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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](mailto: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

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## **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

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## **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](#)

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## **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](mailto:karen.mooney@nielseniq.com)

Telephone

+49 12345678

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

03263498

Internet address

[www.nielseniq.com](http://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

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## **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](mailto: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>