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Contract

PR Services in North America

VisitScotland
Scottish Government

F03: Contract award notice

Notice identifier: 2023/S 000-010287

Procurement identifier (OCID): ocds-h6vhtk-035bd2

Published 7 April 2023, 4:44pm

Section I: Contracting authority

I.1) Name and addresses

VisitScotland

Ocean Point One, 94 Ocean Drive

Edinburgh

EH6 6JH

Contact

Eileen O'Neill

Email

eileen.oneill@visitscotland.com

Telephone

+44 1314722222

Country

United Kingdom

NUTS code

UKM75 - Edinburgh, City of

Internet address(es)

Main address

<http://www.visitscotland.org>

Buyer's address

https://www.publiccontractsscotland.gov.uk/search/Search_AuthProfile.aspx?ID=AA00118

I.1) Name and addresses

Scottish Government

4 Atlantic Quay, 70 York St

Glasgow

G2 8EA

Email

Karin.Finlay@gov.scot

Telephone

+44 1412420133

Country

United Kingdom

NUTS code

UKM - Scotland

Internet address(es)

Main address

<http://www.scotland.gov.uk>

Buyer's address

https://www.publiccontractsscotland.gov.uk/search/Search_AuthProfile.aspx?ID=AA10482

I.2) Information about joint procurement

The contract involves joint procurement

I.4) Type of the contracting authority

Body governed by public law

I.5) Main activity

Other activity

Marketing/Tourism

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

PR Services in North America

Reference number

VSEH22020

II.1.2) Main CPV code

- 79416000 - Public relations services

II.1.3) Type of contract

Services

II.1.4) Short description

VisitScotland has contracted with two full-service Public Relations agencies with specialised expertise in the travel sector to deliver a wide portfolio of PR activities in the US and Canada in support of VisitScotland's global brand strategy.

II.1.6) Information about lots

This contract is divided into lots: Yes

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

Value excluding VAT: £935,000

II.2) Description

II.2.1) Title

Business to Business Focus PR

Lot No

2

II.2.2) Additional CPV code(s)

- 79416000 - Public relations services

II.2.3) Place of performance

NUTS codes

- US - United States

Main site or place of performance

New York

II.2.4) Description of the procurement

VisitScotland has contracted with two full-service Public Relations agencies (one for each lot) with specialised expertise in the travel sector to deliver a wide portfolio of PR activities in the US and Canada in support of VisitScotland's global brand strategy.

Lot 2 is for a Business to Business-focused PR service.

II.2.5) Award criteria

Quality criterion - Name: Technical / Weighting: 60

Price - Weighting: 40

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

II.2) Description

II.2.1) Title

Consumer Focus PR

Lot No

1

II.2.2) Additional CPV code(s)

- 79416000 - Public relations services

II.2.3) Place of performance

NUTS codes

- US - United States

Main site or place of performance

New York

II.2.4) Description of the procurement

VisitScotland has contracted with two full-service Public Relations agencies (one for each lot) with specialised expertise in the travel sector to deliver a wide portfolio of PR activities in the US and Canada in support of VisitScotland's global brand strategy.

Lot 1 is for a Consumer-focused PR Service.

II.2.5) Award criteria

Quality criterion - Name: Technical / Weighting: 60

Price - Weighting: 40

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

Open procedure

IV.1.3) Information about a framework agreement or a dynamic purchasing system

The procurement involves the establishment of a framework agreement

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.2.1) Previous publication concerning this procedure

Notice number: [2022/S 000-022455](#)

Section V. Award of contract

Lot No

1

Title

Consumer Focus PR

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

20 January 2023

V.2.2) Information about tenders

Number of tenders received: 4

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: 4

Number of tenders received by electronic means: 4

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

V.2.3) Name and address of the contractor

Laura Davidson Public Relations

72 Madison Ave., 8th Fl.

New York City

10016

Telephone

+1 2126960660

Country

United States

NUTS code

- US - United States

The contractor is an SME

Yes

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

Total value of the contract/lot: £703,000

Section V. Award of contract

Lot No

2

Title

Business to Business Focus PR

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

7 February 2023

V.2.2) Information about tenders

Number of tenders received: 4

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: 4

Number of tenders received by electronic means: 4

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

V.2.3) Name and address of the contractor

Development Counsellors Intl

215 PARK AVE S , 14th Fl

NEW YORK

10003

Telephone

+1 2127250707

Country

United States

NUTS code

- US - United States

The contractor is an SME

Yes

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

Total value of the contract/lot: £232,000

Section VI. Complementary information

VI.3) Additional information

Award values stated are maximum available if all extensions and contingencies are utilised

(SC Ref:728705)

VI.4) Procedures for review

VI.4.1) Review body

Edinburgh Sheriff Court

27 Chambers Street

Edinburgh

Country

United Kingdom