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Not applicable

## **AHDB Digital requirements in the US for Social Marketing activities**

AHDB

F14: Notice for changes or additional information

Notice identifier: 2022/S 000-009212

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

Published 6 April 2022, 11:08am

### **Section I: Contracting authority/entity**

#### **I.1) Name and addresses**

AHDB

Stoneleigh Park

Kenilworth

CV8 2LG

#### **Contact**

Sarah Waters

#### **Email**

[procurement@ahdb.org.uk](mailto:procurement@ahdb.org.uk)

#### **Telephone**

+44 2476478600

#### **Country**

United Kingdom

**NUTS code**

UKG13 - Warwickshire

**Internet address(es)**

Main address

<https://ahdb.org.uk/>

Buyer's address

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

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## **Section II: Object**

### **II.1) Scope of the procurement**

#### **II.1.1) Title**

AHDB Digital requirements in the US for Social Marketing activities

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. 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.

Whilst this work is aimed at the US market, AHDB would welcome submissions from non US based agencies also

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## Section VI. Complementary information

### VI.6) Original notice reference

Notice number: [2022/S 000-008776](#)

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## Section VII. Changes

### VII.1) Information to be changed or added

#### VII.1.2) Text to be corrected in the original notice

Section number

11

Place of text to be modified

1.4

Read

Text

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](http://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

AHDB would welcome submissions from UK based agencies, it would be preferable for

the agency to have working knowledge or experience of working with US websites for this project

## **VII.2) Other additional information**

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](http://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

AHDB are now welcoming submissions from UK based agencies, it would be preferable for knowledge and previous workings in the US for this project