

This is a published notice on the Find a Tender service: <https://www.find-tender.service.gov.uk/Notice/029265-2022>

Contract

## **AHDB requirements for Social Media activities**

AHDB

F03: Contract award notice

Notice identifier: 2022/S 000-029265

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

Published 18 October 2022, 9:31am

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

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

AHDB

Stoneleigh Park

Kenilworth

CV8 2TL

#### **Contact**

Sarah Waters

#### **Email**

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

#### **Telephone**

+44 2476478600

**Country**

United Kingdom

**Region code**

UKG13 - Warwickshire

**Internet address(es)**

Main address

<https://defra.bravosolution.co.uk/>

Buyer's address

<https://defra.bravosolution.co.uk/>

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

Body governed by public law

**I.5) Main activity**

Other activity

Agriculture and Horticulture Board

---

## **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**

AWARDED - 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 social media campaigns that focus on positively influencing consumer attitudes.

#### **II.1.6) Information about lots**

This contract is divided into lots: No

#### **II.1.7) Total value of the procurement (excluding VAT)**

Lowest offer: £350,000 / Highest offer: £750,000 taken into consideration

### **II.2) Description**

#### **II.2.3) Place of performance**

NUTS codes

- UK - United Kingdom

## **II.2.4) Description of the procurement**

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 – see legal obligations below). Content to date has ranged from raising awareness of the nutritional contribution beef, lamb, pork and dairy produce can provide as part of a balanced diet and healthy lifestyle, to sharing what British farmers are doing to reach net zero and be part of the solution to climate change.

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

Quality criterion - Name: Technical / Weighting: 60

Cost criterion - Name: 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: [2022/S 000-015465](#)

#### **IV.2.9) Information about termination of call for competition in the form of a prior information notice**

The contracting authority will not award any further contracts based on the above prior information notice

---

## **Section V. Award of contract**

### **Contract No**

2022-573

### **Title**

AHDB Social Media activities

A contract/lot is awarded: Yes

### **V.2) Award of contract**

#### **V.2.1) Date of conclusion of the contract**

16 August 2022

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

Number of tenders received: 12

Number of tenders received from SMEs: 12

Number of tenders received by electronic means: 12

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

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

Lux Illuminating Brands Ltd

Edinburgh

Country

United Kingdom

NUTS code

- UKM75 - Edinburgh, City of

The contractor is an SME

Yes

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

Lowest offer: £350,000 / Highest offer: £750,000 taken into consideration

---

## **Section VI. Complementary information**

### **VI.4) Procedures for review**

#### **VI.4.1) Review body**

Defra

London

Country

United Kingdom