

408249-2026 - Kompetizzjoni

In-Norveġja – Servizi tar-reklamar u l-marketing – Advertising agency services Skyss 2026

OJ S 113/2026 15/06/2026

Avviż tal-kuntratt jew tal-konċessjoni – reġim standard

Servizzi

1. Xerrej

1.1. Xerrej

Isem uffiċjali: Skyss

Email: bjorn.erik.linde@skyss.no

Tip legali tax-xerrej: Awtorità reġjonali

Attività tal-awtorità kontraenti: Servizi publiċi generali

Attività tal-entità kontraenti: Servizi ferrovjarji urbani, tat-tramm, tat-trolleybus jew tax-xarabank

2. Proċedura

2.1. Proċedura

Titlu: Advertising agency services Skyss 2026

Deskrizzjoni: 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.

Identifikatur tal-proċedura: 5298aaa9-88fc-402e-ac2f-cfa23f814662

Identifikatur intern: SKYSS/26/17

Tip ta' proċedura: Innegożjata bil-pubblikazzjoni minn qabel ta' sejha għall-kompetizzjoni/għall-kompetizzjoni bin-negożjar

Il-proċedura hija aċċellerata: Ie

Elementi prinċipali tal-proċedura: 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. Għan

Natura tal-kuntratt: Servizi

Klassifikazzjoni prinċipali (cpv): 79340000 Servizi tar-reklamar u l-marketing

Klassifikazzjoni addizzjonali (cpv): 79000000 Servizi ta' negozju: Liġi, kummerċjalizzazzjoni, konsulenza, reklutaġġ, stampar u sigurtà, 79341000 Servizi tar-reklamar, 79341100 Servizi ta' konsulenza dwar ir-reklamar, 79341400 Servizi ta' kampanji tar-reklamar, 79341500 Servizi ta' reklamar mill-ajru, 79961100 Servizi fotografici tar-reklamar, 92111200 Il-produzzjoni tal-film u tal-video-tape tar-reklamar, propaganda u l-informazzjoni, 92111210 Il-produzzjoni tal-film tar-reklamar, 92111220 Il-produzzjoni tal-video-tape tar-reklamar

2.1.2. Post tal-prestazzjoni

Pajjiż: In-Norveġja

Ikun fejn ikun fil-pajjiż ikkonċernat

Informazzjoni addizzjonali: 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. Valur

Valur stmat mingħajr VAT: 16 000 000,00 NOK

2.1.4. Informazzjoni ġenerali

Informazzjoni addizzjonali: See the tender documentation

Bażi legali:

Direttiva 2014/25/UE

2.1.6. Raġunijiet għall-eskluzjoni

Sors tal-motivi għall-eżklussjoni: Dokument Uniku Ewropew tal-Akkwist (DUEA)

5. Lott

5.1. Lott: LOT-0000

Titlu: Advertising agency services Skyss 2026

Deskrizzjoni: 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.

Identifikatur intern: SKYSS/26/17

5.1.1. Għan

Natura tal-kuntratt: Servizi

Klassifikazzjoni prinċipali (cpv): 79340000 Servizi tar-reklamar u l-marketing

Klassifikazzjoni addizzjonali (cpv): 79000000 Servizzi ta' negozju: Liġi, kummerċjalizzazzjoni, konsulenza, reklutaġġ, stampar u sigurtà, 79341000 Servizzi tar-reklamar, 79341100 Servizzi ta' konsulenza dwar ir-reklamar, 79341400 Servizzi ta' kampanji tar-reklamar, 79341500 Servizzi ta' reklamar mill-ajru, 79961100 Servizzi fotografici tar-reklamar, 92111200 Il-produzzjoni tal-film u tal-video-tape tar-reklamar, propaganda u l-informazzjoni, 92111210 Il-produzzjoni tal-film tar-reklamar, 92111220 Il-produzzjoni tal-video-tape tar-reklamar

5.1.2. Post tal-prestazzjoni

Pajjiż: In-Norveġja

Ikun fejn ikun fil-pajjiż ikkonċernat

Informazzjoni addizzjonali: 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. Tul ta' żmien stmat

Data tal-bidu: 01/01/2027

Data tat-tmiem tad-durata: 01/01/2035

5.1.4. Tiġdid

Numru massimu ta' tiġdid: 0

5.1.5. Valur

Valur stmat mingħajr VAT: 16 000 000,00 NOK

5.1.6. Informazzjoni ġenerali

Parteċipazzjoni riżervata:

Il-parteċipazzjoni mhijiex riżervata.

