

Norway-Nodeland: Advertising and marketing services

OJ S 203/2023 20/10/2023

Contract notice

Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: KRISTIANSAND KOMMUNE

National registration number: 820852982

Postal address: Postboks 4

Town: NODELAND

NUTS code: NO Norge

Postal code: 4685

Country: Norway

Contact person: Markus Vesterhus-Tvedt

E-mail: markus.vesterhus-tvedt@kristiansand.kommune.no

Internet address(es):

Main address: <https://permalink.mercell.com/203265149.aspx>

I.3. Communication

The procurement documents are available for unrestricted and full direct access, free of charge, at: <https://permalink.mercell.com/203265149.aspx>

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted electronically via: <https://permalink.mercell.com/203265149.aspx>

I.4. Type of the contracting authority

Regional or local authority

I.5. Main activity

General public services

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Framework agreement for Graphic Design Services

Reference number: 2023019908

II.1.2. Main CPV code

79340000 Advertising and marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

This call for tenders involves consultancy services related to strategic and creative communication. This includes a continued need for branding of Kristiansand municipality and strategic focus on reputation development, as well as management and further development of the municipality's graphic profile.

The contract shall also include the production of profiling materials and information products for the new municipality and its activities.

II.1.5. Estimated total value

Value excluding VAT: 15 000 000,00 NOK

II.1.6. Information about lots

This contract is divided into lots: no

II.2. Description

II.2.2. Additional CPV code(s)

79822500 Graphic design services, 39294100 Information and promotion products, 22462000 Advertising material, 79413000 Marketing management consultancy services, 79415200 Design consultancy services

II.2.3. Place of performance

NUTS code: NO092 Agder

II.2.4. Description of the procurement

The following graphic services can be included:

- Marketing, advertising and information materials for different platforms
- Consultancy services and production related to graphical design, illustrations and infographics, also for different platforms
- Services related to printing (quality and preparation for printing)
- Picture processing if required
- 3D
- Icons
- Web-design (New domains/projects)
- The list is not exhaustive.

The main assignment will mostly consist of graphic services, where all the materials (e.g., pictures/illustrations and texts) come from the Contracting Authority. In some cases, we would like the tenderer to assist with illustrations, creative communication and processes. Assistance can be required for the further development of elements in the municipality's graphic profile (e.g., brochure and document templates, profile for municipal buildings, signage, etc.).

Printing is NOT included in the services under this framework agreement, as the municipality already has an established printing agreement.

II.2.5. Award criteria

Criteria below

Quality criterion - Name: Experience and the ability to fulfil the contract / Weighting: 30%

Quality criterion - Name: Competence and delivery / Weighting: 30%

Price - Weighting: 40%

II.2.6. Estimated value

Value excluding VAT: 15 000 000,00 NOK

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

Duration in months: 48

This contract is subject to renewal: yes

Description of renewals:

One + one year

II.2.10. Information about variants

Variants will be accepted: no

II.2.11. Information about options

Options: yes

Description of options:

Option for 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

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

Framework agreement with a single operator

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

Date: 20/11/2023 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

Norwegian

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

Tender must be valid until: 20/02/2024

IV.2.7. Conditions for opening of tenders

Date: 20/11/2023 Local time: 12:00

Section VI: Complementary information

VI.1. Information about recurrence

This is a recurrent procurement: no

VI.3. Additional information

VI.4. Procedures for review

VI.4.1. Review body

Official name: Agder Tingrett

Town: Kristiansand

Country: Norway

VI.5. Date of dispatch of this notice

16/10/2023