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Tender

Quality Meat Scotland - Provision of Consumer Social Media Services

QMS

F02: Contract notice

Notice identifier: 2021/S 000-004283

Procurement identifier (OCID): ocds-h6vhtk-02981a

Published 3 March 2021, 5:16pm

Section I: Contracting authority

I.1) Name and addresses

QMS

Quality Meat Scotland, The Rural Centre, West Mains

Newbridge

EH28 8NZ

Contact

Frances Hamilton

Email

fhamilton@qmScotland.co.uk

Telephone

+44 7739900653

Country

United Kingdom

NUTS code

UKM75 - Edinburgh, City of

Internet address(es)

Main address

<http://www.qmscotland.co.uk>

Buyer's address

http://www.publiccontractsscotland.gov.uk/search/Search_AuthProfile.aspx?ID=AA13202

I.2) Information about joint procurement

The contract is awarded by a central purchasing body

I.3) Communication

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

www.publiccontractsscotland.gov.uk

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

www.publiccontractsscotland.gov.uk

Electronic communication requires the use of tools and devices that are not generally available. Unrestricted and full direct access to these tools and devices is possible, free of charge, at

www.publiccontractsscotland.gov.uk

I.4) Type of the contracting authority

Other type

NDPB

I.5) Main activity

Other activity

responsible for helping the Scottish red meat sector improve its efficiency and profitability

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Quality Meat Scotland - Provision of Consumer Social Media Services

Reference number

QMS/ITT/CONSUMERSOCIALMEDIASERVICES/2021

II.1.2) Main CPV code

- 79340000 - Advertising and marketing services

II.1.3) Type of contract

Services

II.1.4) Short description

QMS Seeks to appoint a Social Media agency to deliver consumer social media activity, newsletters and influencer management.

II.1.5) Estimated total value

Value excluding VAT: £420,000

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

- UKM75 - Edinburgh, City of

II.2.4) Description of the procurement

QMS now seeks to appoint a consumer Social Media agency to deliver the ongoing social and newsletter strategy which will tie into wider campaigns but also use an always on strategy to consistently push out key brand messages. Ongoing activity will include but not be limited to:

Creation of a monthly content plan including ideation, content creation and execution

A boosting strategy for all content

Community management

Monthly social listening to monitor trends and shape content

eNewsletter send outs (currently one per month)

Regular reporting on all activity

Additional campaign activity could include:

Campaign amplification activity when required eg. additional paid advertising, content creation, etc.

In addition, QMS requires its Social Media agency to manage an ongoing Grassroot Influencers program, as a front line between the influencers and QMS with a remit covering:

Ongoing relations with QMS's community of 'steakholders'

Outreach and liaison with up to 10 influencers per month to execute content for QMS

Idea generation of monthly tasks for the influencers.

Organisation of product send outs using QMS preapproved suppliers e.g. butchers

Monitoring and reporting of all activity.

To help QMS achieve the above, we require an agency who can prepare and present high

quality, clear, concise and cost-effective activation of social media strategies and work in partnership with QMS' Marketing and Communication team to ensure the best possible outcome for our three industry brands: Scotch Beef PGI, Scotch Lamb PGI and Specially Selected Pork whilst keeping our brand essence of Meat with Integrity at the heart of our communications.

II.2.5) Award criteria

Quality criterion - Name: Response to the brief: strategic direction for the consumer social media channels, enewsletter and influencer activity / Weighting: 50

Quality criterion - Name: Agency approach and account management / Weighting: 25

Quality criterion - Name: Agency capacity and agility / Weighting: 25

Price - Weighting: 20

II.2.6) Estimated value

Value excluding VAT: £420,000

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

Duration in months

12

This contract is subject to renewal

Yes

Description of renewals

yearly for a maximum of 3 consecutive years

II.2.9) Information about the limits on the number of candidates to be invited

Envisaged minimum number: 5

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.1.2) Economic and financial standing

Selection criteria as stated in the procurement documents

III.1.3) Technical and professional ability

Selection criteria as stated in the procurement documents

Section IV. Procedure

IV.1) Description

IV.1.1) Type of procedure

Restricted procedure

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

The procurement is covered by the Government Procurement Agreement: No

IV.2) Administrative information

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

Date

2 April 2021

Local time

12:00pm

IV.2.3) Estimated date of dispatch of invitations to tender or to participate to selected candidates

9 April 2021

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)

Section VI. Complementary information

VI.1) Information about recurrence

This is a recurrent procurement: Yes

Estimated timing for further notices to be published: 16 weeks prior to current contract ending

VI.2) Information about electronic workflows

Electronic ordering will be used

Electronic invoicing will be accepted

Electronic payment will be used

VI.3) Additional information

Economic operators may be excluded from this competition if they are in any of the situations referred to in regulation 58 of the Public Contracts (Scotland) Regulations 2015.

NOTE: To register your interest in this notice and obtain any additional information please visit the Public Contracts Scotland Web Site at

https://www.publiccontractsscotland.gov.uk/Search/Search_Switch.aspx?ID=646245.

The buyer has indicated that it will accept electronic responses to this notice via the Postbox facility. A user guide is available at

https://www.publiccontractsscotland.gov.uk/sitehelp/help_guides.aspx.

Suppliers are advised to allow adequate time for uploading documents and to dispatch the electronic response well in advance of the closing time to avoid any last minute problems.

(SC Ref:646245)

Download the ESPD document here:

https://www.publiccontractsscotland.gov.uk/ESPD/ESPD_Download.aspx?id=646245

VI.4) Procedures for review

VI.4.1) Review body

Edinburgh Sheriff Court

Sheriff Court House

Edinburgh

EH1 1LB

Country

United Kingdom