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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): ocids-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

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

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

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](#)

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

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

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

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Coventry

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