

478254-2026 - Competition

Iceland – Advertising and marketing services – Marketing services production, and creative work related to the marketing and promotion of the University of Iceland Lottery.

OJ S 131/2026 10/07/2026

Contract or concession notice – standard regime

Services

1. Buyer

1.1. Buyer

Official name: Fjársýsla ríkisins

Email: gudbjorg.matthiasdottir@fjs.is

Legal type of the buyer: Body governed by public law

Activity of the contracting authority: General public services

2. Procedure

2.1. Procedure

Title: Marketing services production, and creative work related to the marketing and promotion of the University of Iceland Lottery.

Description: Marketing services production, and creative work related to the marketing and promotion of the University of Iceland Lottery.

Procedure identifier: b35606ae-1654-4314-9836-5b3605db8d0e

Internal identifier: 23384

Type of procedure: Open

The procedure is accelerated: no

2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79340000 Advertising and marketing services

2.1.2. Place of performance

Postal address: Dvergshöfði 2

Town: Reykjavík

Postcode: 110

Country subdivision (NUTS): Höfuðborgarsvæði (IS001)

Country: Iceland

2.1.3. Value

Estimated value excluding VAT: 350 000 000,00 ISK

2.1.4. General information

Legal basis:

Directive 2014/24/EU

2.1.6. Grounds for exclusion

Sources of grounds for exclusion: Procurement Document

5. Lot

5.1. Lot: LOT-0000

Title: Marketing services production, and creative work related to the marketing and promotion of the University of Iceland Lottery.

Description: Marketing services production, and creative work related to the marketing and promotion of the University of Iceland Lottery.

Internal identifier: 23384

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79340000 Advertising and marketing services

5.1.2. Place of performance

Postal address: Dvergshöfði 2

Town: Reykjavík

Postcode: 110

Country subdivision (NUTS): Höfuðborgarsvæði (IS001)

Country: Iceland

5.1.3. Estimated duration

Start date: 01/10/2026

Duration end date: 01/10/2029

5.1.5. Value

Estimated value excluding VAT: 350 000 000,00 ISK

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

5.1.9. Selection criteria

Sources of selection criteria: Procurement Document

5.1.11. Procurement documents

Deadline for requesting additional information: 23/08/2026 00:00:00 (UTC+00:00) Western European Time, GMT

Address of the procurement documents: <https://tendsign.com/doc.aspx?MeFormsNoticeId=96547>

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Required

Address for submission: <https://tendsign.com/doc.aspx?MeFormsNoticeId=96547&GoTo=Tender>

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

Electronic catalogue: Allowed

Deadline for receipt of tenders: 01/09/2026 12:00:58 (UTC+00:00) Western European Time, GMT

Duration during which the tender must remain valid: 90 Days

Information about public opening:

Opening date: 01/09/2026 13:00:00 (UTC+00:00) Western European Time, GMT

Terms of contract:

The execution of the contract must be performed within the framework of sheltered employment programmes: No
Electronic invoicing: Required
Electronic ordering will be used: yes
Electronic payment will be used: yes

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: Kæruneftnd útboðsmála

Information about review deadlines: Three year contract with two one year extension option

8. Organisations

8.1. ORG-0001

Official name: Fjársýsla ríkisins

Registration number: 5402697509

Department: Procurement

Postal address: Katrínartún 6

Town: Reykjavík

Postcode: 105

Country subdivision (NUTS): Höfuðborgarsvæði (IS001)

Country: Iceland

Contact point: Guðbjörg Matthíasdóttir

Email: guðbjorg.matthiasdottir@fjs.is

Telephone: +3545457500

Roles of this organisation:

Buyer

8.1. ORG-0002

Official name: Kæruneftnd útboðsmála

Registration number: 550169-1269

Postal address: Borgartúni 21

Town: Reykjavík

Postcode: 105

Country subdivision (NUTS): Höfuðborgarsvæði (IS001)

Country: Iceland

Email: knu@yfiskattanefnd.is

Telephone: +354 575 8700

Internet address: <https://www.stjornarradid.is>

Roles of this organisation:

Review organisation

8.1. ORG-0003

Official name: Merzell Holding ASA

Registration number: 980921565

Postal address: Askekroken 11

Town: Oslo
Postcode: 0277
Country subdivision (NUTS): Oslo (NO081)
Country: Norway
Contact point: eSender
Email: publication@mercell.com
Telephone: +47 21018800
Fax: +47 21018801
Internet address: <http://mercell.com/>

Roles of this organisation:

TED eSender

Notice information

Notice identifier/version: a69e06f1-a1dd-4fdc-bb03-061eba2d086b - 01
Form type: Competition
Notice type: Contract or concession notice – standard regime
Notice subtype: 16
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