

616953-2026 - Kilpailu

Norja – Mainonta- ja markkinointipalvelut – 2026/695 - Framework agreement Branding, marketing, performance management and medievalg (Stage 1 - Qualification phase).

OJ S 173/2026 08/09/2026

**Hankintailmoitus tai käyttöoikeussopimusta koskeva ilmoitus – vakiojärjestelmä
Palvelut**

1. Ostaja

1.1. Ostaja

Virallinen nimi: Norsk rikskringkasting AS

Sähköposti: eva.solberg@nrk.no

Ostajan oikeudellinen muoto: Julkisoikeudellinen yhteisö

Pääasiallinen toimiala: Virkistys, kulttuuri ja uskonto

2. Menettely

2.1. Menettely

Ilmoituksen nimi: 2026/695 - Framework agreement Branding, marketing, performance management and medievalg (Stage 1 - Qualification phase).

Kuvaus: NRK would like to enter into a contract with a media agency with strategic competence and relevant experience within branding, marketing, performance management and medievalg. The competition will be held as a negotiated procedure, c.f. the Public Procurement Regulations/Public Procurement Regulations Part III. The competition will be held in two stages. The competition begins with a qualification phase (stage 1). Only tenderers who fulfil the qualification requirements and who have been invited to the tender phase (stage 2) will be able to submit a tender.

Menettelyn tunniste: abae78ba-b319-4487-8fcf-d61667fedcd6

Sisäinen tunniste: 2026/695

Menettelyn tyyppi: Tarjouskilpailukutsun julkaisemisen jälkeinen neuvottelumenettely / tarjousperusteinen neuvottelumenettely

Käytetään nopeutettua menettelyä: ei

Menettelyn tärkeimmät piirteet: The aim of the framework agreement is to establish a long-term cooperation with an agency that can assist NRK in strengthening its position in an increasingly fragmented media market. The contract shall ensure NRK access to expertise within branding, media planning, performance management and medievalg, and insight into the commercial market. A framework agreement shall be signed with one tenderer. Please see the attached tender documentation (12 annexes) for complete information on the competition.

2.1.1. Tarkoitus

Pääasiallinen hankintalaji: Palvelut

Pääasiallinen luokitus (cpv): 79340000 Mainonta- ja markkinointipalvelut

Lisäluokitus (cpv): 79310000 Markkinatutkimuspalvelut, 79313000 Tulosseurantapalvelut, 79341200 Mainonnan hoito, 79341400 Mainoskampanjapalvelut, 79342000 Markkinointi, 79400000 Yrityskonsultointi, johdon konsultointi ja niihin liittyvät palvelut, 79413000 Markkinointijohdon konsulttipalvelut

2.1.2. Suorituspaikka

Maa: Norja

2.1.4. Yleistä tietoa

Oikeusperusta:

Direktiivi 2014/24/EU

Anskaffelsesforskriften - The aim of the framework agreement is to establish a long-term cooperation with an agency that can assist NRK in strengthening its position in an increasingly fragmented media market. The contract shall ensure NRK access to expertise within branding, media planning, performance management and mediaevalg, and insight into the commercial market.

2.1.6. Poissulkemisperusteet

Poissulkemisperusteiden ilmoittamispaikka: Ilmoitus

Korruptio: Is the tenderer himself or a person, who is a member of the tenderer's administration, management or supervisory body or has the competence to represent or control or make decisions in such bodies, by enforceable judgement been convicted of corruption by a verdict handed down not more than five years ago, or a rejection period determined directly in the judgement that still applies? Corruption as defined in Article 3 of the Convention on Combating Corruption, involving European Communities or European Union member states (EUT C 195 of 25.6.1997, s. 1), and in Article 2, point 1, in the Council's framework decision 2003/568/RIA of 22 July 2003 on combating corruption in the private sector (EUT L 192 of 31.7.2003, p. 54). This rejection reason also includes corruption as defined in national law for the contracting authority or supplier.

Petos: Is the tenderer himself or a person, who is a member of the tenderer's administration, management or supervisory body or has the competence to represent or control or make decisions in such bodies, at the time a legally convicted of fraud has been convicted of fraud by a verdict handed down not more than five years ago, or a rejection period determined directly in the judgement that still applies? Fraud included in Article 1 of the Convention on protection of the Financial Interests of the European Communities (EFT C 316 of 27.11.1995, p. 48).

Rahanpesu tai terrorismin rahoitus: Is the tenderer himself or a person, who is a member of the tenderer's administration, management or supervisory body or has the competence to represent or control or make decisions in such bodies, in the event a legal verdict has been convicted of money laundering or financing terrorism by a verdict handed down no more than five years ago, or a rejection period set out directly in the judgement that still applies? Money laundering or financing terrorism As defined in Article 1 of the European Parliament and Council Directive 2005/60/EF of 26 October 2005 on preventive measures against the use of the financial system for money laundering and financing terrorism (EUT L 309 of 25.11.2005, p. 15).

