

**Norway-Bodø: Marketing services**  
**OJ S 206/2023 25/10/2023**  
**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: Nord Universitet  
National registration number: 970 940 243  
Postal address: Postboks 1490  
Town: Bodø  
NUTS code: NO071 Nordland  
Postal code: 8049  
Country: Norway  
Contact person: Hildegunn Westeng Kjerpeseth  
E-mail: [hildegunn.w.kjerpeseth@nord.no](mailto:hildegunn.w.kjerpeseth@nord.no)  
**Internet address(es):**  
Main address: <http://www.nord.no>

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

National or federal agency/office

**I.5. Main activity**

Education

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**Section II: Object**

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

**II.1.1. Title**

Consultancy service - Digital marketing  
Reference number: 23/01363

**II.1.2. Main CPV code**

79342000 Marketing services

**II.1.3. Type of contract**

Services

**II.1.4. Short description**

Due to the complexity and setup of different systems, Nord University needs assistance with digital marketing, We emphasise assistance from a complex competence team. We therefore request digital support and technical setup and assistance. It is an advantage if the tenderer also possesses other types of expertise in marketing and digital platforms internally in the company. Nord University therefore requests tenders for consultancy assistance for this field.

**II.1.6.**

## **Information about lots**

This contract is divided into lots: no

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

Value excluding VAT: 1 920 000,00 NOK

## **II.2. Description**

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

79340000 Advertising and marketing services, 79413000 Marketing management consultancy services

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

NUTS code: NO0 Norge

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

Due to the complexity and setup of different systems, Nord University needs assistance with digital marketing, We emphasise assistance from a complex competence team. We therefore request digital support and technical setup and assistance. It is an advantage if the tenderer also possesses other types of expertise in marketing and digital platforms internally in the company. Nord University therefore requests tenders for consultancy assistance for this field.

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

Price

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

Options: yes

Description of options:

The agreement period is 2 (two) years. The contracting authority shall have the option for extending the consultancy agreement for one year at a time (1+1) year, to a total of maximum period of four (4) years.

### **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**

#### **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: [2023/S 158-500645](#)

#### **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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A contract/lot is awarded: yes

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

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

10/10/2023

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

Number of tenders received: 10

Number of tenders received by electronic means: 10

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

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

Official name: Hensikt

National registration number: 917 890 617

Postal address: Sjøgata 50

Town: Bodø

NUTS code: NO071 Nordland

Postal code: 8006

Country: Norway

The contractor is an SME: no

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

Initial estimated total value of the contract/lot: 1 920 000,00 NOK

Total value of the contract/lot: 1 920 000,00 NOK

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

### **Section VI: Complementary information**

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

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

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

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

Official name: Salten og Lofoten Tingrett

Town: Bodø

Country: Norway

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

20/10/2023