

**Norway-Trondheim: Advertising and marketing services**  
**OJ S 247/2020 18/12/2020**  
**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: SIVA - Selskapet for industrivekst SF

National registration number: 966703032

Postal address: Postboks 1253 Torgarden

Town: Trondheim

NUTS code: NO Norge

Postal code: 7462

Country: Norway

Contact person: Tone Egeland

E-mail: [tone.egeland@siva.no](mailto:tone.egeland@siva.no)

Telephone: +47 93658729

**Internet address(es):**

Main address: <https://permalink.mercell.com/132602020.aspx>

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

National or federal agency/office

**I.5. Main activity**

Economic and financial affairs

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**Section II: Object**

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

**II.1.1. Title**

Framework Agreement for Design and Marketing Services

**II.1.2. Main CPV code**

79340000 Advertising and marketing services

**II.1.3. Type of contract**

Services

**II.1.4. Short description**

Siva SF needs to enter into an agreement for competence support related to design and market services. A framework agreement is requested for one or several providers who shall cover our need.

**II.1.6. Information about lots**

This contract is divided into lots: no

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

Value excluding VAT: 3 400 000,00 NOK

## **II.2. Description**

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

79342000 Marketing services, 79413000 Marketing management consultancy services, 79415200 Design consultancy services, 79552000 Word-processing services, 79822500 Graphic design services, 92111000 Motion picture and video production services

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

NUTS code: NO Norge

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

The objective of the framework agreement is to cover Siva SF's requirements for design and marketing services regarding:

- strategic planning and advisory and consultative services;
- concept development, development and production of various communication measures, such as digital communication, marketing material, advertisements, reports, presentations, etc.
- Formulation of text
- design, layout and illustrations;
- annual reports, based on the latest year's report, including two rounds of proof reading;
- video productions — two examples of the tenderer's productions.

Siva's graphical profile must form the basis for the assignment. The deliveries must be adaptable to the Web and paper version. The tenderer is asked to describe how the assignment shall be solved.

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

Quality criterion - Name: Experience and expertise / Weighting: 40

Quality criterion - Name: Assignment solution / Weighting: 40

Price - Weighting: 20

### **II.2.11. Information about options**

Options: yes

Description of options:

2 years + 1 year + 1 year.

### **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: [2020/S 120-293436](#)

#### 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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### Title:

Framework Agreement for Design and Marketing Services

A contract/lot is awarded: yes

### V.2. Award of contract

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

28/10/2020

#### V.2.2. Information about tenders

Number of tenders received: 16

Number of tenders received from SMEs: 1

Number of tenders received from tenderers from other EU Member States: 16

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

Number of tenders received by electronic means: 16

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

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

Official name: Miksmaster AS

Postal address: Torggata 11 b

Town: Oslo

NUTS code: NO Norge

Postal code: 0181

Country: Norway

E-mail: [bbh@miksmaster.no](mailto:bbh@miksmaster.no)

Telephone: +47 22201600

The contractor is an SME: yes

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

Total value of the contract/lot: 3 400 000,00 NOK

#### V.2.5. Information about subcontracting

## Section V: Award of contract

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### Title:

Framework Agreement for Design and Marketing Services

A contract/lot is awarded: yes

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

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

17/11/2020

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

Number of tenders received: 16

Number of tenders received from SMEs: 1

Number of tenders received from tenderers from other EU Member States: 16

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

Number of tenders received by electronic means: 16

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

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

Official name: Tibe T Reklamebyrå AS

Postal address: Nordre gate 8

Town: Trondheim

NUTS code: NO Norge

Postal code: 7010

Country: Norway

The contractor is an SME: yes

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

Total value of the contract/lot: 3 400 000,00 NOK

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

## **Section VI: Complementary information**

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

### **VI.4. Procedures for review**

#### **VI.4.1. Review body**

Official name: Sør-Trøndelag Tingrett

Postal address: Postboks 2317 Torgarden

Town: Trondheim

Postal code: 7004

Country: Norway

### **VI.5. Date of dispatch of this notice**

15/12/2020