

**Norway-Oslo: Marketing services**

**OJ S 150/2023 07/08/2023**

**Contract notice**

**Services**

**Legal Basis:**

Directive 2014/24/EU

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**Section I: Contracting authority**

**I.1. Name and addresses**

Official name: Aktieselskapet Vinmonopolet

National registration number: 817209882

Postal address: Postboks 6953 St. Olavs plass

Town: OSLO

NUTS code: NO Norge

Postal code: 0130

Country: Norway

Contact person: Gøril Lorentsen Sæbø

E-mail: [goril.saebo@vinmonopolet.no](mailto:goril.saebo@vinmonopolet.no)

Telephone: +47 22015000

**Internet address(es):**

Main address: <https://permalink.mercell.com/209266496.aspx>

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

**I.3. Communication**

The procurement documents are available for unrestricted and full direct access, free of charge, at: <https://permalink.mercell.com/209266496.aspx>

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted electronically via: <https://permalink.mercell.com/209266496.aspx>

**I.4. Type of the contracting authority**

Other type: Limited company

**I.5. Main activity**

Other activity: Specialised trade

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**Section II: Object**

**II.1. Scope of the procurement**

**II.1.1. Title**

23-016 Advertising agency services - Stage 1 Prequalification

**II.1.2. Main CPV code**

79342000 Marketing services

**II.1.3. Type of contract**

Services

#### **II.1.4. Short description**

Vinmonopolet would like to prequalify applicants (in Stage 1) with a view to invite tenderers to a contest between selected tenderers (in Stage 2) to enter into an agreement with an agency that will cover our need for advertising services.

Click <https://permalink.mercell.com/209266496.aspx>

#### **II.1.5. Estimated total value**

Value excluding VAT: 20 000 000,00 NOK

#### **II.1.6. Information about lots**

This contract is divided into lots: no

### **II.2. Description**

#### **II.2.2. Additional CPV code(s)**

79413000 Marketing management consultancy services, 79340000 Advertising and marketing services, 79341000 Advertising services

#### **II.2.3. Place of performance**

NUTS code: NO081 Oslo

#### **II.2.4. Description of the procurement**

Vinmonopolet would like to collaborate with an agency that can deliver advertising services, more specifically awareness campaigns, and we are therefore looking for an agency with expertise and experience in awareness campaigns in particular.

We want a partner who, through strategic consultancy, creative work, project management and dissemination of material production to all relevant media channels, will help us deliver on our social mission and our vision of being desired by all.

Estimated scope: Vinmonopolet conducts 3-4 awareness campaigns per year. The cost framework totals approx. NOK 4 million per year, where one campaign is completely new and the rest are being relaunched.

A further description is provided in the attached prequalification documentation and tender documentation.

#### **II.2.5. Award criteria**

Price is not the only award criterion and all criteria are stated only in the procurement documents

#### **II.2.6. Estimated value**

Value excluding VAT: 20 000 000,00 NOK

#### **II.2.7. Duration of the contract, framework agreement or dynamic purchasing system**

Duration in months: 24

This contract is subject to renewal: yes

Description of renewals:

1 + 1 + 1 year.

#### **II.2.10. Information about variants**

Variants will be accepted: no

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

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### **III.1. Conditions for participation**

#### **III.1.1. Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers**

List and brief description of conditions:

Tax certificate, not older than 6 months

See the prequalification documentation for a more detailed description

#### **III.1.2. Economic and financial standing**

List and brief description of selection criteria:

Financial capacity/solidity

See the prequalification documentation for a more detailed description

Minimum level(s) of standards possibly required:

Sufficient financial capacity/solidity

#### **III.1.3. Technical and professional ability**

List and brief description of selection criteria:

Experience with equivalent deliveries.

Implementation ability

See the prequalification documentation for a more detailed description

## **Section IV: Procedure**

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### **IV.1. Description**

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

Restricted procedure

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

#### **IV.1.8. Information about the Government Procurement Agreement (GPA)**

The procurement is covered by the Government Procurement Agreement: yes

### **IV.2. Administrative information**

#### **IV.2.2. Time limit for receipt of tenders or requests to participate**

Date: 08/09/2023 Local time: 12:00

#### **IV.2.3. Estimated date of dispatch of invitations to tender or to participate to selected candidates**

#### **IV.2.4. Languages in which tenders or requests to participate may be submitted**

Norwegian

#### **IV.2.6. Minimum time frame during which the tenderer must maintain the tender**

Duration in months: 6 (from the date stated for receipt of tender)

## Section VI: Complementary information

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### VI.1. Information about recurrence

This is a recurrent procurement: no

### VI.3. Additional information

### VI.4. Procedures for review

#### VI.4.1. Review body

Official name: Oslo Tingrett

Town: Oslo

Country: Norway

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

02/08/2023