

467999-2026 - Competition

Norway – Advertising and marketing services – Advertising agency services Skyss 2026

OJ S 128/2026 07/07/2026

Contract or concession notice – standard regime - Change notice
Services

1. Buyer

1.1. Buyer

Official name: Skyss

Email: bjorn.erik.linde@skyss.no

Legal type of the buyer: Regional authority

Activity of the contracting authority: General public services

Activity of the contracting entity: Urban railway, tramway, trolleybus or bus services

1.1. Buyer

Official name: Bybanen AS

Email: post@skyss.no

Activity of the contracting entity: Urban railway, tramway, trolleybus or bus services

2. Procedure

2.1. Procedure

Title: Advertising agency services Skyss 2026

Description: A contract with a full service agency for advertising services. The contract shall solve the contracting authority's need for assistance with market campaigns, strategic consultancy for branding. Development of communication concepts/communication systems, market campaigns, media consultancy services, media procurements, monitoring and campaign optimisation. summary report. Systematic drawing of learning points. Skyss is a part of Vestland County (VLFK). Other departments in VLFK shall, if needed, use this agreement. The need will be of considerably less scope than Skyss' need, estimated up to NOK 1,500,000 excluding VAT. Vat per annum

Procedure identifier: 5298aaa9-88fc-402e-ac2f-cfa23f814662

Internal identifier: SKYSS/26/17

Type of procedure: Negotiated with prior publication of a call for competition / competitive with negotiation

The procedure is accelerated: no

Main features of the procedure: This procurement will be carried out in accordance with the Act 17 June 2016 no. 73 on public procurements (LOA) and regulation 12 August 2016 no. 975 on procurement regulations in the supply sectors – The Supply Regulations (FOR) The procurement was carried out as a tender contest with negotiations pursuant to negotiation notices in accordance with the supply regulations parts I and II, cf. § 9-1. The procurement will be implemented with qualification of suppliers who will send a request for participation in the procurement. The procedure is for all interested tenderers to submit a procurement request for participation in the competition. In this phase we will assess whether the qualification requirements are set until the tenderers are fulfilled. All qualified tenderers will be invited to submit a tender in the competition. The contracting authority will invite a limited number of qualified tenderers to participate in the tender. Tenderers will be invited to submit tenders in

the competition. Tenderers who do not have permission to participate in the competition will receive written notification with a short account of this, cf. The Utilities Regulations § 12-7 (4). The qualified and qualified tenderers who deliver tenders will have their tender evaluated before the contracting authority invites tenderers to negotiations. The Contracting Authority can negotiate with suppliers on all sides of the tender.

2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79340000 Advertising and marketing services

Additional classification (cpv): 79000000 Business services: law, marketing, consulting, recruitment, printing and security, 79341000 Advertising services, 79341100 Advertising consultancy services, 79341400 Advertising campaign services, 79341500 Aerial advertising services, 79961100 Advertising photography services, 92111200 Advertising, propaganda and information film and video-tape production, 92111210 Advertising film production, 92111220 Advertising video-tape production

2.1.2. Place of performance

Country: Norway

Anywhere in the given country

Additional information: Agreement with a full service advertising agency that can deliver creative marketing communication of high quality on different surfaces in a constantly changing and demanding field. Tenderers shall be able to handle: • Strategic consultancy services related to other brands, values and positioning. • Large and encompassing marquee fixtures (there be information fixtures, profile match anjar, product fighter anjar, haldningskampanjar, vervekampanjar etc.). • Development of communication concepts /communication systems and consultancy services in connection with the valde storage cupboard. • Val and use of different channels/medium/surfaces (e.g. social media, film, advertising, radio, outdoor advertising, final interaction activities, information materials, events, campaign based web services, stands etc.). • Overvading and campaign optimisation shall be carried out in campaign periods, as well as systematic withdrawal of learning points from activity to activity. • Development of a communication concept, including principle and design for haldeplassar and signage. • Other relevant assignments

2.1.3. Value

Estimated value excluding VAT: 30 000 000,00 NOK

2.1.4. General information

Additional information: See the tender documentation

Legal basis:

Directive 2014/25/EU

2.1.6. Grounds for exclusion

Sources of grounds for exclusion: European Single Procurement Document (ESPD)

5. Lot

5.1. Lot: LOT-0000

Title: Advertising agency services Skyss 2026

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5.1.3. Estimated duration

Start date: 01/01/2027

Duration end date: 01/01/2035

5.1.4. Renewal

Maximum renewals: 0

5.1.5. Value

Estimated value excluding VAT: 30 000 000,00 NOK

5.1.6. General information

Reserved participation:

Participation is not reserved.

Procurement Project not financed with EU Funds.

The procurement is covered by the Government Procurement Agreement (GPA): no

Additional information: See the tender documentation

5.1.9. Selection criteria

Sources of selection criteria: Notice

Criterion: Financial ratio

Description of selection criterion: Tenderers must have sufficient economic and financial capacity to fulfil the contract.

The criteria will be used to select the candidates to be invited for the second stage of the procedure

Criterion: Technicians or technical bodies for quality control

Description of selection criterion: The tenderer must have the opportunity to fulfil the contract.

The criteria will be used to select the candidates to be invited for the second stage of the procedure

Criterion: Technicians or technical bodies for quality control

Description of selection criterion: Tenderers must have good competence and experience from equivalent assignments.

