

Norway-Trondheim: Advertising and marketing services
OJ S 191/2022 04/10/2022
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Enova SF

National registration number: 983 609 155

Postal address: Brattørkaia 17A

Town: Trondheim

NUTS code: NO Norge

Postal code: 7010

Country: Norway

Contact person: Bjørn H. Aunøien

E-mail: bjorn.hakon.aunoien@enova.no

Internet address(es):

Main address: <https://www.enova.no/>

Address of the buyer profile: <https://eu.eu-supply.com/ctm/Company/CompanyInformation/Index/255658>

I.4. Type of the contracting authority

Other type: Government Company - manager of the Climate and Energy Fund

I.5. Main activity

Economic and financial affairs

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Framework agreement, advertising agency services

Reference number: SID 22/5022

II.1.2. Main CPV code

79340000 Advertising and marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

The objective of the procurement is that Enova will enter into a framework agreement with one media agency to cover Enova's need related to advertising agency services.

II.1.6. Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Value excluding VAT: 5 600 000,00 NOK

II.2. Description

II.2.2. Additional CPV code(s)

79341100 Advertising consultancy services, 79341400 Advertising campaign services

II.2.3. Place of performance

NUTS code: NO Norge

II.2.4. Description of the procurement

Enova has entered into a framework agreement with an advertising agency that covers Enova's need for advertising. Total communication systems are decisive for Enova fulfilling its targets and achieving results, and close cooperation is expected with the media agencies and other suppliers so that assignments are carried out in an efficient and appropriate way.

Services that tenderer will provide in consultation and cooperation with Enova are:

- Strategic consulting on marketing and company communication
 - Creative idea and concept development
 - Development and production of tactical and profiling market communication across channels and platforms
 - Development and production of materials to 1:1 and Web
 - Development and production of company communication including content for employer's branding and recruiting
 - Solutions for digital annual statements
 - Digital communication systems
 - Product development
 - Marketing of content and understanding of inbound and outbound marketing
 - Efficient narrative
 - Image/video
 - Brand development
 - Graphic design
 - Material storage
 - Web development, digital design and UX. SEO and content. Digital consultancy services. Insight and analysis
- Enova is a data-driven entity, and the tenderer is expected to have the premise to assist Enova with market-leading systems within digital marketing.

II.2.5. Award criteria

Quality criterion - Name: Competence and experience of the offered core team / Weighting: 20%

Quality criterion - Name: Description of the work process customer and media agency / Weighting: 15%

Quality criterion - Name: Solution of case strategy and creativity / Weighting: 35%

Quality criterion - Name: Solution proposal digital annual report / Weighting: 10%

Cost criterion - Name: Total costs / Weighting: 20%

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

This agreement has an expected value between NOK 2-4 million a year excluding VAT. This is an estimate only, and is not to be considered as binding for the Contracting Authority.

Section IV: Procedure

IV.1. Description

IV.1.1. Type of procedure

Competitive procedure with negotiation

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: [2022/S 073-197013](#)

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

Contract No: 1

Title:

Framework agreement, advertising agency services

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

15/09/2022

V.2.2. Information about tenders

Number of tenders received: 3

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

V.2.3. Name and address of the contractor

Official name: ANTI Trondheim AS

Town: Trondheim

NUTS code: NO Norge

Postal code: 7045

Country: Norway

The contractor is an SME: yes

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

Total value of the contract/lot: 5 600 000,00 NOK

V.2.5. Information about subcontracting

Section VI: Complementary information

VI.3. Additional information

VI.4. Procedures for review

VI.4.1. Review body

Official name: Trøndelag tingrett

Town: Trondheim

Postal code: 7013

Country: Norway

VI.5. Date of dispatch of this notice

29/09/2022