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Contract

Digital Marketing activities in Mexico covering Pork for AHDB

AHDB

F03: Contract award notice

Notice identifier: 2022/S 000-029567

Procurement identifier (OCID): ocids-h6vhtk-033a5b

Published 20 October 2022, 11:55am

Section I: Contracting authority

I.1) Name and addresses

AHDB

Stoneleigh Park

Kenilworth

CV8 2LZ

Contact

Sarah Waters

Email

sarah.waters@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

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Digital Marketing activities in Mexico covering Pork for AHDB

Reference number

2021-546

II.1.2) Main CPV code

- 79342000 - Marketing services

II.1.3) Type of contract

Services

II.1.4) Short description

AHDB recognise the need in Mexico for a social media marketing strategic approach in line with new goals, ambitions, as well as the business digital transformation aspiration. As this is a new market for AHDB, we require the agency to work closely alongside us to assist with development and implementation around clear KPIs performance responsibilities, reporting and digital support. As the contract progresses, the recommended KPIs and measures will be monitored to assess the effectiveness, these will form part of the contractual agreement and will be reviewed and possibly updated every six months depending on outcomes.

AHDB are looking to appoint an English/Spanish speaking Marketing partner to help us to:

- Maximise and track engagement with AHDB's core target audience social media
- Encourage this target audience to make contact with AHDB for information and track their interaction with us on social media
- Increase and track participation to our events
- Reach out to the traditional trade media by releasing interesting and up to date Press Releases on our events, British Farming News and products.

The initial contract period will be for 1-year, estimated start date of 3rd October 2022 (indicative and subject to change), with the option to extend for a further 2 periods of 12

months each.

It is preferable that the supplier is based or has a commercial office in Mexico

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: £180,000

II.2) Description

II.2.2) Additional CPV code(s)

- 79341000 - Advertising services

II.2.3) Place of performance

NUTS codes

- MX - Mexico

Main site or place of performance

Mexico

II.2.4) Description of the procurement

Our focus is on growing our profile, reach and reputation, building awareness of British high-quality pork in Mexico. We want to continuously improve how we curate content across our digital marketing channels (Facebook & LinkedIn) to enable effective communication about the breath of our work.

- Identify opportunities for paid promotion through all social media channels
- Identify audiences & targeting opportunities
- Create & deliver a successful Social Media Content and Advertising Strategy
- Ad budgeting & goal setting
- Ad creation - for remarketing, brand awareness, event promotion, newsletter subscription, etc...

- Day to day campaign management
- Monthly Reporting, forecasting & budget spend
- Offer advice & guidance for sponsored (boosted) ads
- Social media paid ad marketing to include: Facebook & LinkedIn

II.2.5) Award criteria

Quality criterion - Name: Technical / Weighting: 60

Cost criterion - Name: Pricing / Weighting: 60

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 000-013245](#)

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

2022-546

Title

Digital Marketing activities in Mexico

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

3 October 2022

V.2.2) Information about tenders

Number of tenders received: 9

Number of tenders received from SMEs: 9

Number of tenders received by electronic means: 9

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

V.2.3) Name and address of the contractor

Perez Vega Consulting

Reading

Country

United Kingdom

NUTS code

- UKJ11 - Berkshire

The contractor is an SME

Yes

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

Total value of the contract/lot: £180,000

Section VI. Complementary information

VI.3) Additional information

Procurement Manager

VI.4) Procedures for review

VI.4.1) Review body

AHDB

Stoneleigh Park

Kenilworth

CV8 2TL

Country

United Kingdom

VI.4.2) Body responsible for mediation procedures

Defra

Nobel House 17 Smith Square

London

SW1P 3JR

Country

United Kingdom