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Contract

AHDB requirements for Social Media activities

AHDB

F03: Contract award notice

Notice identifier: 2022/S 000-029265

Procurement identifier (OCID): ocids-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

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

