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Contract

Quality Meat Scotland - Provision of Creative Services (Lead Agency)

Quality Meat Scotland

F03: Contract award notice

Notice identifier: 2021/S 000-004568

Procurement identifier (OCID): ocds-h6vhtk-029949

Published 8 March 2021, 11:16am

Section I: Contracting authority

I.1) Name and addresses

Quality Meat Scotland

The Rural Centre, West Mains

Ingliston

EH28 8NZ

Contact

Kirsty Fox

Email

kfox@gmscotland.co.uk

Telephone

+44 1315107926

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.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 Creative Services (Lead Agency)

Reference number

QMS/ITT/LEADCREATIVESERVICES/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 lead creative agency to deliver consumer marketing campaigns.

II.1.6) Information about lots

This contract is divided into lots: No

II.1.7) Total value of the procurement (excluding VAT)

Value excluding VAT: £750,000

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 Seeks to appoint a lead creative agency to deliver consumer marketing campaigns.

The lead creative agency will be responsible for development, full production and editing all creative elements required to service media schedules which cover seasonal campaign activations across the year focusing on Summer, Autumn, Winter and Spring. Examples of

media used in campaigns include:

- VOD
- Digital display/ paid social adverts
- Radio/streaming adverts
- Digital print/OOH

To help QMS achieve the above, we require an agency who can prepare and present high quality, clear, concise and cost-effective activation of brand marketing 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 creative brief 'Make It... The Next Phase' (M) / Weighting: 45

Quality criterion - Name: Agency approach and account management / Weighting: 35

Quality criterion - Name: Agency capacity and agility / Weighting: 20

Price - Weighting: 20

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 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.2.1) Previous publication concerning this procedure

Notice number: [2020/S 229-565644](#)

Section V. Award of contract

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

5 March 2021

V.2.2) Information about tenders

Number of tenders received: 5

Number of tenders received from SMEs: 4

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 0

Number of tenders received by electronic means: 0

The contract has been awarded to a group of economic operators: No

V.2.3) Name and address of the contractor

Guy & Co

Guy & Co, 39 Hanover Street

Edinburgh

EH2 2PJ

Telephone

+44 7988323991

Country

United Kingdom

NUTS code

- UKM75 - Edinburgh, City of

The contractor is an SME

Yes

V.2.4) Information on value of contract/lot (excluding VAT)

Total value of the contract/lot: £750,000

Section VI. Complementary information

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.

(SC Ref:646707)

VI.4) Procedures for review

VI.4.1) Review body

Edinburgh Sheriff Court

Sheriff Court House

Edinburgh

EH1 1LB

Country

United Kingdom