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Contract

Consumer Segmentation

AHDB (Defra Network eTendering Portal)

F03: Contract award notice

Notice identifier: 2024/S 000-030887

Procurement identifier (OCID): ocds-h6vhtk-046ba1

Published 27 September 2024, 8:03am

Section I: Contracting authority

I.1) Name and addresses

AHDB (Defra Network eTendering Portal)

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 and Horticulture

Section II: Object**II.1) Scope of the procurement****II.1.1) Title**

Consumer Segmentation

Reference number

2024-709

II.1.2) Main CPV code

- 79310000 - Market research services

II.1.3) Type of contract

Services

II.1.4) Short description

Awarded - AHDB intended to procure a Contract to a successful Supplier/s for the provision of Consumer Segmentation. The requirements is split into Lot One - Meat and Lot Two - Dairy. The successful supplier/s will be required to deliver and develop a Consumer Segmentation to underpin the future AHDB strategy and inform upcoming marketing activities. The segmentation needs to be based on actual purchasing behaviour as well as attitudes and should work across multiple AHDB sectors. The aim of the segmentation is to allow AHDB to have a common 'language' for all sectors and a way of targeting consumers more efficiently, beyond just simple demographics. Lot One - Meat a budget of £180,000 including VAT is available for year 1 including the creation and upkeep of the segmentation. Lot Two - Dairy a budget of £80,000 including VAT is available for year 1 including the creation and upkeep of the segmentation. Suppliers can apply for one lot or both

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: £216,660

II.2) Description

II.2.2) Additional CPV code(s)

- 79310000 - Market research services

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

Awarded contract - AHDB intend to procure a Contract to a successful Supplier/s for the provision of Consumer Segmentation. The requirements is split into Lot One - Meat and Lot Two - Dairy. The successful supplier/s will be required to deliver and develop a Consumer Segmentation to underpin the future AHDB strategy and inform upcoming marketing activities. The segmentation needs to be based on actual purchasing behaviour as well as attitudes and should work across multiple AHDB sectors. The aim of the segmentation is to allow AHDB to have a common 'language' for all sectors and a way of targeting consumers more efficiently, beyond just simple demographics. Lot One - Meat a budget of £180,000 including VAT is available for year 1 including the creation and upkeep of the segmentation. Lot Two - Dairy a budget of £80,000 including VAT is available for year 1 including the creation and upkeep of the segmentation. Suppliers can apply for one lot or both

II.2.5) Award criteria

Quality criterion - Name: Quality / Weighting: 80

Price - Weighting: 20

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: [2024/S 000-016577](#)

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

1 August 2024

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

A.C. Nielsen Company Limited (t/a NielsenIQ)

Nielsen House, John Smith Drive

Oxford

OX4 2WB

Email

karen.mooney@nielseniq.com

Telephone

+49 12345678

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

03263498

Internet address

www.nielseniq.com

The contractor is an SME

No

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

Initial estimated total value of the contract/lot: £260,000

Lowest offer: £80,000 / Highest offer: £260,000 taken into consideration

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

AHDB (Defra Network eTendering Portal)

Middlemarch Business Park

Coventry

CV3 4SU

Email

procurement@ahdb.org.uk

Country

United Kingdom

Internet address

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

VI.4.2) Body responsible for mediation procedures

DEPARTMENT OF ENVIRONMENT, FOOD AND RURAL AFFAIRS (Defra Network eTendering Portal)

Seacole Building, 2 Marsham Street

London

SW1P 4DF

Country

United Kingdom

Internet address

<https://www.gov.uk/government/organisations/department-for-environment-food-rural-affairs>