

616953-2026 - Mise en concurrence

Norvège – Services de publicité et de marketing – 2026/695 - Framework agreement Branding, marketing, performance management and medievalg (Stage 1 - Qualification phase).

OJ S 173/2026 08/09/2026

Avis de marché ou de concession – régime ordinaire

Services

1. Acheteur

1.1. Acheteur

Nom officiel: Norsk rikskringkasting AS

Adresse électronique: eva.solberg@nrk.no

Forme juridique de l'acheteur: Organisme de droit public

Activité du pouvoir adjudicateur: Loisirs, culture et culte

2. Procédure

2.1. Procédure

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

Description: 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.

Identifiant de la procédure: abae78ba-b319-4487-8fcf-d61667fedcd6

Identifiant interne: 2026/695

Type de procédure: Négociée avec publication préalable d'un appel à la concurrence / concurrentielle avec négociation

La procédure est accélérée: non

Principales caractéristiques de la procédure et informations sur l'endroit où obtenir les règles complètes applicables à la procédure: 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. Objet

Nature principale du marché: Services

Nomenclature principale (cpv): 79340000 Services de publicité et de marketing

Nomenclature complémentaire (cpv): 79310000 Services d'études de marchés, 79313000 Services d'évaluation des performances, 79341200 Services de gestion publicitaire, 79341400 Services de campagne publicitaire, 79342000 Services de marketing, 79400000 Conseil en affaires et en gestion et services connexes, 79413000 Services de conseil en gestion du marketing

2.1.2. Lieu d'exécution

Pays: Norvège

N'importe où dans le pays donné

2.1.4. Informations générales

Base juridique:

Directive 2014/24/UE

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 medievalg, and insight into the commercial market.

2.1.6. Motifs d'exclusion

Sources des motifs d'exclusion: Avis

Corruption: 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.

Fraude: 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).

Blanchiment de capitaux ou financement du terrorisme: 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).

Participation à une organisation criminelle: 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)

Infractions terroristes ou infractions liées aux activités terroristes: 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, of 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.

Travail des enfants et autres formes de traite des êtres humains: 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).

Manquement aux obligations dans le domaine du droit environnemental: 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.

Manquement aux obligations dans le domaine du droit du travail: 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.

Manquement aux obligations dans le domaine du droit social: 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.

Accords avec d'autres opérateurs économiques en vue de fausser la concurrence: Has the tenderer entered into agreement(s) with other tenderers with the intention of turning the competition?

Faute professionnelle grave: Has the tenderer committed serious errors in professional practice? If relevant, see the definitions in national law, the relevant notice or procurement documents.

Fausses déclarations, dissimulation d'informations, incapacité de présenter les documents requis ou obtention d'informations confidentielles sur cette procédure: 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?

Conflit d'intérêt créé par sa participation à la procédure de passation de marché: Are tenderers aware of a conflict of interest as stated in national law, the relevant notice or procurement documents?

Association directe ou indirecte à la préparation de cette procédure de passation de marché: 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?

Résiliation, dommages et intérêts ou autres sanctions comparables: 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?

Manquement à des obligations liées à des motifs d'exclusion purement nationaux: 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?

Manquement à l'obligation relative au paiement de cotisations de sécurité sociale: 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?

Manquement à l'obligation relative au paiement d'impôts et taxes: 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?

État de cessation d'activités: 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.

Faillite: 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.

Concordat: 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.

Insolvabilité: 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.

Biens administrés par un liquidateur: 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.

Situation analogue à la faillite prévue dans la législation nationale: 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. Lot

5.1. Lot: LOT-0000

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

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Identifiant interne: 2026/695

5.1.1. Objet

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5.1.2. Lieu d'exécution

Pays: Norvège

N'importe où dans le pays donné

5.1.3. Durée estimée

Durée: 60 Mois

5.1.6. Informations générales

Participation réservée:

La participation n'est pas réservée.

Projet de passation de marché non financé par des fonds de l'UE

Le marché relève de l'accord sur les marchés publics (AMP): non

5.1.9. Critères de sélection

Sources des critères de sélection: Avis

Critère: Techniciens ou organismes techniques pour le contrôle de la qualité

Description du critère de sélection: 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.

Les critères seront appliqués pour sélectionner les candidats à inviter pour la seconde étape de la procédure

Informations sur la seconde étape d'une procédure en deux étapes:

Nombre minimal de candidats à inviter pour la seconde étape de la procédure: 3

Nombre maximal de candidats à inviter pour la seconde étape de la procédure: 3

La procédure se déroulera en plusieurs étapes. À chaque étape, certains candidats peuvent être éliminés

L'acheteur se réserve le droit d'attribuer le marché sur la base des offres initiales sans mener de négociations

5.1.11. Documents de marché

Langues dans lesquelles les documents de marché sont officiellement disponibles: norvégien

Adresse des documents de marché: <https://permalink.mercell.com/290374920.aspx>

5.1.12. Conditions du marché public

Conditions de soumission:

Soumission par voie électronique: Requise

Adresse de soumission: <https://permalink.mercell.com/290374920.aspx>

Langues dans lesquelles les offres ou demandes de participation/candidatures peuvent être présentées: norvégien

Catalogue électronique: Non autorisée

Variantes: Non autorisée

Date limite de réception des demandes de participation/candidatures: 05/10/2026 10:00:00 (UTC+00:00) Heure de l'Europe occidentale, GMT

Conditions du marché:

Le contrat doit être exécuté dans le cadre de programmes d'emplois protégés: Non

Facturation électronique: Requise

La commande en ligne sera utilisée: oui

Le paiement électronique sera utilisé: oui

5.1.15. Techniques

Accord-cadre:

Accord-cadre, sans remise en concurrence

Nombre maximal de candidats: 1

Justification de la durée de l'accord-cadre: 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.

Informations sur le système d'acquisition dynamique:

Pas de système d'acquisition dynamique

5.1.16. Informations complémentaires, médiation et recours

Organisation chargée des procédures de recours: Oslo Tingrett

Description des délais d'introduction des procédures de recours: 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

Organisation qui fournit des précisions concernant l'introduction des recours: Norsk rikskringkasting AS

8. Organisations

8.1. ORG-0001

Nom officiel: Norsk rikskringkasting AS

Numéro d'enregistrement: 976390512
Adresse postale: Bjørnstjerne Bjørnsons plass 1
Ville: OSLO
Code postal: 0340
Subdivision pays (NUTS): Oslo (NO081)
Pays: Norvège
Point de contact: Konserninnkjøp - NRK AS
Adresse électronique: eva.solberg@nrk.no
Téléphone: +47 23047000
Télécopieur: +47 23048958
Adresse internet: <http://www.nrk.no/>

Rôles de cette organisation:

Acheteur

Organisation qui fournit des précisions concernant l'introduction des recours

8.1. ORG-0002

Nom officiel: Oslo Tingrett
Numéro d'enregistrement: 984 195 796
Ville: Oslo
Code postal: 0174
Subdivision pays (NUTS): Oslo (NO081)
Pays: Norvège
Rôles de cette organisation:
Organisation chargée des procédures de recours

Informations relatives à l'avis

Identifiant/version de l'avis: d9119870-5eb4-4b48-8585-f0b88f0b219b - 01
Type de formulaire: Mise en concurrence
Type d'avis: Avis de marché ou de concession – régime ordinaire
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