

616953-2026 - Súťaž

Nórsko – Reklamné a marketingové služby – 2026/695 - Framework agreement Branding, marketing, performance management and mediaevalg (Stage 1 - Qualification phase).

OJ S 173/2026 08/09/2026

Oznámenie o vyhlásení verejného obstarávania alebo oznámenie o koncesii – štandardný režim Služby

1. Kupujúci

1.1. Kupujúci

Úradný názov: Norsk rikskringkasting AS

E-mail: eva.solberg@nrk.no

Typ kupujúceho podľa právnych predpisov: Verejnoprávna inštitúcia

Činnosť verejného obstarávateľa: Rekreačia, kultúra a náboženstvo

2. Postup

2.1. Postup

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

Opis: 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.

Identifikátor postupu: abae78ba-b319-4487-8fcf-d61667fedcd6

Interný identifikátor: 2026/695

Druh postupu: Rokovacie konanie so zverejnením výzvy na súťaž/súťažné obstarávanie s rokovacím konaním

Postup je zrýchlený: nie

Hlavné prvky postupu: 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. 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. Účel

Druh zmluvy: Služby

Hlavná klasifikácia (cpv): 79340000 Reklamné a marketingové služby

Doplňujúca klasifikácia (cpv): 79310000 Prieskum trhu, 79313000 Hodnotenie výkonnosti, 79341200 Manažment reklamy, 79341400 Služby týkajúce sa reklamnej kampane, 79342000 Marketingové služby, 79400000 Poradenské služby v oblasti obchodu a riadenia a súvisiace služby (podnikateľské poradenstvo), 79413000 Poradenské služby pre riadenie marketingu

2.1.2. Miesto plnenia

Krajina: Nórsko

2.1.4. Všeobecné informácie

Právny základ:

Smernica 2014/24/EÚ

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. Dôvody na vylúčenie

Zdroje dôvodov na vylúčenie: Oznámenie

Korupcia: 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.

Podvod: 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).

Pranie špinavých peňazí alebo financovanie terorizmu: 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).

Účasť v zločineckej organizácii: 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)

Teroristické trestné činy alebo trestné činy spojené s teroristickými činnosťami: 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.

Detská práca a iné formy obchodovania s ľuďmi: 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).

Porušenie povinností v oblasti environmentálneho práva: 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.

Porušenie povinností v oblasti pracovného práva: 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.

Porušenie povinností v oblasti sociálneho práva: 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.

Dohody s inými hospodárskymi subjektmi s cieľom narušiť hospodársku súťaž: Has the tenderer entered into agreement(s) with other tenderers with the intention of turning the competition?

Závažné odborné pochybenie: Has the tenderer committed serious errors in professional practice? If relevant, see the definitions in national law, the relevant notice or procurement documents.

Nepravdivé informácie, neposkytnutie informácií, neschopnosť predložiť požadované dokumenty alebo získanie dôverných informácií o tomto postupe: 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?

Konflikt záujmov z dôvodu účasti na postupe obstarávania: Are tenderers aware of a conflict of interest as stated in national law, the relevant notice or procurement documents?

Priama alebo nepriama účasť na príprave tohto postupu obstarávania: 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?

Predčasné ukončenie zmluvy, škody alebo iné porovnateľné sankcie: 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?

Porušenie povinností stanovených na základe čisto vnútroštátnych dôvodov vylúčenia: 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?

Porušenie povinností platiť príspevky na sociálne zabezpečenie: 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?

Porušenie povinností platiť dane: 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?

Pozastavené podnikateľské činnosti: 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.

Konkurz: 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.

Dohoda s veriteľmi: 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.

Platobná neschopnosť: 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.

Aktíva spravované likvidátorom: 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.

Podobná situácia ako úpadok podľa vnútroštátneho práva: 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. Časť

5.1. Časť: LOT-0000

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

Opis: 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.

Interný identifikátor: 2026/695

5.1.1. Účel

Druh zmluvy: Služby

Hlavná klasifikácia (cpv): 79340000 Reklamné a marketingové služby

Doplňujúca klasifikácia (cpv): 79310000 Prieskum trhu, 79313000 Hodnotenie výkonnosti, 79341200 Manažment reklamy, 79341400 Služby týkajúce sa reklamnej kampane, 79342000 Marketingové služby, 79400000 Poradenské služby v oblasti obchodu a riadenia a súvisiace služby (podnikateľské poradenstvo), 79413000 Poradenské služby pre riadenie marketingu

5.1.2. Miesto plnenia

Krajina: Nórsko

Kdekoľvek v danej krajine

5.1.3. Predpokladané trvanie

Trvanie: 60 Mesiac

5.1.6. Všeobecné informácie

Vyhradená účasť:

Účasť nie je vyhradená.