Rikollisjärjestön toimintaan osallistuminen: Is the tenderer himself or a person, who is a member of the tenderer's administration, management or supervisory body or has the competence to represent or control or make decisions in such bodies, at the time a legally convicted verdict of participation in a criminal organisation by a verdict handed down no more than five years ago, or a rejection period set out directly in the judgement that still applies? Participation in a criminal organisation as defined in Article 2 of the Council's framework decision 2008/841/RIA of 24 October 2008 on control of organised crime (EUT L 300 of 11.11.2008, p. 42)

Terrorismirikokset tai terroritoimintaan liittyvät rikokset: Is the tenderer himself or a person, who is a member of the tenderer's administration, management or supervisory body, or has the competence to represent or control or make decisions in such bodies, in the event a legal

verdict has been convicted of acts of terrorism or criminal acts connected to terrorist activities by a verdict handed down no more than five years ago, or a rejection period set directly in the judgement that still applies? Acts of terrorism or criminal acts relating to terrorist activity as defined in Article 1 and 3 of the Council's framework decision 2002/475/RIA of 13 June 2002 on combating terrorism (EFT L 164, af 22.6.2002, p. 3). This rejection reason also includes incitement to, participation or attempts to commit such actions as included in Article 4 in the mentioned framework decision.

Lapsityövoima ja muut ihmiskaupan muodot: Is the tenderer himself or a person, who is a member of the tenderer's administration, management or supervisory body or has the competence to represent or control or make decisions in such bodies, in the event a legal verdict has been convicted of child labour and other forms of human trafficking by a verdict handed down no more than five years ago, or a rejection period determined directly in the judgement that still applies? Child labour and other forms of human trafficking as defined in Article 2 of the European Parliament and council directive 2011/36/EU of 5. 1 April 2011 on the prevention and control of human trafficking and the protection of its victims and for compensation of the Council's framework decision 2002/629/RIA (EUT L 101 of 15.4.2011, p. 1).

Ympäristölainsäädännön mukaisten velvoitteiden rikkominen: Is the tenderer aware of breaches of environmental provisions as stated in national law, the relevant notice or procurement documents or Article 18 (2) of Directive 2014/24/EU.

Työlainsäädännön mukaisten velvoitteiden rikkominen: Is the tenderer aware of breaches of provisions on working conditions as stated in national law, the relevant notice or procurement documents or Article 18 (2) of Directive 2014/24/EU.

Sosiaalilainsäädännön mukaisten velvoitteiden rikkominen: Is the tenderer aware of breaches of provisions on social conditions as stated in national law, the relevant notice or procurement documents or Article 18 (2) of Directive 2014/24/EU.

Toisten talouden toimijoiden kanssa kilpailun vääristämiseksi tehdyt sopimukset: Has the tenderer entered into agreement(s) with other tenderers with the intention of turning the competition?

Ammatin harjoittamiseen liittyvä vakava virhe: Has the tenderer committed serious errors in professional practice? If relevant, see the definitions in national law, the relevant notice or procurement documents.

Väärien tietojen antaminen, tietojen salaaminen, vaadittujen asiakirjojen toimittamatta jättäminen tai tätä menettelyä koskevien luottamuksellisten tietojen saaminen: Have the tenderer: a) given grossly incorrect information when notifying the information required to verify that there is no basis for rejection, or of the qualification requirements being met, b) failed to provide such information, c) subject to immediately submitting the supporting documents requested by the Contracting Authority, or d) improperly affecting the Contracting Authority's decision process to acquire confidential information that could give this an unlawful advantage in connection with competition, or negligently has given misleading information that can have a significant influence on decisions on rejection, selection or award?

Talouden toimijan hankintamenettelyyn osallistumisesta johtuvat eturistiriidat: Are tenderers aware of a conflict of interest as stated in national law, the relevant notice or procurement documents?

Välitön tai välillinen osallistuminen tämän hankintamenettelyn valmisteluun: Has the tenderer or an entity associated with the supplier advised the contracting authority or in another way been involved in the planning of the competition?

Ennenaikainen irtisanominen, vahingonkorvaukset tai muut vastaavat seuraamukset: Has the tenderer committed significant breaches of contract in connection with the fulfilment of a previous public contract, a previous contract with a public contracting authority or a previous

concession contract, where the breach has led to the cancellation of the contract, compensation or other similar sanctions?

Puhtaasti kansallisten poissulkemisperusteiden nojalla asetettujen velvoitteiden rikkominen: The contracting authority shall state that in Norway there are national rejection reasons. These shall be described in the procurement documents. Tenderers must respond to whether they are in one or more of the situations described in the national rejection reasons. Will the purely national rejection reasons, as stated in the relevant notice or in the procurement documents, apply?

