

467999-2026 - Iomaíocht

An Iorua – Advertising and marketing services – Advertising agency services Skyss 2026

OJ S 128/2026 07/07/2026

Fógra maidir le conradh nó lamháltas — an gnáthchóras - Fógra maidir le hathrú
Seirbhísí

1. Ceannaitheoir

1.1. Ceannaitheoir

Ainm oifigiúil: Skyss

R-phost: bjorn.erik.linde@skyss.no

Cineál dlíthiúil an cheannaitheora: Údarás réigiúnach

Gníomhaíocht an údaráis chonarthaigh: Seirbhísí poiblí ginearálta

Gníomhaíocht an eintitis chonarthaigh: Iarnród uirbeach, trambhealach, bus tralaí nó seirbhísí bus

1.1. Ceannaitheoir

Ainm oifigiúil: Bybanen AS

R-phost: post@skyss.no

Gníomhaíocht an eintitis chonarthaigh: Iarnród uirbeach, trambhealach, bus tralaí nó seirbhísí bus

2. Nós imeachta

2.1. Nós imeachta

Teideal: Advertising agency services Skyss 2026

Cur síos: A contract with a full service agency for advertising services. The contract shall solve the contracting authority's need for assistance with market campaigns, strategic consultancy for branding. Development of communication concepts/communication systems, market campaigns, media consultancy services, media procurements, monitoring and campaign optimisation. summary report. Systematic drawing of learning points. Skyss is a part of Vestland County (VLFK). Other departments in VLFK shall, if needed, use this agreement. The need will be of considerably less scope than Skyss' need, estimated up to NOK 1,500,000 excluding VAT. Vat per annum

Aitheantóir an nós imeachta: 5298aaa9-88fc-402e-ac2f-cfa23f814662

Aitheantóir inmheánach: SKYSS/26/17

An cineál nós imeachta: Idirbheartaíocht lena mbaineann foilsiú roimh ré glao ar iomaíocht / iomaíocht lena mbaineann idirbheartaíocht

Tá an nós imeachta á bhrostú: níl

Príomhghnéithe an nós imeachta: This procurement will be carried out in accordance with the Act 17 June 2016 no. 73 on public procurements (LOA) and regulation 12 August 2016 no. 975 on procurement regulations in the supply sectors – The Supply Regulations (FOR) The procurement was carried out as a tender contest with negotiations pursuant to negotiation notices in accordance with the supply regulations parts I and II, cf. § 9-1. The procurement will be implemented with qualification of suppliers who will send a request for participation in the procurement. The procedure is for all interested tenderers to submit a procurement request for participation in the competition. In this phase we will assess whether the qualification requirements are set until the tenderers are fulfilled. All qualified tenderers will be invited to

submit a tender in the competition. The contracting authority will invite a limited number of qualified tenderers to participate in the tender. Tenderers will be invited to submit tenders in the competition. Tenderers who do not have permission to participate in the competition will receive written notification with a short account of this, cf. The Utilities Regulations § 12-7 (4). The qualified and qualified tenderers who deliver tenders will have their tender evaluated before the contracting authority invites tenderers to negotiations. The Contracting Authority can negotiate with suppliers on all sides of the tender.

2.1.1. Cuspóir

Cineál an chonartha: Seirbhísí

Príomhaicmiú (cpv): 79340000 Advertising and marketing services

Aicmiú breise (cpv): 79000000 Business services: law, marketing, consulting, recruitment, printing and security, 79341000 Advertising services, 79341100 Advertising consultancy services, 79341400 Advertising campaign services, 79341500 Aerial advertising services, 79961100 Advertising photography services, 92111200 Advertising, propaganda and information film and video-tape production, 92111210 Advertising film production, 92111220 Advertising video-tape production

2.1.2. An áit feidhmíochta

Tír: An Iorua

Aon áit sa tír áirithe

Eolas breise: Agreement with a full service advertising agency that can deliver creative marketing communication of high quality on different surfaces in a constantly changing and demanding field. Tenderers shall be able to handle: • Strategic consultancy services related to other brands, values and positioning. • Large and encompassing marquee fixtures (there be information fixtures, profile match anjar, product fighter anjar, haldningskampanjar, vervekampanjar etc.). • Development of communication concepts/communication systems and consultancy services in connection with the valde storage cupboard. • Val and use of different channels/medium/surfaces (e.g. social media, film, advertising, radio, outdoor advertising, final interaction activities, information materials, events, campaign based web services, stands etc.) • Overvading and campaign optimisation shall be carried out in campaign periods, as well as systematic withdrawal of learning points from activity to activity. • Development of a communication concept, including principle and design for haldeplassar and signage. • Other relevant assignments

