

Norway-Tromsø: Advertising and marketing services

OJ S 176/2023 13/09/2023

Contract notice

Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Norges Sjømatråd

National registration number: 988 597 627

Postal address: Stortorget 1

Town: Tromsø

NUTS code: NO074 Troms og Finnmark

Postal code: 9008

Country: Norway

Contact person: Tom Meland

E-mail: tom.meland@seafood.no

Internet address(es):

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

I.3. Communication

The procurement documents are available for unrestricted and full direct access, free of charge, at: <https://tendsign.no/doc.aspx?Uniqueld=afayjhmmnv&GoTo=Docs>

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted electronically via: <https://tendsign.no/doc.aspx?Uniqueld=afayjhmmnv&GoTo=Tender>

I.4. Type of the contracting authority

Body governed by public law

I.5. Main activity

Economic and financial affairs

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

PR Agency in Portugal

Reference number: 23/5

II.1.2. Main CPV code

79340000 Advertising and marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

The companies we work with must be able to understand the local consumers, along with monitoring and decoding the Portuguese media landscape, stakeholders and general discussions in various channels related to seafood, especially imported seafood. This insight must be communicated to the Norwegian Seafood Council and should be actively utilised when the company proposes related activities that you will lead from conception to execution and reporting.

II.1.5. Estimated total value

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, 79342000 Marketing services

II.2.3. Place of performance

NUTS code: PT170 Área Metropolitana de Lisboa

Main site or place of performance: Lisboa in Portugal.

II.2.4. Description of the procurement

The Norwegian Seafood Council is an international contracting authority with both Norwegian and Portuguese stakeholders. We have an overall marketing strategy, strategies for each species, along with local marketing plans based on these strategies. We have a creative advertising agency in Norway that develops our global creative material for all media channels and a customisation agency in London that works with transcreation. Local creative needs are mainly within digital influencer campaigns and social media. We strive to develop integrated campaigns, where all channels, both earned and paid, work together. We will have a global PR setup in Norway, which will develop PR ideas that can be applied to key seafood species with the intention of being used across markets. HQ global PR will also provide the local offices with support and availability for discussions for their local PR ideas. However, we need to adapt and create strong PR ideas for the Portuguese market in line with the "Seafood from Norway" brand direction to create a local buzz. You will need to work on assignments related to both corporate and product PR aimed at both consumers and B2B.

The companies we work with must be able to understand the local consumers, along with monitoring and decoding the Portuguese media landscape, stakeholders and general discussions in various channels related to seafood, especially imported seafood. This insight must be communicated to the Norwegian Seafood Council and should be actively utilised when the company proposes related activities that you will lead from conception to execution and reporting.

II.2.5. Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.6. Estimated value

II.2.7. Duration of the contract, framework agreement or dynamic purchasing system

Duration in months: 36

This contract is subject to renewal: no

II.2.10.

Information about variants

Variants will be accepted: no

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

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

IV.1.5. Information about negotiation

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.2.2. Time limit for receipt of tenders or requests to participate

Date: 16/10/2023 Local time: 12:00

IV.2.3. Estimated date of dispatch of invitations to tender or to participate to selected candidates

IV.2.4. Languages in which tenders or requests to participate may be submitted

English, Norwegian

IV.2.6. Minimum time frame during which the tenderer must maintain the tender

Tender must be valid until: 01/01/2024

Section VI: Complementary information

VI.1. Information about recurrence

This is a recurrent procurement: no

VI.3. Additional information

Mercell notice: <https://opic.com/id/afayjhmmnv>

VI.4. Procedures for review

VI.4.1. Review body

Official name: Nord-Troms Tingrett

Town: Tromsø

Postal code: 9270

Country: Norway

VI.5. Date of dispatch of this notice

08/09/2023