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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

Published 6 June 2022, 10:27am

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

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

AHDB

Stoneleigh Park

Kenilworth

CV8 2LZ

#### **Contact**

Sarah Waters

#### **Email**

[procurement@ahdb.org.uk](mailto: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

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## **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

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## **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

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## **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

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## **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

Stoneleigh Park

Kenilworth

CV8 2LZ

Country

United Kingdom