

Norway-Lysaker: Advertising and marketing services
OJ S 249/2023 27/12/2023
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Forsvaret v/Forsvarets logistikkorganisasjon

National registration number: 988517860

Postal address: Lysaker Torg 45

Town: Lysaker

NUTS code: NO Norge

Postal code: 1366

Country: Norway

Contact person: Peder Lommerud Jørgensen

E-mail: e-pjorgensen@mil.no

Telephone: +47 63808643

Internet address(es):

Main address: <https://permalink.mercell.com/204790239.aspx>

I.4. Type of the contracting authority

Ministry or any other national or federal authority, including their regional or local subdivisions

I.5. Main activity

Defence

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Framework agreement for media agency services

Reference number: 2023009559

II.1.2. Main CPV code

79340000 Advertising and marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

The objective of the procurement is to meet the Norwegian Armed Forces' needs for media agency services.

The contracting authority will enter into this contract on behalf of the following organisations:

- The Norwegian Armed Forces
- The Norwegian Defence Materiel Agency (NDMA)
- The Norwegian Defence Research Establishment (NDRE)

In addition, the following organisations have an option to join the framework agreement:

- The Ministry of Defence

The Norwegian National Security Authority (NSA)

II.1.6. Information about lots

This contract is divided into lots: yes

II.1.7. Total value of the procurement

Value excluding VAT: 80 000 000,00 NOK

II.2. Description

II.2.1. Title

Lot No: 1

II.2.2. Additional CPV code(s)

79341000 Advertising services, 79342000 Marketing services, 79611000 Job search services

II.2.3. Place of performance

NUTS code: NO Norge

Main site or place of performance: Oslo

II.2.4. Description of the procurement

The procurement concerns assistance within the following two lots.

Lot 1: Media strategy, reputation and education campaigns

The Norwegian Armed Forces is in need of a media agency that will deliver and support the Armed Forces with services on an ongoing basis as needed for media agency services within general media strategy, reputation and education campaigns and similar services, including media consultancy, target group insight, advertising of cultural events, events, etc., express services, SEO and SEM.

Lot 2: Employer branding and job advertisements

The Norwegian Armed Forces is in need of a media agency that will deliver and support the Armed Forces with services on an ongoing basis as needed for media agency services within employer branding, job advertisements, and similar services, including media strategy, target group insight, campaigns, express services and ongoing advertising of individual positions.

II.2.5. Award criteria

Quality criterion - Name: Quality - solution proposal / Weighting: 50

Quality criterion - Name: Quality - Competence and experience of the proposed personnel / Weighting: 20

Price - Weighting: 30

II.2.11. Information about options

Options: yes

Description of options:

The following organisations will have an option for to join the framework agreement:

- The Ministry of Defence

The Norwegian National Security Authority (NSA)

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

II.2. Description

II.2.1. Title

Lot No: 2

II.2.2. Additional CPV code(s)

79341000 Advertising services, 79342000 Marketing services, 79611000 Job search services

II.2.3. Place of performance

NUTS code: NO Norge

II.2.4. Description of the procurement

The procurement concerns assistance within the following two lots.

Lot 1: Media strategy, reputation and education campaigns

The Norwegian Armed Forces is in need of a media agency that will deliver and support the Armed Forces with services on an ongoing basis as needed for media agency services within general media strategy, reputation and education campaigns and similar services, including media consultancy, target group insight, advertising of cultural events, events, etc., express services, SEO and SEM.

Lot 2: Employer branding and job advertisements

The Norwegian Armed Forces is in need of a media agency that will deliver and support the Armed Forces with services on an ongoing basis as needed for media agency services within employer branding, job advertisements, and similar services, including media strategy, target group insight, campaigns, express services and ongoing advertising of individual positions.

II.2.5. Award criteria

Quality criterion - Name: Quality - solution proposal / Weighting: 50

Quality criterion - Name: Quality - Competence and experience of the proposed personnel / Weighting: 20

Price - Weighting: 30

II.2.11. Information about options

Options: yes

Description of options:

The following organisations will have an option for to join the framework agreement:

- The Ministry of Defence

The Norwegian National Security Authority (NSA)

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

Restricted 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 105-329446](#)

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

Lot No: 1

Title:

Lot 1: Media strategy, reputation and education campaigns

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

05/12/2023

V.2.2. Information about tenders

Number of tenders received: 4

Number of tenders received from SMEs: 1

Number of tenders received from tenderers from other EU Member States: 4

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

Number of tenders received by electronic means: 4

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

V.2.3. Name and address of the contractor

Official name: EssenceMediacom Norway AS

Postal address: Kongensgate 6

Town: OSLO

NUTS code: NO Norge

Postal code: 0153

Country: Norway

Telephone: +47 99721006

The contractor is an SME: no

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

Total value of the contract/lot: 50 000 000,00 NOK

V.2.5. Information about subcontracting

Section V: Award of contract

Lot No: 2

Title:

Lot 2: Employer branding and job advertisements

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

05/12/2023

V.2.2. Information about tenders

Number of tenders received: 4

Number of tenders received from SMEs: 1

Number of tenders received from tenderers from other EU Member States: 4

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

Number of tenders received by electronic means: 4

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

V.2.3. Name and address of the contractor

Official name: EssenceMediacom Norway AS

Postal address: Kongensgate 6

Town: OSLO

NUTS code: NO Norge

Postal code: 0153

Country: Norway

Telephone: +47 99721006

The contractor is an SME: no

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

Total value of the contract/lot: 30 000 000,00 NOK

V.2.5. Information about subcontracting

Section VI: Complementary information

VI.3. Additional information

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

22/12/2023