

Norway-Kristiansand: Advertising and marketing services
OJ S 174/2019 10/09/2019
Contract award notice – utilities
Services

Legal Basis:

Directive 2014/25/EU

Section I: Contracting entity

I.1. Name and addresses

Official name: Agder Kollektivtrafikk AS

National registration number: 991 776 524

Postal address: Tollbodgata 22

Town: Kristiansand

NUTS code: NO Norge

Postal code: 4611

Country: Norway

Contact person: Terje Mathisen

E-mail: terje.mathisen@akt.no

Telephone: +47 90074554

Internet address(es):

Main address: <http://www.akt.no>

I.6. Main activity

Recreation, culture and religion

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Procurement of Advertising Agency Services and Communications Consultancy Services

Reference number: 2019/01

II.1.2. Main CPV code

79340000 Advertising and marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

AKT wants to enter into a framework agreement for the procurement of advertising agency services and communications consultancy services. A framework agreement will be signed with 1 tenderer.

The tenderer must have a good understanding of AKT's area of operations. The tenderer must familiarise himself with the market situation of AKT, and in a good and appropriate manner and communicate AKT's strategies. See Annex 1 for further references to AKT's strategy plan and CVI.

The tenderer's assignments will consist of handling large and comprehensive digital and analogue information campaigns, for example information campaigns, profiling campaigns, product campaigns and consultancy services in connection with the selection of message and selection of different media/surfaces. The development of AKT's homepages may also be included in the contract. The tenderer must also be able to handle minor assignment, for example advertisement production, search engine marketing, placard production and brochure materials, web advertisements, etc.

II.1.6. Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Value excluding VAT: 40 000 000,00 NOK

II.2. Description

II.2.2. Additional CPV code(s)

79341100 Advertising consultancy services, 79341400 Advertising campaign services, 79413000 Marketing management consultancy services

II.2.3. Place of performance

NUTS code: NO Norge

Main site or place of performance: Kristiansand.

II.2.4. Description of the procurement

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II.2.5. Award criteria

Quality criterion - Name: Quality / Weighting: 60 %

Price - Weighting: 40 %

II.2.11. Information about options

Options: yes

Description of options:

Option for a further 6 years extension.

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

The contract scope is estimated to be 2 500 000 NOK annually for a maximum of 8 years. The contract is valid for a total withdrawal of 40 000 000 NOK.

Section IV: Procedure

IV.1. Description

IV.1.1. Type of procedure

Negotiated procedure with prior call for competition

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: [2019/S 085-204721](#)

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 periodic indicative notice

The contracting entity will not award any further contracts based on the above periodic indicative notice

Section V: Award of contract

Contract No: 1

Title:

Procurement of Advertising Agency Services and Communications Consultancy Services

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

06/08/2019

V.2.3. Name and address of the contractor

Official name: Kommunikasjonshuset Fundament as

National registration number: 987 352 434

Postal address: Dronningensgate 3

Town: Kristiansand

NUTS code: NO Norge

Postal code: 4610

Country: Norway

E-mail: finn@fundamentet.no

The contractor is an SME: yes

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

V.2.5. Information about subcontracting

V.2.6. Price paid for bargain purchases

Section VI: Complementary information

VI.3. Additional information

VI.4. Procedures for review

VI.4.1. Review body

Official name: Agder Kollektivtrafikk AS

Town: Kristiansand S

Country: Norway

VI.5. Date of dispatch of this notice

05/09/2019