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Contract

## **Quality Meat Scotland - Provision of Consumer Social Media Services**

QMS

F03: Contract award notice

Notice identifier: 2021/S 000-012840

Procurement identifier (OCID): ocids-h6vhtk-02981a

Published 8 June 2021, 3:35pm

### **Section I: Contracting authority**

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

QMS

Quality Meat Scotland, The Rural Centre, West Mains

Newbridge

EH28 8NZ

#### **Contact**

Frances Hamilton

#### **Email**

[fhamilton@qmScotland.co.uk](mailto:fhamilton@qmScotland.co.uk)

#### **Telephone**

+44 7739900653

#### **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](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

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## **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/CONSUMERSOCIALMEDIASERVICES/2021

#### **II.1.2) Main CPV code**

- 79340000 - Advertising and marketing services

#### **II.1.3) Type of contract**

Services

#### **II.1.4) Short description**

QMS Seeks to appoint a Social Media agency to deliver consumer social media activity, enewsletters and influencer management.

#### **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: £420,000

### **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**

QMS now seeks to appoint a consumer Social Media agency to deliver the ongoing social and newsletter strategy which will tie into wider campaigns but also use an always on strategy to consistently push out key brand messages. Ongoing activity will include but not be limited to:

Creation of a monthly content plan including ideation, content creation and execution

A boosting strategy for all content

Community management

Monthly social listening to monitor trends and shape content

eNewsletter send outs (currently one per month)

Regular reporting on all activity

Additional campaign activity could include:

Campaign amplification activity when required eg. additional paid advertising, content creation, etc.

In addition, QMS requires its Social Media agency to manage an ongoing Grassroot Influencers program, as a front line between the influencers and QMS with a remit covering:

Ongoing relations with QMS's community of 'steakholders'

Outreach and liaison with up to 10 influencers per month to execute content for QMS

Idea generation of monthly tasks for the influencers.

Organisation of product send outs using QMS preapproved suppliers e.g. butchers

Monitoring and reporting of all activity.

To help QMS achieve the above, we require an agency who can prepare and present high quality, clear, concise and cost-effective activation of social media strategies and work in partnership with QMS' Marketing and Communication team to ensure the best possible outcome for our three industry brands: Scotch Beef PGI, Scotch Lamb PGI and Specially Selected Pork whilst keeping our brand essence of Meat with Integrity at the heart of our communications.

### **II.2.5) Award criteria**

Quality criterion - Name: Response to the brief: strategic direction for the consumer social media channels, enewsletter and influencer activity / Weighting: 50

Quality criterion - Name: Agency approach and account management / Weighting: 25

Quality criterion - Name: Agency capacity and agility / Weighting: 25

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

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## **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: [2021/S 000-004283](#)

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## **Section V. Award of contract**

A contract/lot is awarded: Yes

### **V.2) Award of contract**

#### **V.2.1) Date of conclusion of the contract**

3 June 2021

#### **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: 0

Number of tenders received by electronic means: 0

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

#### **V.2.3) Name and address of the contractor**

Sunshine Communications

86 1B Commercial Quay

Edinburgh

EH13 0NE

Telephone

+44 7545817736

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: £420,000

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## **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:656647)

### **VI.4) Procedures for review**

#### **VI.4.1) Review body**

Edinburgh Sheriff Court

Sheriff Court House

Edinburgh

EH1 1LB

Country

United Kingdom