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Tender

Marketing & Social Media activities in the US, covering Beef, Lamb and Pork

AHDB

F02: Contract notice

Notice identifier: 2022/S 000-008776

Procurement identifier (OCID): ocds-h6vhtk-0328e3

Published 1 April 2022, 10:01am

Section I: Contracting authority

I.1) Name and addresses

AHDB

Stoneleigh Park

Kenilworth

CV8 2LG

Email

procurement@ahdb.org.uk

Telephone

+44 2476478600

Country

United Kingdom

NUTS code

UKG13 - Warwickshire

Internet address(es)

Main address

<https://defra.bravosolution.co.uk/>

Buyer's address

<https://defra.bravosolution.co.uk/>

I.3) Communication

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

<https://defra.bravosolution.co.uk/>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<https://defra.bravosolution.co.uk/>

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 and Horticulture

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Marketing & Social Media activities in the US, covering Beef, Lamb and Pork

Reference number

2021-547

II.1.2) Main CPV code

- 79342000 - Marketing services

II.1.3) Type of contract

Services

II.1.4) Short description

AHDB recognise the need in the North America region for a digital review and a Social Media marketing strategic approach in line with new goals, ambitions, as well as the business digital transformation aspiration. AHDB require the agency to work closely alongside us to assist with development and implementation around clear KPIs performance responsibilities, reporting and digital support.

The Service

MEAT: - Our focus is on growing our profile, reach and reputation, building awareness of British high- quality meat in the US market, and driving relevant and engaged traffic to our website www.meattheUKexporters.com. We want to continuously improve how we curate content across our social media channels (Facebook & Instagram, and possibly to consider LinkedIn) to enable effective communication about the breath of our work.

The contract is for one year +1+1

Value is £70,000 per annum, a possible £210,000 if all extensions are taken up, exclusive of VAT

II.1.5) Estimated total value

Value excluding VAT: £210,000

II.1.6) Information about lots

This contract is divided into lots: No

II.2) Description

II.2.3) Place of performance

NUTS codes

- US - United States

Main site or place of performance

United States of America

II.2.4) Description of the procurement

AHDB are looking to appoint a Marketing partner to help us to:

- Maximise and track engagement with AHDB's core target audience on social media
- Encourage this target audience to make contact with AHDB for information and track their interaction with on social media
- Increase and track participation to our events
- Reach out to the traditional trade media by releasing interesting and up to date Press Releases on our events, British Farming News and products.

The initial contract will be for 1 year with the option to extend 1+1

II.2.5) Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.6) Estimated value

Value excluding VAT: £210,000

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

Start date

1 July 2022

End date

30 June 2025

This contract is subject to renewal

Yes

Description of renewals

Initial contract is for 1 year with the option to extend for a further 2 periods of 12 months each

II.2.10) Information about variants

Variants will be accepted: Yes

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

III.2) Conditions related to the contract

III.2.2) Contract performance conditions

As mentioned within the specification

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

5 May 2022

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

5 May 2022

Local time

1:00pm

Place

AHDB HQ

Stoneleigh Park

Kenilworth

Warwickshire

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.2) Information about electronic workflows

Electronic invoicing will be accepted

Electronic payment will be used

VI.4) Procedures for review

VI.4.1) Review body

AHDB

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Kenilworth, Warwickshire

CV8 2LG

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procurement@ahdb.org.uk

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United Kingdom