

Norway-Oslo: Marketing services
OJ S 204/2018 23/10/2018
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Oslo kommune v/ Velferdsetaten

National registration number: 997 506 413

Postal address: Storgata 51

Town: Oslo

NUTS code: NO01 Oslo og Akershus

Postal code: 0182

Country: Norway

Contact person: Brian Mariampillai

E-mail: brian.mariampillai@vel.oslo.kommune.no

Telephone: +47 21802180

Internet address(es):

Main address: www.oslo.kommune.no

Address of the buyer profile: <https://eu.eu-supply.com/ctm/Company/CompanyInformation/Index/309822>

I.4. Type of the contracting authority

Regional or local authority

I.5. Main activity

General public services

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Procurement of Marketing Services

Reference number: 2018/00129

II.1.2. Main CPV code

79342000 Marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

Rustelefonen v/ Velferdsetaten [the National Drug Helpline in Norway c/o the Agency for Welfare] wants to enter into a Framework Agreement for marketing services. RUStelefonen is a nationwide service, and in order to fulfil our mandate, there is a requirement that as many people as possible are aware of our service and have an understanding of what we do. If

needed, it may be relevant for other entities subordinate to the Agency for Welfare to utilise the contract.

RUSTelefonen needs various marketing services. Below is an overview of the services that shall be included in the contract:

- strategic and operative communication consultancy services including:
 - media strategy,
 - channel strategy,
 - communications strategy,
 - brand strategy/positioning,
- market analysis,
- media training and handling of ongoing and planned media cases,
- campaigns (planning, implementation and evaluation).

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)

79340000 Advertising and marketing services, 79341100 Advertising consultancy services, 79413000 Marketing management consultancy services

II.2.3. Place of performance

NUTS code: NO01 Oslo og Akershus

Main site or place of performance: Oslo

II.2.4. Description of the procurement

Rustelefonen v/ Velferdsetaten [the National Drug Helpline in Norway c/o the Agency for Welfare] wants to enter into a Framework Agreement for marketing services. RUSTelefonen is a nationwide service, and in order to fulfil our mandate, there is a requirement that as many people as possible are aware of our service and have an understanding of what we do (see Annex 6 for information about RUSTelefonen [the National Drug Helpline in Norway]). If needed, it may be relevant for other entities subordinate to the Agency for Welfare to utilise the contract.

RUSTelefonen needs various marketing services. Below is an overview of the services that shall be included in the contract:

- strategic and operative communication consultancy services including:
 - media strategy,
 - channel strategy,
 - communications strategy,
 - brand strategy/positioning,
- market analysis,
- media training and handling of ongoing and planned media cases,
- campaigns (planning, implementation and evaluation).

The procurement shall result in a Framework Agreement with a tenderer who shall cover our needs for marketing services. In recent years, approx. 1 000 000 NOK has been granted per year for marketing, and we do not anticipate a reduction of this amount in the future. It is anticipated that approx. 60 - 70 % of this will constitute the contract value per year. The estimate is only a guide and is without obligation for the Contracting Authority.

II.2.5. Award criteria

Quality criterion - Name: Assignment comprehension / Weighting: 30 %

Quality criterion - Name: Competence and experience of offered personnel. / Weighting: 30 %

Price - Weighting: 40 %

II.2.11. Information about options

Options: yes

Description of options:

The Contracting Authority has an option to extend the contract for up to a further 1 year + 1 year on verbatim terms.

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: [2018/S 131-299597](#)

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: 1

Title:

Procurements of Marketing Services

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

09/10/2018

V.2.2.

Information about tenders

Number of tenders received: 7

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: Nucleus AS

National registration number: 968749498

Postal address: Werelandsveien 7

Town: Oslo

NUTS code: NO Norge

Postal code: 0167

Country: Norway

The contractor is an SME: no

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: 50 600,00 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 kommune v/ Velferdsetaten

Postal address: Storgata 51

Town: Oslo

Postal code: 0182

Country: Norway

E-mail: merete.lund.roland@vel.oslo.kommune.no

VI.5. Date of dispatch of this notice

19/10/2018