

Norway-Bergen: Advertising and marketing services
OJ S 217/2018 10/11/2018
Contract award notice – utilities
Services

Legal Basis:

Directive 2014/25/EU

Section I: Contracting entity

I.1. Name and addresses

Official name: Hordaland fylkeskommune v/Skyss

National registration number: 938 626 367

Postal address: Postboks 7900

Town: Bergen

NUTS code: NO051 Hordaland

Postal code: 5020

Country: Norway

Contact person: Camilla Moe

E-mail: camilla.moe@inventura.no

Telephone: +47 98458509

Internet address(es):

Main address: <http://www.skyss.no>

Address of the buyer profile: <https://kgv.doffin.no/ctm/Company/CompanyInformation/Index/3615>

I.6. Main activity

Recreation, culture and religion

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Framework Agreement for Advertising Agency Services

Reference number: HFK-18-0109

II.1.2. Main CPV code

79340000 Advertising and marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

Skyss is an external entity in Hordaland County that organises almost all public transport in the county in accordance with the budget set by the politicians. Skyss awards contracts for driving buses, light rail, fast boats and ferries to traffic companies after tender competitions. Skyss is responsible for planning, coordinating and marketing the public transport in Bergen and Hordaland.

Skyss plans to enter into a Framework Agreement with a full-service advertising agency who can deliver creative market communication of high quality on different platforms in an ever changing and demanding market.

II.1.6. Information about lots

This contract is divided into lots: no

II.2. Description

II.2.2. Additional CPV code(s)

79341000 Advertising services, 79341100 Advertising consultancy services, 79341400 Advertising campaign services, 79961100 Advertising photography services, 92111200 Advertising, propaganda and information film and video-tape production, 92111210 Advertising film production

II.2.3. Place of performance

NUTS code: NO Norge

II.2.4. Description of the procurement

Skyss plans to enter into a Framework Agreement with a full-service advertising agency who can deliver creative market communication of high quality on different platforms in an ever changing and demanding market.

Tenderers must be able to handle:

- strategic consultancy connected to, amongst other things, branding, values and positioning,
- large and comprehensive market campaigns (either information campaigns, profile campaigns, product campaigns, attitude campaigns, recruitment campaigns, etc.),
- development of communication concept/communication systems and advice on creating the message,
- choice and use of different channels/medium/platforms (e.g. social media, medium film, advertising, radio, outside advertisements, last link activities, informative material, events, campaign-based web systems, stands, etc.),
- monitoring and campaign optimisation during campaign periods, as well as systematically pulling together things that have been learnt from activities.,
- development of communication concept, including principle and design of stops and signage,
- other relevant assignments.

II.2.5. Award criteria

Quality criterion - Name: Understanding of the assignment / Weighting: 45 %

Quality criterion - Name: The offered competence and experience / Weighting: 20 %

Price - Weighting: 35 %

II.2.11. Information about options

Options: yes

Description of options:

The Contracting Authority shall have an option for an extension of the Framework Agreement for a further 2 + 1 + 1 + 1 + 1 year, maximum total 8 years.

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

Negotiated procedure with prior call for competition

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: yes

IV.2. Administrative information

IV.2.1. Previous publication concerning this procedure

Notice number in the OJ S: [2018/S 078-175656](#)

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 periodic indicative notice

Section V: Award of contract

Contract No: 1

Title:

Framework Agreement for Advertising Agency Services

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

23/10/2018

V.2.3. Name and address of the contractor

Official name: Oktan Bergen AS

Town: Bergen

NUTS code: NO05 Vestlandet

Postal code: 5006

Country: Norway

The contractor is an SME: yes

V.2.4. Information on value of the contract/lot

Initial estimated total value of the contract/lot: 13 000 000,00 NOK

Total value of the contract/lot: 13 000 000,00 NOK

V.2.5. Information about subcontracting

V.2.6. Price paid for bargain purchases

Section VI: Complementary information

VI.3. Additional information

VI.4. Procedures for review

VI.4.1. Review body

Official name: Hordaland fylkeskommune v/Skyss

Town: Bergen

Postal code: 5020

Country: Norway

VI.5. Date of dispatch of this notice

08/11/2018