2.1.3. Luach

Luach measta gan CBL a áireamh: 30 000 000,00 NOK

2.1.4. Eolas ginearálta

Eolas breise: See the tender documentation

Bunús dlí:

Treoir 2014/25/AE

2.1.6. Forais eisiaimh

Foinse na gcúiseanna eisiúna: Doiciméad Aonair Eorpach maidir le Soláthar (ESPD)

5. Luchtóg

5.1. Luchtóg: LOT-0000

Teideal: Advertising agency services Skyss 2026

Cur síos: A contract with a full service agency for advertising services. The contract shall solve the contracting authority's need for assistance with market campaigns, strategic consultancy

for branding. Development of communication concepts/communication systems, market campaigns, media consultancy services, media procurements, monitoring and campaign optimisation. summary report. Systematic drawing of learning points. Skyss is a part of Vestland County (VLFK). Other departments in VLFK shall, if needed, use this agreement. The need will be of considerably less scope than Skyss' need, estimated up to NOK 1,500,000 excluding VAT. Vat per annum

Aitheantóir inmheánach: SKYSS/26/17

5.1.1. Cuspóir

Cineál an chonartha: Seirbhísí

Príomhaicmiú (cpv): 79340000 Advertising and marketing services

Aicmiú breise (cpv): 79000000 Business services: law, marketing, consulting, recruitment, printing and security, 79341000 Advertising services, 79341100 Advertising consultancy services, 79341400 Advertising campaign services, 79341500 Aerial advertising services, 79961100 Advertising photography services, 92111200 Advertising, propaganda and information film and video-tape production, 92111210 Advertising film production, 92111220 Advertising video-tape production

5.1.2. An áit feidhmíochta

Tír: An Iorua

Aon áit sa tír áirithe

Eolas breise: Agreement with a full service advertising agency that can deliver creative marketing communication of high quality on different surfaces in a constantly changing and demanding field. Tenderers shall be able to handle: • Strategic consultancy services related to other brands, values and positioning. • Large and encompassing marquee fixtures (there be information fixtures, profile match anjar, product fighter anjar, haldningskampanjar, vervekampanjar etc.). • Development of communication concepts/communication systems and consultancy services in connection with the valde storage cupboard. • Val and use of different channels/medium/surfaces (e.g. social media, film, advertising, radio, outdoor advertising, final interaction activities, information materials, events, campaign based web services, stands etc.) • Overvading and campaign optimisation shall be carried out in campaign periods, as well as systematic withdrawal of learning points from activity to activity. • Development of a communication concept, including principle and design for haldeplassar and signage. • Other relevant assignments

5.1.3. Fad measta

Dáta tosaithe: 01/01/2027

Dáta deiridh an tréimhse: 01/01/2035

5.1.4. Athnuachan

Athnuachaintí uasta: 0

5.1.5. Luach

Luach measta gan CBL a áireamh: 30 000 000,00 NOK

5.1.6. Eolas ginearálta

Rannpháirtíocht fhorchoimeáda:

Ní fhorchoimeádtar an rannpháirtíocht.

Tionscadal soláthair nach maoinítear le cistí an Aontais

Tá an soláthar cumhdaithe ag an gComhaontú maidir le Soláthar Rialtais (GPA): níl

Eolas breise: See the tender documentation

5.1.9. Critéir roghnúcháin

Foinse na gcritéir roghnaithe: Fógra

Critéar: Cóimheas airgeadais

Cur síos ar an gcritéar roghnúcháin: Tenderers must have sufficient economic and financial capacity to fulfil the contract.

Úsáidfear na critéir chun na hiarrthóirí a roghnú a dtabharfar cuireadh dóibh chuig an dara céim den nós imeachta

Critéar: Teicneoirí nó comhlachtaí teicniúla le haghaidh rialú cáilíochta

Cur síos ar an gcritéar roghnúcháin: The tenderer must have the opportunity to fulfil the contract.