Sosiaaliturvamaksujen maksamiseen liittyvän velvoitteen rikkominen: Have tenderers failed to fulfil all their social security obligations in the country where they are established and in their member state, if this is a different country than what he is established in?

Verojen maksamiseen liittyvän velvoitteen rikkominen: Has the tenderer not fulfilled his tax and duty obligations in the country in which he is established, and in the contracting authority's member state, if this is a different country than what he is established in?

Liiketoiminta on keskeytetty: Specify why, under the mentioned circumstances, one is able to carry out the contract, considering the current national provisions and measures for continuing the business activities? It is not necessary to provide this information if rejection of tenderers made mandatory in accordance with the current national law without the possibility for exceptions.

Konkurssi: Is the tenderer in a bankruptcy situation? Specify why, under the mentioned circumstances, one is able to carry out the contract, considering the current national provisions and measures for continuing the business activities? It is not necessary to provide this information if rejection of tenderers made mandatory in accordance with the current national law without the possibility for exceptions.

Järjestelyt velkojen kanssa: Is the supplier in a situation where he has been forced debt arrangement? Specify why, under the mentioned circumstances, one is able to carry out the contract, considering the current national provisions and measures for continuing the business activities? It is not necessary to provide this information if rejection of tenderers made mandatory in accordance with the current national law without the possibility for exceptions.

Maksukyvyttömyys: Is the tenderer in an insolvency situation? Specify why, under the mentioned circumstances, one is able to carry out the contract, considering the current national provisions and measures for continuing the business activities? It is not necessary to provide this information if rejection of tenderers made mandatory in accordance with the current national law without the possibility for exceptions.

Varat selvitysmiehen hallinnassa: Specify why, under the mentioned circumstances, one is able to carry out the contract, considering the current national provisions and measures for continuing the business activities? It is not necessary to provide this information if rejection of tenderers made mandatory in accordance with the current national law without the possibility for exceptions.

Kansallisesta lainsäädännöstä johtuva konkurssia tai muuta sellaista vastaava tilanne: Is the supplier in a situation where he has been forced debt arrangement? Specify why, under the mentioned circumstances, one is able to carry out the contract, considering the current national provisions and measures for continuing the business activities? It is not necessary to provide this information if rejection of tenderers made mandatory in accordance with the current national law without the possibility for exceptions.

5. Osa

5.1. Osa: LOT-0000

Ilmoituksen nimi: 2026/695 - Framework agreement Branding, marketing, performance management and mediaevalg (Stage 1 - Qualification phase).

Kuvaus: NRK would like to enter into a contract with a media agency with strategic competence and relevant experience within branding, marketing, performance management and mediaevalg. The competition will be held as a negotiated procedure, c.f. the Public Procurement Regulations/Public Procurement Regulations Part III. The competition will be held in two stages. The competition begins with a qualification phase (stage 1). Only tenderers who fulfil the qualification requirements and who have been invited to the tender phase (stage 2) will be able to submit a tender.

Sisäinen tunniste: 2026/695

5.1.1. Tarkoitus

Pääasiallinen hankintalaji: Palvelut

Pääasiallinen luokitus (cpv): 79340000 Mainonta- ja markkinointipalvelut

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5.1.2. Suorituspaikka

Maa: Norja

Missä tahansa tietyn maan alueella

5.1.3. Arvioitu kesto

Kesto: 60 Kuukaudet

5.1.6. Yleistä tietoa

Varattu osallistuminen:

Osallistumista ei ole varattu.

Hankintaa ei ole rahoitettu EU:n varoista

Hankintaan sovelletaan WTO:n julkisia hankintoja koskevaa sopimusta (GPA): ei

5.1.9. Valintaperusteet

Valintaperusteiden ilmoittamispaikka: Ilmoitus

Kriteeri: Teknikot tai tekniset elimet laadunvalvontaan

Valintaperusteen kuvaus: Experience and competence. Description of the most important relevant deliveries in the last three years. Capacity and professional breadth. Overview of the agency's capacity and relevant professional environments and a description of technical systems and tools that are relevant. See the competition description for complete information. Soveltuvuusvaatimusta käytetään valittaessa menettelyn jälkimmäiseen vaiheeseen kutsuttavia ehdokkaita

Tiedot kaksivaiheisen menettelyn jälkimmäisestä vaiheesta:

Menettelyn jälkimmäiseen vaiheeseen kutsuttavien ehdokkaiden vähimmäismäärä: 3

Menettelyn jälkimmäiseen vaiheeseen kutsuttavien ehdokkaiden enimmäismäärä: 3

Menettely etenee peräkkäisissä vaiheissa. Kussakin vaiheessa osa osallistujista voidaan karsia Ostaja varaa oikeuden tehdä sopimus alustavien tarjousten perusteella ilman neuvottelujen toteuttamista

