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Tender

for Social Media services in the USA, Canada & Mexico covering beef, lamb & pork

AHDB (Defra Network eTendering Portal)

F02: Contract notice

Notice identifier: 2025/S 000-002640

Procurement identifier (OCID): ocds-h6vhtk-04d64f

Published 27 January 2025, 8:37am

Section I: Contracting authority

I.1) Name and addresses

AHDB (Defra Network eTendering Portal)

Middlemarch Business Park

Coventry

CV3 4SU

Contact

Sarah Waters

Email

procurement@ahdb.org.uk

Country

United Kingdom

Region code

UK - United Kingdom

Internet address(es)

Main address

<https://www.gov.uk/government/organisations/agriculture-and-horticulture-development-board>

Buyer's address

<https://defra-family.force.com/s/Welcome>

I.3) Communication

The procurement documents are available for unrestricted and full direct access, free of charge, at

<https://defra-family.force.com/s/Welcome>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<https://defra-family.force.com/s/Welcome>

Tenders or requests to participate must be submitted to the above-mentioned address

I.4) Type of the contracting authority

Body governed by public law

I.5) Main activity

Other activity

Agriculture

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

for Social Media services in the USA, Canada & Mexico covering beef, lamb & pork

Reference number

2024-732

II.1.2) Main CPV code

- 79340000 - Advertising and marketing services

II.1.3) Type of contract

Services

II.1.4) Short description

AHDB intend to procure a Contract to a successful Agency/Supplier for the provision of Social Media requirements covering the USA, Canada & Mexico. The successful supplier will be required to deliver strategy and planning, content creation, engage with audiences, advertising and promotion etc as well as ensuring value for money for levy payers is provided. Listed below are some of the actions/requirements that the supplier/agency will be required to complete throughout the duration of the contract:

Strategy & Planning:

- Prepare an approach that will make recommendations on the most effective way to fulfil the goals for increasing brand awareness
- Provide a detailed content calendar outlining the frequency, type, and timing of social media posts

Content Creation:

- Create engaging, high quality and relevant content, including but not limited to text, images, videos, and infographics for campaigns
- Ensure all content adheres to AHDB brand guidelines and maintains a consistent brand tonality
- A point of view on content curation noting that we have staff and farmers creating content
- How to best use User-Generated Content (UGC)
- Ensure the necessary language skills to communicate effectively with the target audience
- Consider using professional translation services to maintain accuracy and cultural sensitivity

- Research cultural norms. Be aware of local customs, traditions, and taboos to avoid misunderstandings
 - Create content that is respectful of diverse cultures and avoids offensive or discriminatory language
 - Leverage cross-promotion to drive traffic between channels
- Engage with audience:
- Respond promptly to comments and messages on all platforms
 - Encourage user-generated content through contests or challenges
- Advertising and promotion:
- Develop and execute paid social media campaigns to increase reach, engagement, and sign ups to our Newsletter
 - Provide regular reports on campaign performance and provide optimisation recommendations
- Analytics & reporting:
- Provide monthly reports outlining key performance metrics, including reach, engagement, conversion rates
 - Offer insights and recommendations for ongoing improvements

II.1.5) Estimated total value

Value excluding VAT: £471,600

II.1.6) Information about lots

This contract is divided into lots: No

II.2) Description

II.2.2) Additional CPV code(s)

- 79340000 - Advertising and marketing services

II.2.3) Place of performance

NUTS codes

- UK - United Kingdom

Main site or place of performance

Social Media requirements in the US, Canada and Mexico

II.2.4) Description of the procurement

Listed below are some of the actions/requirements that the supplier/agency will be required to complete throughout the duration of the contract:

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Engage with audience:

- Respond promptly to comments and messages on all platforms
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Advertising and promotion:

- Develop and execute paid social media campaigns to increase reach, engagement, and sign ups to our Newsletter
- Provide regular reports on campaign performance and provide optimisation recommendations

Analytics & reporting:

- Provide monthly reports outlining key performance metrics, including reach, engagement, conversion rates
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Initial contract is for 1 year with 1+1 extension options.

Value is approx. £157,200 per annum

The electronic address at which the Procurement Documents have been made directly available by AHDB by electronic means is <https://defra-family.force.com/s/Welcome>. This is AHDB's e-Sourcing portal.

II.2.5) Award criteria

Quality criterion - Name: Technical/Quality / Weighting: 60

Price - Weighting: 40

II.2.6) Estimated value

Value excluding VAT: £393,000

II.2.7) Duration of the contract, framework agreement or dynamic purchasing system

Start date

2 June 2025

End date

1 June 2028

This contract is subject to renewal

No

II.2.10) Information about variants

Variants will be accepted: No

II.2.11) Information about options

Options: No

II.2.13) Information about European Union Funds

The procurement is related to a project and/or programme financed by European Union funds: No

Section III. Legal, economic, financial and technical information

III.1) Conditions for participation

III.1.1) Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers

List and brief description of conditions

As per tender documents

III.1.2) Economic and financial standing

List and brief description of selection criteria

As per tender documents

III.1.3) Technical and professional ability

List and brief description of selection criteria

As per tender documents

Section IV. Procedure

IV.1) Description

IV.1.1) Type of procedure

Open procedure

IV.1.8) Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: Yes

IV.2) Administrative information

IV.2.2) Time limit for receipt of tenders or requests to participate

Date

28 February 2025

Local time

12:00pm

IV.2.4) Languages in which tenders or requests to participate may be submitted

English

IV.2.6) Minimum time frame during which the tenderer must maintain the tender

Duration in months: 6 (from the date stated for receipt of tender)

IV.2.7) Conditions for opening of tenders

Date

28 February 2025

Local time

1:00pm

Place

AHDB HQ

Information about authorised persons and opening procedure

Procurement Manager

Section VI. Complementary information

VI.1) Information about recurrence

This is a recurrent procurement: No

VI.4) Procedures for review

VI.4.1) Review body

AHDB (Defra Network eTendering Portal)

Middlemarch Business Park

Coventry

CV3 4SU

Email

procurement@ahdb.org.uk

Country

United Kingdom

Internet address

<https://www.gov.uk/government/organisations/agriculture-and-horticulture-development-board>

VI.4.2) Body responsible for mediation procedures

Defra Network eTendering Portal

Seacole Building, 2 Marsham Street

London

SW1P 4DF

Country

United Kingdom

Internet address

<https://www.gov.uk/government/organisations/department-for-environment-food-rural-affairs>