Úsáidfear na critéir chun na hiarrthóirí a roghnú a dtabharfar cuireadh dóibh chuig an dara céim den nós imeachta

Critéar: Teicneoirí nó comhlachtaí teicniúla le haghaidh rialú cáilíochta

Cur síos ar an gcritéar roghnúcháin: Tenderers must have good competence and experience from equivalent assignments.

Úsáidfear na critéir chun na hiarrthóirí a roghnú a dtabharfar cuireadh dóibh chuig an dara céim den nós imeachta

Eolas faoin dara céim de nós imeachta dhá chéim:

An líon íosta iarrthóirí a dtabharfar cuireadh dóibh chuig an dara céim den nós imeachta: 3

An líon uasta iarrthóirí a dtabharfar cuireadh dóibh chuig an dara céim den nós imeachta: 5

Beidh an nós imeachta ar siúl i gcéimeanna comhleanúnacha. I ngach céim, d'fhéadfaí roinnt rannpháirtithe a dhíchur

5.1.10. Critéir dhámhachtana

Critéar:

Cineál: Praghas

Ainm: Price

Cur síos: Completed price matrix (Annex C). All prices shall be paid in NOK excluding VAT.

Catagóir an critéir dhámhachtana meáchain: Ualú (céatadán, beacht)

Uimhir an chritéir dhámhachtana: 35

Critéar:

Cineál: Cáilíocht

Ainm: Comprehension

Cur síos: Depiction of comprehension In the evaluation, the contracting authority will focus on, to what degree, the tenderer understands the total vehicle for the Contracting Authority's work and problems connected to the operation. Licence for the case assignment. The evaluation will emphasise that the tenderer can create/prepare relevant and target communication in the form of storage cupboards and media mixes in order to create attractive associations with Skyss as a course of travel.

Catagóir an critéir dhámhachtana meáchain: Ualú (céatadán, beacht)

Uimhir an chritéir dhámhachtana: 30

Critéar:

Cineál: Cáilíocht

Ainm: The tenderer's competence and experience

Cur síos: • The education and experience of a quarter of a team member. • The Korleis team is seen saman • To what degree member mane is the habit of collaborating with kvarandre • Korleis dei various profilane complement the kvarandre.

Catagóir an critéir dhámhachtana meáchain: Ualú (céatadán, beacht)

5.1.11. Doiciméid soláthair

Na teangacha ina bhfuil na doiciméid soláthair ar fáil go hoifigiúil: Ioruais

Spríoc-am chun eolas breise a iarraidh: 09/08/2026 22:00:00 (UTC+00:00) Am Iarthar na hEorpa, GMT

Seoladh na ndoiciméad soláthair: <https://tendsign.com/doc.aspx?MeFormsNoticeId=94503>

5.1.12. Téarmaí soláthair

Téarmaí an nós imeachta:

An dáta a mheastar a sheolfar na cuirí chun tairiscintí a chur isteach: 07/09/2026

Téarmaí na haighneachta:

Cur isteach leictreonach: Éigeantach

Seoladh an chur isteach: <https://tendsign.com/doc.aspx?MeFormsNoticeId=94503&GoTo=Tender>

Na teangacha inar féidir tairiscintí nó iarrataí ar rannpháirtíocht a chur isteach: Ioruais

Catalóg leictreonach: Ceadmhach

Spríocdháta chun iarrataí ar rannpháirtíocht a fháil: 17/08/2026 10:00:58 (UTC+00:00) Am Iarthar na hEorpa, GMT

Eolas is féidir a fhorlíonadh tar éis an spríocdháta chun iarratas a dhéanamh:

Faoi rogha an cheannaitheora, féadfar gach doiciméad ar iarraidh a bhaineann leis an tairgeoir a chur isteach níos déanaí.

Téarmaí an chonartha:

Ní mór an conradh a chur i gcrích faoi chuimsiú clár fostaíochta dídeanaí: Ní hea

Coinníollacha a bhaineann le comhlíonadh an chonartha: See the tender documentation

Tá gá le comhaontú neamhnóchta: níl

Sonrascú leictreonach: Éigeantach

Úsáidfear ordú leictreonach: tá

Úsáidfear íocaíocht leictreonach: tá

Socrú airgeadais: Tenderers must have sufficient economic and financial capacity to fulfil the contract.

