

**Norway-Oslo: Advertising and marketing services**  
**OJ S 201/2021 15/10/2021**  
**Contract award notice**  
**Services**

**Legal Basis:**

Directive 2014/24/EU

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**Section I: Contracting authority**

**I.1. Name and addresses**

Official name: Oslo kommune v/Klimaetaten

National registration number: 876 819 902

Postal address: Olav Vs gate 4

Town: Oslo

NUTS code: NO081 Oslo

Postal code: 0161

Country: Norway

Contact person: Gry Andersen

E-mail: [gry.andersen@kli.oslo.kommune.no](mailto:gry.andersen@kli.oslo.kommune.no)

**Internet address(es):**

Main address: <https://www.oslo.kommune.no/etater-foretak-og-ombud/klimaetaten/>

Address of the buyer profile: <https://eu.eu-supply.com/ctm/Company/CompanyInformation/Index/347279>

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

Regional or local authority

**I.5. Main activity**

General public services

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**Section II: Object**

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

**II.1.1. Title**

Communication Services and Media Purchase

Reference number: 21-118

**II.1.2. Main CPV code**

79340000 Advertising and marketing services

**II.1.3. Type of contract**

Services

**II.1.4. Short description**

The procurement will give Klimaetaten [the Agency for Climate] the support the agency needs in order to perform the communication assignment to change behaviour in the most effective way. The procurement will give top competence where the Agency for Climate itself does not have the competence or sufficient resources during the period when the relevant assignment is to be solved. The aim is to get a service that contributes to implementing accurate

communication measures to achieve behavioural changes in the population and the business community.

So that the communication measures will have the best possible effect the Agency for Climate is dependent on strategic media planning and media purchase so that we can streamline and optimise the channels and surfaces that reach the relevant groups in the population and the business community.

See the documents in the tender documentation for further information and details.

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

This contract is divided into lots: yes

#### **II.1.7. Total value of the procurement**

Value excluding VAT: 37 000 000,00 NOK

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

#### **II.2.1. Title**

Communication services

Lot No: 1

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

72413000 World wide web (www) site design services, 79341100 Advertising consultancy services, 79341400 Advertising campaign services, 79342000 Marketing services, 79413000 Marketing management consultancy services, 79415200 Design consultancy services, 79822500 Graphic design services, 92111000 Motion picture and video production services, 79552000 Word-processing services, 79341000 Advertising services, 92111210 Advertising film production, 79340000 Advertising and marketing services

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

NUTS code: NO081 Oslo

Main site or place of performance: Oslo

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

The Agency for Climate will contribute to achieving the goals in the Climate Strategy. The strategy was adopted by the town council and will contribute to reducing greenhouse gas emissions and that Oslo becomes a climate-robust town that better tolerates the climate changes. In order to achieve these goals, even more of us living in Oslo must make climate-friendly choices. Good information to both the population and business community about what, how and why is important.

The Agency for Climate uses a broad spectrum of channels and communication measures to reach out defined target groups. It is important that the communication is well received and that it helps to create behavioural change.

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

Quality criterion - Name: Competence / Weighting: 30

Quality criterion - Name: Assignment comprehension / Weighting: 30

Price - Weighting: 40

#### **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**

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

#### **II.2.1. Title**

Media purchase

Lot No: 2

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

79340000 Advertising and marketing services, 79413000 Marketing management consultancy services, 22462000 Advertising material, 79341000 Advertising services, 79341100 Advertising consultancy services, 79341200 Advertising management services

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

NUTS code: NO081 Oslo

Main site or place of performance: Oslo

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

For some of our communication efforts and particularly for marketing of the subsidy schemes, we need to purchase media surfaces. This applies both to digital and physical advertising. In 2020, the people of Oslo invested over NOK 260 million in different climate measures thanks to support from the grand schemes in the Climate and Energy Fund. The marketing must contribute to as many as possible in the target group becoming familiar with the schemes and that they can seek grants. It is also a goal that those who visit klimatilskudd.no and of course that as many people as possible submit applications for grants.

