11/2016
Contract award notice
Services

Directive 2004/18/EC

Section I: Contracting authority

I.1. Name and addresses

Official name: Høgskolen i Sørøst-Norge
National registration number: 911770709
Postal address: Postboks 235
Town: Kongsberg
Postal code: 3603
Country: Norway
For the attention of: Stig Sneen Fjeldsæter
E-mail: stig.fjeldsater@hbv.no
Telephone: +47 31008000
Fax: +47 31008000
Internet address(es):
General address of the contracting authority: http://www.usn.no
Address of the buyer profile: https://kgv.doffin.no/ctm/Supplier/CompanyInformation/Index/1110
Electronic access to information: https://kgv.doffin.no/ctm/Supplier/Documents/Folder/144150

I.2. Type of the contracting authority

National or federal agency/office

I.3. Main activity

Education

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 for communication and recruitment 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: Kongsberg, Norway.
NUTS code NO 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)

South East Norway University College (HSN) shall procure services to design, make and

operationalise a campaign to recruit students to HSN's study programmes. The first campaign shall start in late autumn 2016 and be intensified in spring 2017.

II.1.5. CPV code(s)
79342100 Direct marketing services, 79310000 Market research services, 79341000 Advertising 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

Section IV: Procedure

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. Creative concept. Weighting 60

IV.2.2. Information about electronic auction

IV.3. Administrative information

IV.3.1. File reference number attributed by the contracting authority
16/05025

IV.3.2. Previous publication concerning this procedure
Contract notice
Notice number in the OJ S: 2016/S 094-169997 of 18.5.2016

Section V: Award of contract

Contract No: 1
Lot No: 1
- Lot title: Communication and recruitment services

V.1. Date of conclusion of the contract
29.9.2016

V.2. Information about tenders
Number of tenders received: 6

V.3. Name and address of the contractor
Official name: Burson-Marsteller
National registration number: 912 782 166
Postal address: Kirkegata 17

Town: Oslo
Postal code: 0153
Country: Norway

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

Initial estimated total value of the contract/lot:
Value: 8 000 000 NOK
excluding VAT

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

Official name: Høgskolen i Sørøst-Norge
National registration number: 911770709
Postal address: Postboks 235
Town: Kongsberg
Postal code: 3603
Country: Norway
E-mail: stig.fjeldsater@hbv.no

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

24.11.2016