

Norway-Hamar: Advertising and marketing services

OJ S 208/2023 27/10/2023

Contract notice

Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Norsk Tipping AS

National registration number: 925 836 613

Postal address: Postboks 4414

Town: Hamar

NUTS code: NO020 Innlandet

Postal code: 2325

Country: Norway

Contact person: Trond Trondsgård Willard

E-mail: Trond-Trondsgard.Willard@norsk-tipping.no

Internet address(es):

Main address: <http://www.norsk-tipping.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=afqzjercf&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=afqzjercf&GoTo=Tender>

I.4. Type of the contracting authority

Body governed by public law

I.5. Main activity

General public services

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Marketing technology, process management and media agency services

Reference number: NT-23-0320

II.1.2. Main CPV code

79340000 Advertising and marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

The procurement will ensure that Norsk Tipping has strategic, tactical and operational support related to the company's visibility and marketing. The goal is to contribute to effective marketing through strategic consultancy, operational execution, efficient work processes and optimal tool support. The marketing work shall be based on performance management, insight and efficiency and operated in accordance with agile principles.

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)

79310000 Market research services, 79341100 Advertising consultancy services, 79341200 Advertising management services, 79342000 Marketing services, 79413000 Marketing management consultancy services

II.2.3. Place of performance

NUTS code: NO020 Innlandet

II.2.4. Description of the procurement

The procurement will ensure that Norsk Tipping has strategic, tactical and operational support related to the company's visibility and marketing. The goal is to contribute to effective marketing through strategic consultancy, operational execution, efficient work processes and optimal tool support. The marketing work shall be based on performance management, insight and efficiency and operated in accordance with agile principles.

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

Start: 11/12/2023 End: 11/12/2025

This contract is subject to renewal: yes

Description of renewals:

2 extension(s), each for 12 months

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

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.2.2. 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: 28/02/2024

IV.2.7. Conditions for opening of tenders

Date: 20/11/2023 Local time: 12:01

Section VI: Complementary information

VI.1. Information about recurrence

This is a recurrent procurement: no

VI.3. Additional information

Merzell notice: <https://opic.com/id/afqzjercf>

VI.4. Procedures for review**VI.4.1. Review body**

Official name: Østre Innlandet tingrett

Town: Hamar

Country: Norway

VI.5. Date of dispatch of this notice

23/10/2023