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

Quality criterion - Name: Competence / Weighting: 30

Quality criterion - Name: Assignment comprehension / Weighting: 30

Price - Weighting: 40

#### **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 IV: Procedure**

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### **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: yes

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

#### **IV.2.1. Previous publication concerning this procedure**

Notice number in the OJ S: [2021/S 097-252175](#)

#### **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**

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**Contract No: 1**

**Lot No: 1**

**Title:**

Communication Services and Media Purchase

A contract/lot is awarded: yes

#### **V.2. Award of contract**

##### **V.2.1. Date of conclusion of the contract**

20/09/2021

##### **V.2.2. Information about tenders**

Number of tenders received: 14

Number of tenders received by electronic means: 14

The contract has been awarded to a group of economic operators: no

##### **V.2.3. Name and address of the contractor**

Official name: Dinamo AS

National registration number: 976965043

Postal address: Storgata 2

Town: Oslo

NUTS code: NO081 Oslo

Postal code: 0155

Country: Norway

E-mail: [ht@dinamo.no](mailto:ht@dinamo.no)

Telephone: +47 91667830

Internet address: <http://www.dinamo.no>

The contractor is an SME: yes

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

Total value of the contract/lot: 24 000 000,00 NOK

##### **V.2.5. Information about subcontracting**

### **Section V: Award of contract**

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**Contract No: 2**

**Lot No: 1**

**Title:**

Communication Services and Media Purchase

A contract/lot is awarded: yes

## **V.2. Award of contract**

### **V.2.1. Date of conclusion of the contract**

20/09/2021

### **V.2.2. Information about tenders**

Number of tenders received: 14

Number of tenders received by electronic means: 14

The contract has been awarded to a group of economic operators: no

### **V.2.3. Name and address of the contractor**

Official name: HyperRedink

National registration number: 994973754

Postal address: Karvesvingen 1

Town: Oslo

NUTS code: NO081 Oslo

Postal code: 0579

Country: Norway

E-mail: [ingunn.solli@hyperredink.no](mailto:ingunn.solli@hyperredink.no)

Telephone: +47 90187031

Internet address: <http://hyperredink.no>

The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 24 000 000,00 NOK

Total value of the contract/lot: 24 000 000,00 NOK

### **V.2.5. Information about subcontracting**

## **Section V: Award of contract**

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**Contract No:** 3

**Lot No:** 1

**Title:**

Communication Services and Media Purchase

A contract/lot is awarded: yes

## **V.2. Award of contract**

### **V.2.1. Date of conclusion of the contract**

20/09/2021

### **V.2.2. Information about tenders**

Number of tenders received: 14

Number of tenders received by electronic means: 14

The contract has been awarded to a group of economic operators: no

### **V.2.3. Name and address of the contractor**

Official name: Manus AS

National registration number: 921192339  
Postal address: Akersgata 55  
Town: Oslo  
NUTS code: NO081 Oslo  
Postal code: 0180  
Country: Norway  
E-mail: [marianne.solheim@manus.no](mailto:marianne.solheim@manus.no)  
Telephone: +47 95520354  
Internet address: <http://www.manus.no>  
The contractor is an SME: yes

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

Total value of the contract/lot: 24 000 000,00 NOK

**V.2.5. Information about subcontracting**

**Section V: Award of contract**

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**Contract No:** 4

**Lot No:** 1

**Title:**

Communication Services and Media Purchase

A contract/lot is awarded: yes

**V.2. Award of contract**

**V.2.1. Date of conclusion of the contract**

14/09/2021

**V.2.2. Information about tenders**

Number of tenders received: 14

Number of tenders received by electronic means: 14

The contract has been awarded to a group of economic operators: no

**V.2.3. Name and address of the contractor**

Official name: Mediabrands

National registration number: 861869962

Postal address: Postboks 1714 Vika

Town: Oslo

NUTS code: NO081 Oslo

Postal code: 0121

Country: Norway

E-mail: [nina.thorvaldsen@ium.no](mailto:nina.thorvaldsen@ium.no)

Telephone: +47 91765086

The contractor is an SME: no

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

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

**V.2.5. Information about subcontracting**

## **Section VI: Complementary information**

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### **VI.3. Additional information**

The agreement is divided into two lots:

1. Communication services; here, a parallel framework agreement has been entered into with 3 providers. The total contract area for lot 1 is estimated to between NOK 15 to 24 million, excluding VAT.
2. Media Purchase. A framework agreement is signed with one tenderer for this lot. The total contract area for lot 2 is estimated to between NOK 8 to 13 million, excluding VAT.

### **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**

11/10/2021