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Tender

AHDB requirements for Social Media activities

AHDB

F02: Contract notice

Notice identifier: 2022/S 000-015465

Procurement identifier (OCID): ocds-h6vhtk-03430f

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Section I: Contracting authority

I.1) Name and addresses

AHDB

Stoneleigh Park

Kenilworth

CV8 2LZ

Contact

Sarah Waters

Email

procurement@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

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

AHDB requirements for Social Media activities

Reference number

2022-573

II.1.2) Main CPV code

- 79341000 - Advertising services

II.1.3) Type of contract

Services

II.1.4) Short description

AHDB requires the specialist services of a social media agency to continue to deliver the 'always on' social media activity for AHDB's We Eat Balanced campaign, helping us achieve our goals, whilst ensuring the best return on our levy payers' money. We are looking for a supplier with experience of running large social campaigns that focus on positively influencing consumer attitudes.

We Eat Balanced is AHDB's flagship consumer marketing campaign, launched as a pilot in January 2021. The We Eat Balanced social media channels were initially launched to host advertising content for this pilot, but due to the successful results, 'always on' social media activity has since been activated, as well as further large TV-led advertising campaign bursts.

AHDB does have an in-house social media team, however they currently do not have enough capacity to support this workstream in full, hence it has so far been outsourced, but it may be brought back in-house in future.

Note: although this brief focuses on We Eat Balanced, there's potential for AHDB to also need support for its other social media channels in future

The contract is initially for a 18 month period with the option to extend for a further 2 periods of 12 months each

Budget is estimated at around £250k per annum

II.1.5) Estimated total value

Value excluding VAT: £750,000

II.1.6) Information about lots

This contract is divided into lots: No

II.2) Description

II.2.2) Additional CPV code(s)

- 79341400 - Advertising campaign services

II.2.3) Place of performance

NUTS codes

- UK - United Kingdom

Main site or place of performance

UK

II.2.4) Description of the procurement

AHDB requires the specialist services of a social media agency to continue to deliver the 'always on' social media activity for AHDB's We Eat Balanced campaign, helping us achieve our goals, whilst ensuring the best return on our levy payers' money. We are looking for a supplier with experience of running large social campaigns that focus on positively influencing consumer attitudes.

We Eat Balanced is AHDB's flagship consumer marketing campaign, launched as a pilot in January 2021. The We Eat Balanced social media channels were initially launched to host advertising content for this pilot, but due to the successful results, 'always on' social media activity has since been activated, as well as further large TV-led advertising campaign bursts.

The aim of the We Eat Balanced activity is to protect long-term positive consumer attitudes towards British red meat (beef, lamb, and pork) and dairy (milk, cheese, and yogurt) – particularly in relation to (human) nutrition, sustainability and (animal) welfare.

We aim to share positive stories, correct misperceptions and to positively differentiate British produce (whilst operating within State Aid and other regulatory parameters)

II.2.5) Award criteria

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

II.2.6) Estimated value

Value excluding VAT: £750,000

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

Start date

26 September 2022

End date

31 March 2026

This contract is subject to renewal

Yes

Description of renewals

Initial contract is for 18 months with the option to extend by 2 further periods of 12 months each

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

III.2) Conditions related to the contract

III.2.2) Contract performance conditions

As mentioned within the specification

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

AHDB

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