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Tender

Digital Marketing activities in Mexico covering Pork for AHDB

AHDB

F02: Contract notice

Notice identifier: 2022/S 000-013245

Procurement identifier (OCID): ocds-h6vhtk-033a5b

Published 18 May 2022, 8:35am

Section I: Contracting authority

I.1) Name and addresses

AHDB

Stoneleigh Park

Kenilworth

CV8 2LZ

Contact

Sarah Waters

Email

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/>

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

Electronic communication requires the use of tools and devices that are not generally available. Unrestricted and full direct access to these tools and devices is possible, free of charge, at

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

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

Digital Marketing activities in Mexico covering Pork for AHDB

Reference number

2021-546

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 Mexico for a social media marketing strategic approach in line with new goals, ambitions, as well as the business digital transformation aspiration. As this is a new market for AHDB, we require the agency to work closely alongside us to assist with development and implementation around clear KPIs performance responsibilities, reporting and digital support. As the contract progresses, the recommended KPIs and measures will be monitored to assess the effectiveness, these will form part of the contractual agreement and will be reviewed and possibly updated every six months depending on outcomes.

AHDB are looking to appoint an English/Spanish speaking Marketing partner to help us to:

- Maximise and track engagement with AHDB's core target audience social media
- Encourage this target audience to make contact with AHDB for information and track their

interaction with us 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 period will be for 1-year, estimated start date of 3rd October 2022 (indicative and subject to change), with the option to extend for a further 2 periods of 12 months each.

It is preferable that the supplier is based or has a commercial office in Mexico

II.1.5) Estimated total value

Value excluding VAT: £180,000

II.1.6) Information about lots

This contract is divided into lots: No

II.2) Description

II.2.2) Additional CPV code(s)

- 79341000 - Advertising services

II.2.3) Place of performance

NUTS codes

- MX - Mexico

Main site or place of performance

Mexico

II.2.4) Description of the procurement

Our focus is on growing our profile, reach and reputation, building awareness of British high-quality pork in Mexico. We want to continuously improve how we curate content across our digital marketing channels (Facebook & LinkedIn) to enable effective communication about the breath of our work.

- Identify opportunities for paid promotion through all social media channels
- Identify audiences & targeting opportunities
- Create & deliver a successful Social Media Content and Advertising Strategy
- Ad budgeting & goal setting
- Ad creation - for remarketing, brand awareness, event promotion, newsletter subscription, etc...
- Day to day campaign management
- Monthly Reporting, forecasting & budget spend
- Offer advice & guidance for sponsored (boosted) ads
- Social media paid ad marketing to include: Facebook & LinkedIn

II.2.5) Award criteria

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

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

Start date

3 October 2022

End date

3 October 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 1+1. Extensions will be reviewed on an annual basis where new KPI targets will be set and agreed between both parties

II.2.10) Information about variants

Variants will be accepted: No

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

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

7 July 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

7 July 2022

Local time

1:00pm

Place

AHDB HQ

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

Defra

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London

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Country

United Kingdom