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Tender

Quality Meat Scotland - Provision of Consumer Social Media services

Quality Meat Scotland

F02: Contract notice

Notice identifier: 2024/S 000-014472

Procurement identifier (OCID): ocids-h6vhtk-04577f

Published 7 May 2024, 10:53am

Section I: Contracting authority

I.1) Name and addresses

Quality Meat Scotland

The Rural Centre, West Mains

Ingliston

EH28 8NZ

Contact

Robert Duncan

Email

rduncan@qmscotland.co.uk

Telephone

+44 1315107926

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

I.2) Information about joint procurement

The contract is awarded by a central purchasing body

I.3) Communication

The procurement documents are available for unrestricted and full direct access, free of charge, at

www.publiccontractsscotland.gov.uk

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

www.publiccontractsscotland.gov.uk

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

www.publiccontractsscotland.gov.uk

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

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/CONSUMERSOCIALMEDIA/2024

II.1.2) Main CPV code

- 79340000 - Advertising and marketing services

II.1.3) Type of contract

Services

II.1.4) Short description

QMS is seeking to appoint a consumer social media agency who can deliver the required content in line with our social media strategy. Social media content should translate the overarching creative direction on to the consumer facing social media channels in a way that resonates with and impacts QMS' target audience(s)

II.1.5) Estimated total value

Value excluding VAT: £345,000

II.1.6) Information about lots

This contract is divided into lots: No

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

Scope of work to include:

Development of an overarching social media strategy, highlighting how the needs of the business and its target audience would be met through the consumer facing social media activity

Creation of monthly content for the core Make it Scotch social media channels of Facebook, Instagram and TikTok, including ideation, content creation and execution of a combination of video, graphic and still assets

A monthly paid-for strategy to support all developed content in reaching and impacting the target audiences, in line with agreed budgets (it is possible that QMS' media agency would be responsible for booking boosted/paid-for content in line with the strategy developed)

Community management of the social media channels. Channels should be checked as a minimum three times per weekday, and once per day on the weekend

Monthly social listening to monitor trends relevant to the QMS brands and its target audience, and to drive the monthly content being developed

Regular Make it Scotch newsletters, to be delivered to the Make it Scotch database of over 50k subscribers

Seasonal management and delivery of an influencer campaign, involving the identification and outreach/management of influencer partners to deliver agreed messages/content in relation to the Scotch and Specially Selected brands

Monthly evaluating and reporting of social media and influencer (where required) activity, including analysis on previous performance and forward recommendations

It should be noted that within the content development section of the requirements, the agency partner will be required to film content and undertake activity within the premises/locations of a wide array of QMS stakeholders, all located across the length and breadth of Scotland, but primarily throughout the central belt. This could include

developing content with butcher shops, on-farm content or within restaurants based in Scotland.

It is expected that retainer activity is managed on a month-to-month basis, with regular updates on under- and over-use of hours which allows QMS and the agency partner to consider the most effective way to deliver what is required month to month. It is expected that unused hours would be rolled forward into capacity for the following months.

On occasion, out with the retainer, the consumer social media agency will also be required to ideate and activate additional campaign-style activity to be used on the Make it Scotch social media channels. For example, in key periods throughout the calendar such as Summer or Christmas, there may be a requirement for higher production level content as QMS aims to strengthen the messages being delivered.

In order to achieve the above, QMS requires an agency who can prepare and present high quality, clear, concise and cost-effective activation of social media strategies and content. The agency partner should have great experience in working closely with other partner agencies, ensuring a consistent approach across all QMS marketing activity.

The consumer social media agency must be able to demonstrate excellent experience of working with brands/businesses whose requirements were relevant in relation to the QMS requirements. All tenderers will have the opportunity to provide case studies which showcase said experience, which may include businesses of a similar structure, food and drink content development or working with brands whose social content delivery relates to audiences of a similar size to QMS.

II.2.5) Award criteria

Quality criterion - Name: Cyber Security / Weighting: 0

Quality criterion - Name: Agency structure and ways of working / Weighting: 30

Quality criterion - Name: Proposal for consumer social media services / Weighting: 70

Price - Weighting: 20

II.2.6) Estimated value

Value excluding VAT: £345,000

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

Duration in months

12

This contract is subject to renewal

Yes

Description of renewals

yearly for a maximum of 3 consecutive years. I.E. approx. GBP 115000 per year.

II.2.9) Information about the limits on the number of candidates to be invited

Envisaged minimum number: 5

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

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.2.2) Time limit for receipt of tenders or requests to participate

Date

6 June 2024

Local time

12:00pm

IV.2.3) Estimated date of dispatch of invitations to tender or to participate to selected candidates

17 June 2024

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)

Section VI. Complementary information

VI.1) Information about recurrence

This is a recurrent procurement: Yes

Estimated timing for further notices to be published: 16 weeks prior to current contract ending

VI.2) Information about electronic workflows

Electronic ordering will be used

Electronic invoicing will be accepted

Electronic payment will be used

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.

NOTE: To register your interest in this notice and obtain any additional information please visit the Public Contracts Scotland Web Site at

https://www.publiccontractsscotland.gov.uk/Search/Search_Switch.aspx?ID=765340.

The buyer has indicated that it will accept electronic responses to this notice via the Postbox facility. A user guide is available at

https://www.publiccontractsscotland.gov.uk/sitehelp/help_guides.aspx.

Suppliers are advised to allow adequate time for uploading documents and to dispatch the electronic response well in advance of the closing time to avoid any last minute problems.

(SC Ref:765340)

Download the ESPD document here:

https://www.publiccontractsscotland.gov.uk/ESPD/ESPD_Download.aspx?id=765340

VI.4) Procedures for review

VI.4.1) Review body

Edinburgh Sheriff Court

Sheriff Court House

Edinburgh

EH1 1LB

Country

United Kingdom