

Norway-Oslo: Advertising and marketing services
OJ S 207/2021 25/10/2021
Contract award notice – utilities
Services

Legal Basis:

Directive 2014/25/EU

Section I: Contracting entity

I.1. Name and addresses

Official name: Flytoget AS

National registration number: 965694404

Postal address: Biskop Gunnerus' gate 14A

Town: OSLO

NUTS code: NO Norge

Postal code: 0101

Country: Norway

Contact person: Åge Pedersen

E-mail: age.pedersen@flytoget.no

Telephone: +47 23159000

Internet address(es):

Main address: <https://permalink.mercell.com/158539989.aspx>

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

I.6. Main activity

Railway services

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Media Agency Services

II.1.2. Main CPV code

79340000 Advertising and marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

The Airport Express Train would like to procure media agency services from 1 November 2021 until the Airport Express Train's concession period expires on 31 January 2028. An extension of the Airport Express Train's concession can lead to an extension for a further one year. The contract involves the procurement of advertisements and arrangement of media procurements, as well as measuring the effectiveness of the procurements.

II.1.6. Information about lots

This contract is divided into lots: no

II.2. Description

II.2.3. Place of performance

NUTS code: NO081 Oslo

II.2.4. Description of the procurement

The Airport Express Train has worked to create the world's easiest journey for more than 20 years. Over the course of this period we have had more than 100 million travellers, and have had up to more than 70 percent of public transport users. The Airport Express Train has become one of Norway's strongest brands, and is Norway's most winning company on the Norwegian customer barometer. This is because we work very hard with all the links in a customer's journey, with service, punctuality, and an unbeatable customer experience being the most important.

In order to maintain the Airport Express Train's strong brand and position in the market, we would like a strategic, professional, strong, and innovative media agency partner and advisor, that can contribute to lifting the Airport Express Train's brand further in cooperation with the market team and an advertising agency.

We would like a tenderer that:

- Contributes to ensuring the best possible use of the Airport Express Train's marketing budget and achieving the goals that are set in the company's marketing and business plans. This includes a strong media strategy, price and discount negotiations with media, as well as optimisation of the media mix.
- Is strong strategically and that actively uses insight to develop the media strategy, and that is an important part in the further development of the brand strategy and marketing plan in close cooperation with the Airport Express Train's marketing team.
- Develops media plans and carries out minor and major campaigns from planning and procurements to optimisation and training.
- Further develops and optimises campaigns in cooperation with the Airport Express Train, and ensures that training is continued for new campaigns.
- Has a challenging mentality, is proactive, creative, and curious, with proposals for improvements and new solutions, and that has a good overview of the market development and trends at home and abroad.

II.2.5. Award criteria

Quality criterion - Name: Quality (system proposal) / Weighting: 35%

Quality criterion - Name: Competence / Weighting: 35%

Price - Weighting: 35%

II.2.11. Information about options

Options: yes

Description of options:

Dependent on the concession period of the Airport Express Train

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

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

The procurement is covered by the Government Procurement Agreement: no

IV.2. Administrative information

IV.2.1. Previous publication concerning this procedure

Notice number in the OJ S: [2021/S 117-308976](#)

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

Title:

Media agency - the tendering stage

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

11/10/2021

V.2.2. Information about tenders

Number of tenders received: 6

Number of tenders received from SMEs: 6

Number of tenders received from tenderers from other EU Member States: 6

Number of tenders received from tenderers from non-EU Member States: 0

Number of tenders received by electronic means: 6

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

V.2.3. Name and address of the contractor

Official name: ATYP AS

Postal address: Karlstadgata 11

Town: OSLO

NUTS code: NO081 Oslo

Postal code: 0553

Country: Norway

E-mail: haagen@atyp.no

Telephone: +47 98257607

The contractor is an SME: yes

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

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: Oslo tingrett

Town: Oslo

Country: Norway

VI.5. Date of dispatch of this notice

20/10/2021