

Norway-Bodø: Advertising and marketing services
OJ S 184/2020 22/09/2020
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Iris Salten IKS
National registration number: 967518190
Postal address: PB 6094
Town: Bodø
NUTS code: NO071 Nordland
Postal code: 8031
Country: Norway
Contact person: André S. Johnsen
E-mail: andre.johnsen@iris-salten.no
Telephone: +47 75507550
Internet address(es):
Main address: www.iris-salten.no

I.4. Type of the contracting authority

Regional or local agency/office

I.5. Main activity

General public services

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Communications Services for Iris Salten IKS [Iris Salten Inter Municipal Company]
Reference number: 2020 - 3

II.1.2. Main CPV code

79340000 Advertising and marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

With this tender competition, Iris Salten IKS will enter into a framework agreement for communication and marketing services. The framework agreement will include communications consultancy services, media services, graphic services and distribution of digital and programmatic publishing.

The following companies will be connected to the contract:

- Iris Service AS,

- Iris Produksjon AS,
- Retura Vest AS,
- Labora AS,
- Mivanor AS,
- HT Safe AS.

Iris Salten IKS is the contract signing party. The purpose of entering into a framework agreement is to connect with an active and creative communications partner who contributes to significant communication that meaning Iris Salten IKS achieves their general strategic goals. The framework agreement will form the basis for good cooperation and ensure that the supplier delivers communication services of solid quality.

A comprehensive description of the delivery is given in the requirement specification (Annex 1).

II.1.6. Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Value excluding VAT: 3 225 000,00 NOK

II.2. Description

II.2.2. Additional CPV code(s)

79342000 Marketing services, 79413000 Marketing management consultancy services, 79822500 Graphic design services, 92111000 Motion picture and video production services

II.2.3. Place of performance

NUTS code: NO071 Nordland

Main site or place of performance: Bodø Municipality.

II.2.4. Description of the procurement

With this tender competition, Iris Salten IKS will enter into a framework agreement for communication and marketing services. The framework agreement will include communications consultancy services, media services, graphic services and distribution of digital and programmatic publishing.

The following companies will be connected to the contract:

- Iris Service AS,
- Iris Produksjon AS,
- Retura Vest AS,
- Labora AS,
- Mivanor AS,
- HT Safe AS.

Iris Salten IKS is the contract signing party. The purpose of entering into a framework agreement is to connect with an active and creative communications partner who contributes to significant communication that meaning Iris Salten IKS achieves their general strategic goals. The framework agreement will form the basis for good cooperation and ensure that the supplier delivers communication services of solid quality.

A comprehensive description of the delivery is given in the requirement specification (Annex 1).

II.2.5. Award criteria

Quality criterion - Name: Quality, response time and the environment / Weighting: 70

Price - Weighting: 30

II.2.11. Information about options

Options: no

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

Open 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: no

IV.2. Administrative information

IV.2.1. Previous publication concerning this procedure

Notice number in the OJ S: [2020/S 112-272883](#)

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

Title:

Communications Services for Iris Salten IKS [Iris Salten Inter municipal Company]

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

28/08/2020

V.2.2. Information about tenders

Number of tenders received: 5

Number of tenders received from SMEs: 1

Number of tenders received from tenderers from other EU Member States: 1

Number of tenders received from tenderers from non-EU Member States: 1

Number of tenders received by electronic means: 5

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

V.2.3. Name and address of the contractor

Official name: Deadline Media and Film AS

National registration number: 918616209

Postal address: Strandgata 31

Town: Sortland

NUTS code: NO071 Nordland
Postal code: 8400
Country: Norway
E-mail: martin@deadlinemedia.no
Telephone: +47 76200300
The contractor is an SME: no

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

Initial estimated total value of the contract/lot: 3 225 000,00 NOK

Total value of the contract/lot: 3 340 000,00 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: Salten Tingrett

Postal address: Postboks 322

Town: Bodø

Postal code: 8001

Country: Norway

E-mail: salten.tingrett@domstol.no

Telephone: +47 75434800

Internet address: <https://www.domstol.no/Enkelt-domstol/salten-tingrett/>

VI.4.4. Service from which information about the review procedure may be obtained

Official name: Klagenemndssekretariatet

Postal address: Postboks 511 sentrum

Town: Bergen

Postal code: 5015

Country: Norway

E-mail: post@knse.no

Telephone: +47 55193000

Internet address: <https://www.klagenemndssekretariatet.no/klagenemnda-for-offentlige-anskaffelser-kofa>

VI.5. Date of dispatch of this notice

17/09/2020