Proġett ta' akkwist mhux iffinanzjat mill-Fondi tal-UE

L-akkwist huwa kopert mill-Ftehim dwar l-Akkwisti Pubbliċi (GPA): Ie

Informazzjoni addizzjonali: See the tender documentation

5.1.9. Kriterji tal-għażla

Sors tal-kriterji ta' għażla: Avviż

Kriterju: Rapport finanzjarju

Deskrizzjoni tal-kriterju ta' selezzjoni: Tenderers must have sufficient economic and financial capacity to fulfil the contract.

Il-kriterji se jintużaw biex jintgħażlu l-kandidati li għandhom jiġu mistiedna għat-tieni stadju tal-proċedura

Kriterju: Tekniċi jew entitajiet tekniċi għall-kontroll tal-kwalità

Deskrizzjoni tal-kriterju ta' selezzjoni: The tenderer must have the opportunity to fulfil the contract.

Il-kriterji se jintużaw biex jintgħażlu l-kandidati li għandhom jiġu mistiedna għat-tieni stadju tal-proċedura

Kriterju: Tekniċi jew entitajiet tekniċi għall-kontroll tal-kwalità

Deskrizzjoni tal-kriterju ta' selezzjoni: Tenderers must have good competence and experience from equivalent assignments.

Il-kriterji se jintużaw biex jintgħażlu l-kandidati li għandhom jiġu mistiedna għat-tieni stadju tal-proċedura

Informazzjoni dwar it-tieni stadju ta' proċedura b'żewġ stadji:

Numru minimu ta' kandidati li għandhom jiġu mistiedna għat-tieni stadju tal-proċedura: 3

Numru massimu ta' kandidati li għandhom jiġu mistiedna għat-tieni stadju tal-proċedura: 5

Il-proċedura se ssir fi stadji suċċessivi. F'kull stadju, xi parteċipanti jistgħu jiġu eliminati

5.1.10. Kriterji tal-għoti

Kriterju:

Tip: Prezz

Isem: Price

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

Kategorija tal-kriterju tal-għoti piż: Fattur ta' ponderazzjoni (persentaġġ, eżatt)

Numru tal-kriterju għall-għoti: 35

Kriterju:

Tip: Kwalità

Isem: Comprehension

Deskrizzjoni: 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.

Kategorija tal-kriterju tal-għoti piż: Fattur ta' ponderazzjoni (persentaġġ, eżatt)

Numru tal-kriterju għall-għoti: 30

Kriterju:

Tip: Kwalità

Isem: The tenderer's competence and experience

Deskrizzjoni: • 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.

Kategorija tal-kriterju tal-għoti piż: Fattur ta' ponderazzjoni (persentaġġ, eżatt)

Numru tal-kriterju għall-għoti: 35

5.1.11. Dokumenti tal-akkwist

Lingwi li bihom id-dokumenti tal-akkwist huma disponibbli uffiċjalment: Norveġiż

Skadenza biex tintalab informazzjoni addizzjonali: 09/08/2026 22:00:00 (UTC+00:00) Ħin tal-Ewropa tal-Punent, GMT

Indirizz tad-dokumenti tal-akkwist: <https://tendsign.com/doc.aspx?MeFormsNoticeId=94503>

5.1.12. Termini tal-akkwist

Termini tal-proċedura:

Data stmata ta' meta ntbagħtu l-istediniet għas-sottomissjoni tal-offerti: 07/09/2026

Termini tas-sottomissjoni:

Sottomissjoni elettronika: Meħtieġa

Indirizz għas-sottomissjoni: <https://tendsign.com/doc.aspx?MeFormsNoticeld=94503&GoTo=Tender>

Lingwi li bihom jistgħu jiġu sottomessi offerti jew talbiet għall-partecipazzjoni: Norveġiż
Katalogu elettroniku: Permessa

Skadenza biex jintlaqgħu t-talbiet għall-partecipazzjoni: 10/08/2026 10:00:58 (UTC+00:00) Hin
tal-Ewropa tal-Punent, GMT

Informazzjoni li tista' tiġi ssupplimentata wara l-iskadenza għas-sottomissjoni:

Fid-diskrezzjoni tax-xerrej, id-dokumenti kollha neqsin relatati mal-offerent jistgħu jiġu
ppreżentati aktar tard.

