

Norway-Oslo: Advertising and marketing services
OJ S 186/2018 27/09/2018
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Arbeids- og velferdsdirektoratet, Økonomi- og styringsavdelingen, Anskaffelsesseksjonen

National registration number: 889 640 782

Postal address: Postboks 5, St Olavs plass

Town: Oslo

NUTS code: NO Norge

Postal code: 0130

Country: Norway

E-mail: nav.anskaffelser.administrative@nav.no

Telephone: +47 21071365

Internet address(es):

Main address: www.nav.no

Address of the buyer profile: <https://kgv.doffin.no/ctm/Company/CompanyInformation/Index/1002>

I.4. Type of the contracting authority

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

I.5. Main activity

General public services

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Advertising and Media Services

Reference number: 18-101

II.1.2. Main CPV code

79340000 Advertising and marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

Arbeids- og velferdsdirektoratet (the Norwegian Labour and Welfare Administration) hereby invites tenderers to a limited tender competition in connection with the procurement of a Framework Agreement for advertising and media services.

II.1.6. Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Value excluding VAT: 12 000 000,00 NOK

II.2. Description

II.2.2. Additional CPV code(s)

79341000 Advertising services, 79341100 Advertising consultancy services, 79342000 Marketing services, 79413000 Marketing management consultancy services, 79416000 Public relations services, 79416200 Public relations consultancy services

II.2.3. Place of performance

NUTS code: NO Norge

Main site or place of performance: Oslo

II.2.4. Description of the procurement

The contract shall result in a Framework Agreement that shall cover our need for assistance within a broad spectrum of services within advertising and media placement.

Services that tenderer shall provide in consultation and cooperation with the client:

- strategic consultancy in connection with advertising and media placement services,
- market communication, campaign planning and profile marketing,
- development of channel adapted communication systems,
- development of activities for different target groups,
- media consultancy services and placement,
- graphic design and visual identity,
- project management and method for advertising and media placement services.

Important target groups for NAV are:

- the population,
- different user groups,
- collaborating partners (employers, partners in working life, municipalities and other public agencies),
- parties in the public health services (particularly doctors and other illness treating therapists),
- our employees.

Through Regulations on wages and working conditions in public contracts, PPR 2008-02-08 No. 112, the Contracting Authority is obligated to set contractual requirements for wages and working conditions in service contracts. NAV's service contracts contain requirements regarding wages and working conditions, and associated provisions and documentation and sanctions. These requirements are in the tender documentation.

II.2.5. Award criteria

Quality criterion - Name: Quality / Weighting: 60-70 %

Cost criterion - Name: Total costs / Weighting: 30-40 %

II.2.11. Information about options

Options: yes

Description of options:

The Contracting Authority (client) has the option to extend the agreement a further 2 times, 1 year at a time (1 year + 1 year).

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

Restricted procedure

IV.1.3. Information about a framework agreement or a dynamic purchasing system

The procurement involves the establishment of a framework agreement

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: [2018/S 060-133910](#)

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

Contract No: 1829-44

Title:

Contract for Advertising and Media Services

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

04/09/2018

V.2.2. Information about tenders

Number of tenders received: 6

The contract has been awarded to a group of economic operators: no

V.2.3. Name and address of the contractor

Official name: TRY AS

National registration number: 980129942

Town: Oslo

NUTS code: NO Norge

Country: Norway

The contractor is an SME: yes

V.2.4. Information on value of the contract/lot

Total value of the contract/lot: 12 000 000,00 NOK

V.2.5. Information about subcontracting**Section VI: Complementary information**

VI.3. Additional information**VI.4. Procedures for review****VI.4.1. Review body**

Official name: Arbeids- OG Velferdsetaten

Town: Oslo

Postal code: 0130

Country: Norway

VI.5. Date of dispatch of this notice

25/09/2018