

Norway-Oslo: Advertising and marketing services
OJ S 172/2021 06/09/2021
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Språkrådet

National registration number: 971527404

Postal address: Observatoriegata 1 B

Town: OSLO

NUTS code: NO Norge

Postal code: 0254

Country: Norway

Contact person: Jo Inge Fisketjøn

E-mail: jo.fisketjon@sprakradet.no

Telephone: +47 92454834

Internet address(es):

Main address: <https://permalink.mercell.com/158659909.aspx>

Address of the buyer profile: <http://www.sprakradet.no/>

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

Framework agreement for digital productions and communication services

Reference number: 21/382

II.1.2. Main CPV code

79340000 Advertising and marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

We will enter into a framework agreement for digital productions and communication services in Språkrådet [the Norwegian Language Council], including Språkdagen [Language Day] and other digital events and elements. The framework agreement will primarily cover our need in

the work with digital content. This concerns, among other things, film productions, assistance with text and manuscript development, digital events, digital conferences and other communication services.

We want to enter into a contract with one tenderer of these 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: 2 500 000,00 NOK

II.2. Description

II.2.2. Additional CPV code(s)

79341000 Advertising services, 79342000 Marketing services, 79413000 Marketing management consultancy services, 79416000 Public relations services, 79822500 Graphic design services, 79950000 Exhibition, fair and congress organisation services, 79951000 Seminar organisation services, 79952000 Event services, 79952100 Cultural event organisation services, 79960000 Photographic and ancillary services, 92111000 Motion picture and video production services, 92312210 Services provided by authors, 92312211 Writing agency services, 92312213 Technical author services

II.2.3. Place of performance

NUTS code: NO081 Oslo

II.2.4. Description of the procurement

The Norwegian Language Council holds a number of events during a year. Our events are important reputation builders and build good networks between the Norwegian Language Council and the community around us. The events are often held physically with the public in attendance, but we have also had hybrid events where the public are primarily attend digitally. In addition, we want to be able to hold events produced as pure broadcasts with TV quality. Examples of the latter are Språkdagen [Language Day] autumn 2020. In production of this broadcast, the viewer experience is primary and the public in physical attendance secondary. In all three cases we need event support from time to time.

The framework agreement will cover our need in the work with film productions, assistance with text and manuscript development, design assignments, campaigns, digital events and conferences, and other communication services.

In some assignments there will for example be a need for simple design, or only recording of a conference, while other assignments will require far more comprehensive concept and content development. It is important to us that the tenderers can both go in and solve a specific challenge in a larger assignment and drive larger concept development processes.

The majority of the assignments will be connected to work with digital surfaces.

II.2.5. Award criteria

Quality criterion - Name: Assignment comprehension and solution proposal Språkdagen / Weighting: 35

Quality criterion - Name: Competence / Weighting: 30

Price - Weighting: 35

II.2.11. Information about options

Options: yes

Description of options:

The contract duration is two years from signing with the possibility of extending the contract for one year at a time, at most two times (2+1+1).

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: [2021/S 119-316634](#)

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:

Framework agreement for digital productions and communication services

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

31/08/2021

V.2.2. Information about tenders

Number of tenders received: 7

Number of tenders received from SMEs: 7

Number of tenders received from tenderers from other EU Member States: 7

Number of tenders received from tenderers from non-EU Member States: 0

Number of tenders received by electronic means: 7

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

V.2.3. Name and address of the contractor

Official name: Kite kommunikasjon event AS

Postal address: Dronningensgate 3

Town: OSLO
NUTS code: NO081 Oslo
Postal code: 0152
Country: Norway
Telephone: +47 40006876
The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 2 500 000,00 NOK

Total value of the contract/lot: 2 500 000,00 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: Oslo tingrett

Postal address: Postboks 2106 Vika

Town: Oslo

Postal code: 0125

Country: Norway

VI.5. Date of dispatch of this notice

01/09/2021