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Contract

Quality Meat Scotland - Provision of Consumer Social Media services

Quality Meat Scotland

F03: Contract award notice

Notice identifier: 2025/S 000-004728

Procurement identifier (OCID): ocids-h6vhtk-04577f

Published 12 February 2025, 1:31pm

Section I: Contracting authority

I.1) Name and addresses

Quality Meat Scotland

The Rural Centre, West Mains

Ingliston

EH28 8NZ

Contact

Robert Duncan

Email

rduncan@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 Consumer Social Media services

Reference number

QMS/ITT/CONSUMERSOCIALMEDIA/2024

II.1.2) Main CPV code

- 79340000 - Advertising and marketing services

II.1.3) Type of contract

Services

II.1.4) Short description

QMS is seeking to appoint a consumer social media agency who can deliver the required content in line with our social media strategy. Social media content should translate the overarching creative direction on to the consumer facing social media channels in a way that resonates with and impacts QMS' target audience(s)

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: £345,000

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

Scope of work to include:

Development of an overarching social media strategy, highlighting how the needs of the business and its target audience would be met through the consumer facing social media activity

Creation of monthly content for the core Make it Scotch social media channels of Facebook, Instagram and TikTok, including ideation, content creation and execution of a combination of video, graphic and still assets

A monthly paid-for strategy to support all developed content in reaching and impacting the target audiences, in line with agreed budgets (it is possible that QMS' media agency would be responsible for booking boosted/paid-for content in line with the strategy developed)

Community management of the social media channels. Channels should be checked as a minimum three times per weekday, and once per day on the weekend

Monthly social listening to monitor trends relevant to the QMS brands and its target audience, and to drive the monthly content being developed

Regular Make it Scotch newsletters, to be delivered to the Make it Scotch database of over 50k subscribers

Seasonal management and delivery of an influencer campaign, involving the identification and outreach/management of influencer partners to deliver agreed messages/content in relation to the Scotch and Specially Selected brands

Monthly evaluating and reporting of social media and influencer (where required) activity, including analysis on previous performance and forward recommendations

It should be noted that within the content development section of the requirements, the agency partner will be required to film content and undertake activity within the premises/locations of a wide array of QMS stakeholders, all located across the length and breadth of Scotland, but primarily throughout the central belt. This could include developing content with butcher shops, on-farm content or within restaurants based in Scotland.

It is expected that retainer activity is managed on a month-to-month basis, with regular updates on under- and over-use of hours which allows QMS and the agency partner to

consider the most effective way to deliver what is required month to month. It is expected that unused hours would be rolled forward into capacity for the following months.

On occasion, out with the retainer, the consumer social media agency will also be required to ideate and activate additional campaign-style activity to be used on the Make it Scotch social media channels. For example, in key periods throughout the calendar such as Summer or Christmas, there may be a requirement for higher production level content as QMS aims to strengthen the messages being delivered.

In order to achieve the above, QMS requires an agency who can prepare and present high quality, clear, concise and cost-effective activation of social media strategies and content. The agency partner should have great experience in working closely with other partner agencies, ensuring a consistent approach across all QMS marketing activity.

The consumer social media agency must be able to demonstrate excellent experience of working with brands/businesses whose requirements were relevant in relation to the QMS requirements. All tenderers will have the opportunity to provide case studies which showcase said experience, which may include businesses of a similar structure, food and drink content development or working with brands whose social content delivery relates to audiences of a similar size to QMS.

II.2.5) Award criteria

Quality criterion - Name: Cyber Security / Weighting: 0

Quality criterion - Name: Agency structure and ways of working / Weighting: 30

Quality criterion - Name: Proposal for consumer social media services / Weighting: 70

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: [2024/S 000-014472](#)

Section V. Award of contract

Contract No

QMS/ITT/CONSUMERSOCIALMEDIA/2024

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

7 October 2024

V.2.2) Information about tenders

Number of tenders received: 3

Number of tenders received from SMEs: 3

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

Number of tenders received from tenderers from non-EU Member States: 3

Number of tenders received by electronic means: 3

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

V.2.3) Name and address of the contractor

Sunshine

80/3 Commercial Quay

Edinburgh

EH6 6LX

Telephone

+44 7960154936

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: £345,000

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:790496)

VI.4) Procedures for review

VI.4.1) Review body

Edinburgh Sheriff Court

Sheriff Court House

Edinburgh

EH1 1LB

Country

United Kingdom