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Contract

## **Social Media services in the USA, Canada & Mexico covering beef, lamb & pork**

AGRICULTURE AND HORTICULTURE DEVELOPMENT BOARD

F03: Contract award notice

Notice identifier: 2025/S 000-028238

Procurement identifier (OCID): ocds-h6vhtk-04d64f

Published 28 May 2025, 4:22pm

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

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

AGRICULTURE AND HORTICULTURE DEVELOPMENT BOARD

Middlemarch Business Park

Coventry

CV3 4SU

#### **Contact**

Sarah Waters

#### **Email**

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

#### **Country**

United Kingdom

#### **Region code**

UK - United Kingdom

**Internet address(es)**

Main address

<https://www.gov.uk/government/organisations/agriculture-and-horticulture-development-board>

Buyer's address

<https://defra-family.force.com/s/Welcome>

**I.4) Type of the contracting authority**

Body governed by public law

**I.5) Main activity**

Other activity

Agriculture

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**Section II: Object**

**II.1) Scope of the procurement**

**II.1.1) Title**

Social Media services in the USA, Canada & Mexico covering beef, lamb & pork

Reference number

2024-732

**II.1.2) Main CPV code**

- 79340000 - Advertising and marketing services

**II.1.3) Type of contract**

Services

**II.1.4) Short description**

AHDB intend to procure a Contract to a successful Agency/Supplier for the provision of Social Media requirements covering the USA, Canada & Mexico. The successful supplier will be required to deliver strategy and planning, content creation, engage with audiences, advertising and promotion etc as well as ensuring value for money for levy payers is provided.

Listed below are some of the actions/requirements that the supplier/agency will be required to complete throughout the duration of the contract:

#### Strategy & Planning:

- Prepare an approach that will make recommendations on the most effective way to fulfil the goals for increasing brand awareness
- Provide a detailed content calendar outlining the frequency, type, and timing of social media posts

#### Content Creation:

- Create engaging, high quality and relevant content, including but not limited to text, images, videos, and infographics for campaigns
- Ensure all content adheres to AHDB brand guidelines and maintains a consistent brand tonality
- A point of view on content curation noting that we have staff and farmers creating content
- How to best use User-Generated Content (UGC)
- Ensure the necessary language skills to communicate effectively with the target audience
- Consider using professional translation services to maintain accuracy and cultural sensitivity
- Research cultural norms. Be aware of local customs, traditions, and taboos to avoid misunderstandings
- Create content that is respectful of diverse cultures and avoids offensive or discriminatory language
- Leverage cross-promotion to drive traffic between channels

#### Engage with audience:

- Respond promptly to comments and messages on all platforms
- Encourage user-generated content through contests or challenges

#### Advertising and promotion:

- Develop and execute paid social media campaigns to increase reach, engagement, and sign ups to our Newsletter
- Provide regular reports on campaign performance and provide optimisation recommendations

#### Analytics & reporting:

- Provide monthly reports outlining key performance metrics, including reach, engagement, conversion rates
- Offer insights and recommendations for ongoing improvements

### **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: £306,250

## **II.2) Description**

### **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**

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

Quality criterion - Name: Technical / Weighting: 60

Price - Weighting: 40

#### **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**

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.2.1) Previous publication concerning this procedure**

Notice number: [2025/S 000-002640](#)

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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**

11 April 2025

#### **V.2.2) Information about tenders**

Number of tenders received: 6

Number of tenders received from SMEs: 6

Number of tenders received by electronic means: 6

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

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

Llibertat

Llibertat Ltd., 86-90 Paul Street, London

London

EC2A 4NE

Telephone

+44 2038236077

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

06206928

Internet address

[www.llibertat.co.uk](http://www.llibertat.co.uk)

The contractor is an SME

Yes

#### **V.2.4) Information on value of contract/lot (excluding VAT)**

Initial estimated total value of the contract/lot: £306,250

Lowest offer: £306,250 / Highest offer: £393,000 taken into consideration

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## Section VI. Complementary information

### VI.4) Procedures for review

#### VI.4.1) Review body

AGRICULTURE AND HORTICULTURE DEVELOPMENT BOARD

Middlemarch Business Park

Coventry

CV3 4SU

Email

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

Country

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Internet address

<https://www.gov.uk/government/organisations/agriculture-and-horticulture-development-board>