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Not applicable

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

AHDB

F14: Notice for changes or additional information

Notice identifier: 2022/S 000-011591

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

Published 5 May 2022, 8:48am

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

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

AHDB

Stoneleigh Park

Kenilworth

CV8 2LZ

#### **Contact**

Sarah Waters

#### **Email**

[sarah.waters@ahdb.org.uk](mailto:sarah.waters@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/>

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**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**

Alteration to closing date: Now 16th May at midday, changed from 5th May 2022. 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

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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.1.2) Text to be corrected in the original notice

Section number

IV

Place of text to be modified

IV.2.2

Instead of

Date

5 May 2022

Local time

12:00pm

Read

Date

16 May 2022

Local time

12:00pm