Projekt verejného obstarávania nie je financovaný z prostriedkov EÚ

Na toto verejné obstarávanie sa vzťahuje Dohoda o vládnom obstarávaní (GPA): nie

5.1.9. Kritériá výberu

Zdroje výberových kritérií: Oznámenie

Kritérium: Technici alebo technické orgány pre kontrolu kvality

Popis výberového kritéria: 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.

Kritériá sa použijú na výber záujemcov, ktorí budú pozvaní do druhej fázy postupu

Informácie o druhej fáze dvojfázového postupu:

Minimálny počet záujemcov, ktorí budú pozvaní do druhej fázy postupu: 3

Maximálny počet záujemcov, ktorí budú pozvaní do druhej fázy postupu: 3

Postup prebieha v po sebe nasledujúcich fázach. V každej fáze môžu byť niektorí účastníci vylúčení

Kupujúci si vyhradzuje právo zadať zákazku na základe pôvodných ponúk bez ďalších rokovaní

5.1.11. Súťažné podklady

Jazyky, v ktorých sú súťažné podklady oficiálne k dispozícii: nóřčina

Adresa súťažných podkladov: <https://permalink.mercell.com/290374920.aspx>

5.1.12. Podmienky verejného obstarávania

Podmienky predkladania:

Elektronické predkladanie: Povinná

Adresa na predkladanie: <https://permalink.mercell.com/290374920.aspx>

Jazyky, v ktorých možno predložiť ponuky alebo žiadosti o účasť: nórcina

Elektronický katalóg: Nie je povolená

Varianty: Nie je povolená

Lehota na prijímanie žiadostí o účasť: 05/10/2026 10:00:00 (UTC+00:00) západoeurópsky čas, GMT

Podmienky zmluvy:

Plnenie zmluvy sa musí vykonať v rámci programov chránených pracovísk: Nie

Elektronická fakturácia: Povinná

Bude sa využívať elektronické objednávanie: áno

Bude sa využívať elektronická platba: áno

5.1.15. Techniky

Rámcová dohoda:

Rámcová dohoda, bez opätovného vyhlásenia súťaže

Maximálny počet účastníkov: 1

Odôvodnenie trvania rámcovej dohody: 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.

Informácie o dynamickom nákupnom systéme:

Žiadny dynamický nákupný systém

5.1.16. Ďalšie informácie, mediácia a preskúmanie

Organizácia pre preskúmanie: Oslo Tingrett

Informácie o lehotách na preskúmanie: 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

Organizácia poskytujúca ďalšie informácie o postupy preskúmania: Norsk rikskringkasting AS

8. Organizácie

8.1. ORG-0001

Úradný názov: Norsk rikskringkasting AS

Registračné číslo: 976390512

Poštová adresa: Bjørnstjerne Bjørnsons plass 1

Mesto: OSLO

PSČ: 0340

Nižšia územná jednotka krajiny (NUTS): Oslo (NO081)

Krajina: Nórsko

Kontaktné miesto: Konserninnkjøp - NRK AS

E-mail: eva.solberg@nrk.no

Telefón: +47 23047000

Fax: +47 23048958

Internetová adresa: <http://www.nrk.no/>

Roly tejto organizácie:

Kupujúci

Organizácia poskytujúca ďalšie informácie o postupy preskúmania

8.1. ORG-0002

Úradný názov: Oslo Tingrett

Registračné číslo: 984 195 796

Mesto: Oslo

PSC: 0174

Nižšia územná jednotka krajiny (NUTS): Oslo (NO081)

Krajina: Nórsko

Roly tejto organizácie:

Organizácia pre preskúmanie

Informácie o oznámení

Identifikátor/verzia oznámenia: d9119870-5eb4-4b48-8585-f0b88f0b219b - 01

Typ formulára: Súťaž

Typ oznámenia: Oznámenie o vyhlásení verejného obstarávania alebo oznámenie o koncesii
– štandardný režim

Podtyp oznámenia: 16

Dátum odoslania oznámenia: 04/09/2026 13:52:34 (UTC+00:00) západoeurópsky čas, GMT

Dátum odoslania oznámenia (eSender): 04/09/2026 14:39:12 (UTC+00:00) západoeurópsky čas, GMT

Jazyky, v ktorých je toto oznámenie oficiálne k dispozícii: angličtina

Číslo uverejnenia oznámenia: 616953-2026

Číslo vydania série S úradného vestníka: 173/2026

Dátum uverejnenia: 08/09/2026