

Norway-Oslo: Advertising and marketing services
OJ S 230/2023 29/11/2023
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: OsloMet - storbyuniversitetet

National registration number: 997 058 925

Postal address: Postboks 4 Pilestredet 46

Town: Oslo

NUTS code: NO08 Oslo og Viken

Postal code: 0130

Country: Norway

Contact person: Anne Marit Ringvold

E-mail: anmaritr@oslomet.no

Internet address(es):

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

I.4. Type of the contracting authority

National or federal agency/office

I.5. Main activity

Education

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Advertising and media purchases

Reference number: 23/02023

II.1.2. Main CPV code

79340000 Advertising and marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

OsloMet shall enter into a framework agreement with one supplier who can provide advertising and media purchase services for all units at OsloMet.

II.1.6. Information about lots

This contract is divided into lots: no

II.1.7.

Total value of the procurement

Value excluding VAT: 12 000 000,00 NOK

II.2. Description

II.2.3. Place of performance

NUTS code: NO08 Oslo og Viken

II.2.4. Description of the procurement

OsloMet shall enter into a framework agreement with one supplier who can provide advertising and media purchase services for all units at OsloMet.

II.2.5. Award criteria

Quality criterion - Name: Offered competence and experience / Weighting: 30%

Quality criterion - Name: Case system / Weighting: 20%

Quality criterion - Name: Reference / Weighting: 25 %

Price - Weighting: 25 %

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.2.1. Previous publication concerning this procedure

Notice number in the OJ S: [2023/S 121-383501](#)

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

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1.

Date of conclusion of the contract

19/10/2023

V.2.2. Information about tenders

Number of tenders received: 8

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

V.2.3. Name and address of the contractor

Official name: Mood Communication AS

National registration number: 818 546 432

Postal address: Postboks 144 Bogstadveien

Town: Oslo

NUTS code: NO08 Oslo og Viken

Postal code: 0323

Country: Norway

The contractor is an SME: yes

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

Total value of the contract/lot: 12 000 000,00 NOK

V.2.5. Information about subcontracting**Section VI: Complementary information**

VI.3. Additional information

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

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

Official name: Oslo tingrett

Town: Oslo

Country: Norway

VI.5. Date of dispatch of this notice

24/11/2023