

**Norway-Oslo: Advertising consultancy services**

OJ S 250/2015 26/12/2015

**Contract notice****Services****Directive 2004/18/EC****Section I: Contracting authority**

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**I.1. Name and addresses**

Official name: Oslo kommune Utdanningsetaten (Oslo Municipality Education Agency)

National registration number: 976820037

Postal address: Strømsveien 102

Town: Oslo

Postal code: 0663

Country: Norway

For the attention of: Anders Grotterød

E-mail: [anders.grotterod@ude.oslo.kommune.no](mailto:anders.grotterod@ude.oslo.kommune.no)

Telephone: +47 22636100

Fax: +47 22636160

**Internet address(es):**Address of the buyer profile: <https://kgv.doffin.no/ctm/Supplier/CompanyInformation/Index/3471>Electronic access to information: <https://kgv.doffin.no/ctm/Supplier/Documents/Folder/139230>**Additional information can be obtained from:**

the abovementioned address

**Specifications and additional documents (including documents for competitive dialogue and a dynamic purchasing system) can be obtained from:**

the abovementioned address

**Tenders or requests to participate must be submitted:** the abovementioned address**I.2. Type of the contracting authority**

Regional or local 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**

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**II.1. Description****II.1.1. Title attributed to the contract by the contracting authority**

Framework agreement for 1: communication services, II: graphic profiling and profiling items.

**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: Oslo.

NUTS code NO Norge

### **II.1.3. Information about a framework agreement or a dynamic purchasing system**

The procurement involves the establishment of a framework agreement

### **II.1.4. Information about framework agreement**

Framework agreement with a single operator

#### **Duration of the framework agreement**

Duration in years: 2

#### **Estimated total value of purchases for the entire duration of the framework agreement**

Estimated value excluding VAT: 9 000 000 NOK

### **II.1.5. Short description of the contract or purchase(s)**

1.2 The objective and extent of the procurement

The Education Agency, c/o the Education Administration needs various types of communication services.

I. Communication services

Strategic communication consultancy services including developing campaigns, including films, developing and producing digital services, as well as consultancy services for our social media outlets.

II. Advertisements and profiling

Creative work, advertisements, design of various material, digital or analogue, preparation of trade fair material and profiling articles.

The contract is divided into two packages.

Package I

Communication services

Package II

Advertisements and profiling

Tenderers can submit a tender for package I, package II or both packages. The packages will be assessed separately.

### **II.1.6. CPV code(s)**

79341100 Advertising consultancy services, 22460000 Trade-advertising material, commercial catalogues and manuals, 22462000 Advertising material, 79340000 Advertising and marketing services, 79341400 Advertising campaign services, 92111200 Advertising, propaganda and information film and video-tape production, 92111210 Advertising film production

### **II.1.7. Information about the Government Procurement Agreement (GPA)**

The procurement is covered by the Government Procurement Agreement: yes

### **II.1.8. Lots**

This contract is divided into lots: no

### **II.1.9. Information about variants**

Variants will be accepted: no

## **II.2. Scope of the procurement**

### **II.2.1. Total quantity or scope**

The total value of the contract is estimated to up to NOK 2 300 000 per annum. The amount will vary from year to year and it will depend on what services and products the Education Agency needs to produce.

Estimated value excluding VAT: 9 000 000 NOK

### **II.2.2. Information about options**

Options: yes

Description of options: The contract will be for two years from when it is signed with an option for a further two years. The option will be taken up if the contracting authority does not give notice on the contract within three months of the contract expiring.

### **II.2.3. Information about renewals**

This contract is subject to renewal: no

### **II.3. Duration of the contract or time limit for completion**

Duration in months: 048 (from the award of the contract)

## **Section III: Legal, economic, financial and technical information**

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### **III.1. Conditions related to the contract**

#### **III.1.1. Deposits and guarantees required**

#### **III.1.2. Main financing conditions and payment arrangements and/or reference to the relevant provisions governing them**

#### **III.1.3. Legal form to be taken by the group of economic operators to whom the contract is to be awarded**

#### **III.1.4. Contract performance conditions**

The performance of the contract is subject to particular conditions: no

### **III.2. Conditions for participation**

#### **III.2.1. Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers**

List and brief description of conditions: — Tenderers shall be a legally established company — Norwegian companies: Company registration certificate.

— Foreign companies: Proof that the company is registered in a trade index or business register as prescribed by the law of the country where the tenderer is established.

#### **III.2.2. Economic and financial ability**

List and brief description of conditions: — The company shall be credit worthy (credit worthy with a minimum status of 'credit worthy' or equivalent — Credit assessment/rating, not older than six months, based on the last known accounting figures.

Minimum level(s) of standards possibly required: Credit worthy or equivalent.

#### **III.2.3. Technical and professional ability**

List and brief description of conditions:

— Very good implementation ability is required. — A description of the total manpower within the specialist area of graphic profiling and profiling items and/or communication services (CVs shall not be enclosed for this section).

— Tenderers shall give an account of which sub-supplier(s) the tenderer intends to use for the assignment.

#### **III.2.4. Information about reserved contracts**

### **III.3. Conditions specific to services contracts**

#### **III.3.1. Information about a particular profession**

Execution of the service is reserved to a particular profession: no

### **III.3.2. Information about staff responsible for the performance of the contract**

Obligation to indicate the names and professional qualifications of the staff assigned to performing the contract: yes

## **Section IV: Procedure**

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### **IV.1. Type of procedure**

#### **IV.1.1. Type of procedure**

Open

#### **IV.1.2. Information about the limits on the number of candidates to be invited**

#### **IV.1.3. Information about reduction of the number of solutions or tenders during negotiation or dialogue**

### **IV.2. Award criteria**

#### **IV.2.1. Award criteria**

The most economically advantageous tender in terms of Price is not the only award criterion and all criteria are stated only in the procurement documents

#### **IV.2.2. Information about electronic auction**

An electronic auction will be used: no

### **IV.3. Administrative information**

#### **IV.3.1. File reference number attributed by the contracting authority**

40-UDE-2015

#### **IV.3.2. Previous publication concerning this procedure**

no

#### **IV.3.3. Conditions for obtaining specifications and additional documents or descriptive document**

Payable documents: no

#### **IV.3.4. Time limit for receipt of tenders or requests to participate**

3.2.2016 - 12:00

#### **IV.3.5. Estimated date of dispatch of invitations to tender or to participate to selected candidates**

#### **IV.3.6. Languages in which tenders or requests to participate may be submitted**

Other: Norwegian.

#### **IV.3.7. Minimum time frame during which the tenderer must maintain the tender**

Duration in days: 060 (from the date stated for receipt of tender)

#### **IV.3.8. Conditions for opening of tenders**

Persons authorised to be present at the opening of tenders: no

## **Section VI: Complementary information**

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### **VI.1. Information about recurrence**

This is a recurrent procurement: no

**VI.2. Information about European Union funds**

The procurement is related to a project and/or programme financed by European Union funds:  
no

**VI.3. Additional information**

**VI.4. Procedures for review**

**VI.4.1. Review body**

**VI.4.2. Review procedure**

Precise information on deadline(s) for review procedures: Ten days waiting period.

**VI.4.3. Service from which information about the review procedure may be obtained**

**VI.5. Date of dispatch of this notice**

23.12.2015