5.1.11. Hankinta-asiakirjat

Kielet, joilla hankinta-asiakirjat ovat virallisesti saatavilla: norja

Hankinta-asiakirjojen osoite: <https://permalink.mercell.com/290374920.aspx>

5.1.12. Hankinnan ehdot

Tarjouksen/hakemuksen jättämisen ehdot:

Tarjouksen/hakemuksen jättäminen sähköisesti: Pakollinen

Tarjouksen/hakemuksen toimitusosoite: <https://permalink.mercell.com/290374920.aspx>

Kielet, joilla tarjoukset tai osallistumishakemukset voidaan toimittaa: norja

Sähköinen luettelo: Ei sallittu

Vaihtoehtoiset tarjoukset: Ei sallittu

Osallistumishakemusten vastaanottamisen määräaika: 05/10/2026 10:00:00 (UTC+00:00)

Länsi-Euroopan aika, GMT

Sopimusehdot:

Sopimuksen täytäntöönpano on rajattu tehtäväksi suojatyöohjelmien puitteissa: Ei

Sähköinen laskutus: Pakollinen

Tilaukset tehdään sähköisesti: kyllä

Maksut tehdään sähköisesti: kyllä

5.1.15. Menetelmät

Puitejärjestely:

Puitejärjestely, johon ei liity uudelleen kilpailuttamista

Osallistujien enimmäismäärä: 1

Puitejärjestelyn poikkeuksellisen pitkää kestoja koskevat perustelut: Complex procurement that requires deep social understanding, long-term competence transfer, technical integration with NRK's systems and measuring long-term reputational effects. See the procurement documents for a complete account.

Tietoa dynaamisesta hankintajärjestelmästä:

Ei dynaamista hankintajärjestelmää

5.1.16. Lisätietoja, sovittelu ja muutoksenhaku

Muutoksenhakuelin: Oslo Tingrett

Tietoa muutoksenhaun määräajoista: A petition for a provisional injunction against the contracting authority's decision to reject a request for participation in the competition due to a lack of fulfilment of formal or qualification requirements, cf. point 6 "Qualification Requirements" and point 7 "Requirement for Requests to Participate in a Competition", or not to select a tenderer to submit a tender, cf. point 8 "Selection of Tenderers". shall be submitted at the latest 15 days from the day after the tenderer received the notification of rejection/non-selection. Waiting period: 10 days calculated from the day after notification of selection of supplier will be sent out

Muutoksenhakumenettelyjen määräajoista lisätietoja tarjoava organisaatio: Norsk rikskringkasting AS

8. Organisaatiot

8.1. ORG-0001

Virallinen nimi: Norsk rikskringkasting AS

Rekisterinumero: 976390512

Postiosoite: Bjørnstjerne Bjørnsons plass 1

Postitoimipaikka: OSLO

Postinumero: 0340

Maaryhmittely (NUTS): Oslo (NO081)

Maa: Norja

Yhteyspiste: Konserninnkjøp - NRK AS

Sähköposti: eva.solberg@nrk.no

Puhelin: +47 23047000

Faksi: +47 23048958

Internetosoite: <http://www.nrk.no/>

Tämän organisaation roolit:

Ostaja

Muutoksenhakumenettelyjen määrääjoista lisätietoja tarjoava organisaatio

8.1. ORG-0002

Virallinen nimi: Oslo Tingrett

Rekisterinumero: 984 195 796

Postitoimipaikka: Oslo

Postinumero: 0174

Maaryhmittely (NUTS): Oslo (NO081)

Maa: Norja

Tämän organisaation roolit:

Muutoksenhakuelin

Ilmoituksen tiedot

Ilmoituksen tunnisteversio: d9119870-5eb4-4b48-8585-f0b88f0b219b - 01

Lomakkeen tyyppi: Kilpailu

Ilmoituksen tyyppi: Hankintailmoitus tai käyttöoikeussopimusta koskeva ilmoitus – vakiojärjestelmä

Ilmoituksen alatyypinumero: 16

Ilmoituksen lähetyspäivä: 04/09/2026 13:52:34 (UTC+00:00) Länsi-Euroopan aika, GMT

Ilmoituksen lähetyspäivä (eSender): 04/09/2026 14:39:12 (UTC+00:00) Länsi-Euroopan aika, GMT

Kielet, joilla tämä ilmoitus on virallisesti saatavilla: englanti

Ilmoituksen julkaisunumero: 616953-2026

EUVL S -lehden numero: 173/2026

Julkaisupäivä: 08/09/2026