5.1.15. Teicnící

Creat-chomhaontú:

Níl feidhm ag creat-chomhaontú

Eolas faoin gcóras ceannaigh dinimiciúil:

Níl feidhm ag córas ceannaigh dinimiciúil

5.1.16. Tuilleadh eolais, idirghabháil agus athbhreithniú

Eagraíocht athbhreithniúcháin: Hordaland tingrett

Eolas faoi spríocdhátaí athbhreithnithe: Waiting period minimum 10 days.

Eagraíocht a sholáthraíonn faisnéis bhreise faoin nós imeachta soláthair: Skyss

8. Eagraíochtaí

8.1. ORG-0001

Ainm oifigiúil: Skyss

Uimhir chlárúcháin: 992051825

Roinn: Skyss – Avdeling kontrakt

Seoladh poist: Lars Hilles gate 22

Baile: Bergen

Cód poist: 5020
Foroinn tíre (NUTS): Vestland (NO0A2)
Tír: An Iorua
Pointe teagmhála: Bjørn Erik Linde
R-phost: bjorn.erik.linde@skyss.no
Teil.: +47 05557
Seoladh idirlín: <https://www.skyss.no/>
Róil na heagraíochta seo:
Ceannaitheoir
Ceannaire grúpa
Eagraíocht a sholáthraíonn faisnéis bhreise faoin nós imeachta soláthair

8.1. ORG-0002

Ainm oifigiúil: Hordaland tingrett
Uimhir chlárúcháin: 926 723 367
Seoladh poist: Postboks 7412
Baile: Bergen
Cód poist: 5020
Foroinn tíre (NUTS): Vestland (NO0A2)
Tír: An Iorua
R-phost: hordaland.tingrett@domstol.no
Teil.: 55 69 97 00
Seoladh idirlín: <https://www.domstol.no/no/domstoler/tingrett/hordaland-tingrett/>
Róil na heagraíochta seo:
Eagraíocht athbhreithniúcháin

8.1. ORG-0003

Ainm oifigiúil: Bybanen AS
Uimhir chlárúcháin: 977511402
Seoladh poist: Kokstadflaten 59
Baile: Bergen
Cód poist: 5257
Foroinn tíre (NUTS): Vestland (NO0A2)
Tír: An Iorua
Pointe teagmhála: VESTLAND FYLKESKOMMUNE
R-phost: post@skyss.no
Teil.: 55 55 90 70
Róil na heagraíochta seo:
Ceannaitheoir

10. Athraigh

Leagan den fhógra roimhe seo atá le hathrú
:
7632ea75-0ac3-4370-827b-f366e32937bf-01
An phríomhchúis leis an athrú
:
Faisnéis nuashonraithe
Cur síos
:

Internally registered wishes from the communication department in Vestland county to be included in the contract. "In addition Bybanen AS was only mentioned in the tender documentation and not in the announcement. The extent has been adjusted with new figures from the total contract value of NOK 16,000,000 to 30,000,000 excluding VAT. The tenderer must not be more than

10.1. Athraigh

Aitheantóir rannáin: PROCEDURE

10.1. Athraigh

Aitheantóir rannáin: ORG-0003

10.1. Athraigh

Aitheantóir rannáin: RESULT

Eolas faoin bhfógra

Aitheantóir/leagan an fhógra: 816f214a-7d7e-4e45-95bc-b8f5867a8f3c - 01

Cineál na foirme: Iomaíocht

Cineál an fhógra: Fógra maidir le conradh nó lamháltas — an gnáthchóras

Fochineál an fhógra: 17

Dáta seolta an fhógra: 06/07/2026 07:50:07 (UTC+00:00) Am Iarthar na hEorpa, GMT

Dáta seolta an fhógra (eSender): 06/07/2026 08:03:35 (UTC+00:00) Am Iarthar na hEorpa, GMT

Na teangacha ina bhfuil an fógra seo ar fáil go hoifigiúil: Béarla

Uimhir foilseacháin an fhógra: 467999-2026

Uimhir eagráin IO S: 128/2026

Dáta foilsithe: 07/07/2026