Termini tal-kuntratt:

L-eżekuzzjoni tal-kuntratt għandha titwettagħ fil-qafas ta' programmi ta' impjieg protetti: Le
Kundizzjonijiet relatati mat-twettiq tal-kuntratt: See the tender documentation

Hu meħtieġ ftehim ta' kunfidenzjalità: Ie

Fatturazzjoni elettronika: Meħtieġa

Se tintuża l-ordni elettronika: iva

Se jintuża l-pagament elettroniku: iva

Arranġament finanzjarju: Tenderers must have sufficient economic and financial capacity to
fulfil the contract.

5.1.15. Tekniki

Ftehim qafas:

Ebda ftehim ta' qafas

Informazzjoni dwar is-sistema dinamika tax-xiri:

Ebda sistema dinamika ta' xiri

5.1.16. Aktar informazzjoni, medjazzjoni u riežami

Organizzazzjoni tar-riežami: Hordaland tingrett

Informazzjoni dwar l-iskadenzi tar-riežami: Waiting period minimum 10 days.

Organizzazzjoni li tipprovdi informazzjoni addizzjonali dwar il-proċedura tal-akkwist: Skyss

8. Organizzazzjonijiet

8.1. ORG-0001

Isem uffiċjali: Skyss

Numru tar-reġistrazzjoni: 992051825

Dipartiment: Skyss – Avdeling kontrakt

Indirizz postali: Lars Hilles gate 22

Belt: Bergen

Kodiċi postali: 5020

Sottodivizjoni tal-pajjiż (NUTS): Vestland (NO0A2)

Pajjiż: In-Norveġja

Punt ta' kuntatt: Bjørn Erik Linde

Email: bjorn.erik.linde@skyss.no

Telefown: +47 05557

Indirizz tal-internet: <https://www.skyss.no/>

Rwoli ta' din l-organizzazzjoni:

Xerrej

Organizzazzjoni li tipprovdi informazzjoni addizzjonali dwar il-proċedura tal-akkwist

8.1. ORG-0002

Isem uffiċjali: Hordaland tingrett

Numru tar-registrazzjoni: 926 723 367
Indirizz postali: Postboks 7412
Belt: Bergen
Kodiċi postali: 5020
Sottodivizzjoni tal-pajjiż (NUTS): Vestland (NO0A2)
Pajjiż: In-Norveġja
Email: hordaland.tingrett@domstol.no
Telefown: 55 69 97 00
Indirizz tal-internet: <https://www.domstol.no/no/domstoler/tingrett/hordaland-tingrett/>
Rwoli ta' din l-organizzazzjoni:
Organizzazzjoni tar-rieżami

Informazzjoni dwar l-avviż

Identifikatur/verżjoni tal-avviż: fc91fceb-1768-42cc-8a8e-4f4be90b5a27 - 01
Tip ta' formola: Kompetizzjoni
Tip ta' avviż: Avviż tal-kuntratt jew tal-konċessjoni – reġim standard
Sottotip tal-avviż: 17
Data ta' meta ntbagħat l-avviż: 12/06/2026 10:37:19 (UTC+00:00) Ħin tal-Ewropa tal-Punent, GMT
Data tad-dispaċċ tal-avviż (eSender): 12/06/2026 10:37:28 (UTC+00:00) Ħin tal-Ewropa tal-Punent, GMT
Lingwi li bihom dan l-avviż huwa disponibbli uffiċjalment: Ingliz
Numru tal-pubblikazzjoni tal-avviż: 408249-2026
Numru tal-ħarġa tal-ĠU S: 113/2026
Data tal-pubblikazzjoni: 15/06/2026