The criteria will be used to select the candidates to be invited for the second stage of the procedure

Information about the second stage of a two-stage procedure:

Minimum number of candidates to be invited for the second stage of the procedure: 3

Maximum number of candidates to be invited for the second stage of the procedure: 5

The procedure will take place in successive stages. At each stage, some participants may be eliminated

5.1.10. Award criteria

Criterion:

Type: Price

Name: Price

Description: Completed price matrix (Annex C). All prices shall be paid in NOK excluding VAT.

Category of award weight criterion: Weight (percentage, exact)

Award criterion number: 35

Criterion:

Type: Quality

Name: Comprehension

Description: Depiction of comprehension In the evaluation, the contracting authority will focus on, to what degree, the tenderer understands the total vehicle for the Contracting Authority's work and problems connected to the operation. Licence for the case assignment. The evaluation will emphasise that the tenderer can create/prepare relevant and target communication in the form of storage cupboards and media mixes in order to create attractive associations with Skyss as a course of travel.

Category of award weight criterion: Weight (percentage, exact)

Award criterion number: 30

Criterion:

Type: Quality

Name: The tenderer's competence and experience

Description: • The education and experience of a quarter of a team member. • The Korleis team is seen saman • To what degree member mane is the habit of collaborating with kvarandre • Korleis dei various profilane complement the kvarandre.

Category of award weight criterion: Weight (percentage, exact)

Award criterion number: 35

5.1.11. Procurement documents

Languages in which the procurement documents are officially available: Norwegian
Deadline for requesting additional information: 09/08/2026 22:00:00 (UTC+00:00) Western European Time, GMT
Address of the procurement documents: <https://tendsign.com/doc.aspx?MeFormsNoticeId=94503>

5.1.12. Terms of procurement

Terms of the procedure:

Estimated date of dispatch of the invitations to submit tenders: 07/09/2026

Terms of submission:

Electronic submission: Required

Address for submission: <https://tendsign.com/doc.aspx?MeFormsNoticeId=94503&GoTo=Tender>

Languages in which tenders or requests to participate may be submitted: Norwegian

Electronic catalogue: Allowed

Deadline for receipt of requests to participate: 17/08/2026 10:00:58 (UTC+00:00) Western European Time, GMT

Information that can be supplemented after the submission deadline:

At the discretion of the buyer, all missing tenderer-related documents may be submitted later.

Terms of contract:

The execution of the contract must be performed within the framework of sheltered employment programmes: No

Conditions relating to the performance of the contract: See the tender documentation

A non-disclosure agreement is required: no

Electronic invoicing: Required

Electronic ordering will be used: yes

Electronic payment will be used: yes

Financial arrangement: Tenderers must have sufficient economic and financial capacity to fulfil the contract.

5.1.15. Techniques

Framework agreement:

No framework agreement

Information about the dynamic purchasing system:

No dynamic purchase system

5.1.16. Further information, mediation and review

Review organisation: Hordaland tingrett

Information about review deadlines: Waiting period minimum 10 days.

Organisation providing additional information about the procurement procedure: Skyss

8. Organisations

8.1. ORG-0001

Official name: Skyss

Registration number: 992051825

Department: Skyss – Avdeling kontrakt

Postal address: Lars Hilles gate 22

Town: Bergen

Postcode: 5020

Country subdivision (NUTS): Vestland (NO0A2)

Country: Norway
Contact point: Bjørn Erik Linde
Email: bjorn.erik.linde@skyss.no
Telephone: +47 05557
Internet address: <https://www.skyss.no/>

Roles of this organisation:

Buyer
Group leader
Organisation providing additional information about the procurement procedure

8.1. ORG-0002

Official name: Hordaland tingrett
Registration number: 926 723 367
Postal address: Postboks 7412
Town: Bergen
Postcode: 5020
Country subdivision (NUTS): Vestland (NO0A2)
Country: Norway
Email: hordaland.tingrett@domstol.no
Telephone: 55 69 97 00
Internet address: <https://www.domstol.no/no/domstoler/tingrett/hordaland-tingrett/>

Roles of this organisation:

Review organisation

8.1. ORG-0003

Official name: Bybanen AS
Registration number: 977511402
Postal address: Kokstadflaten 59
Town: Bergen
Postcode: 5257
Country subdivision (NUTS): Vestland (NO0A2)
Country: Norway
Contact point: VESTLAND FYLKESKOMMUNE
Email: post@skyss.no
Telephone: 55 55 90 70

Roles of this organisation:

Buyer

10. Change

Version of the previous notice to be changed

:

7632ea75-0ac3-4370-827b-f366e32937bf-01

Main reason for change

:

Information updated

Description

:

Internally registered wishes from the communication department in Vestland county to be included in the contract. "In addition Bybanen AS was only mentioned in the tender

documentation and not in the announcement. The extent has been adjusted with new figures from the total contract value of NOK 16,000,000 to 30,000,000 excluding VAT. The tenderer must not be more than

10.1. Change

Section identifier: PROCEDURE

10.1. Change

Section identifier: ORG-0003

10.1. Change

Section identifier: RESULT

Notice information

Notice identifier/version: 816f214a-7d7e-4e45-95bc-b8f5867a8f3c - 01

Form type: Competition

Notice type: Contract or concession notice – standard regime

Notice subtype: 17

Notice dispatch date: 06/07/2026 07:50:07 (UTC+00:00) Western European Time, GMT

Notice dispatch date (eSender): 06/07/2026 08:03:35 (UTC+00:00) Western European Time, GMT

Languages in which this notice is officially available: English

Notice publication number: 467999-2026

OJ S issue number: 128/2026

Publication date: 07/07/2026