

**United Kingdom-Ingliston: Advertising and marketing services**  
**OJ S 50/2021 12/03/2021**  
**Contract award notice**  
**Services**

**Legal Basis:**

Directive 2014/24/EU

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**Section I: Contracting authority**

**I.1. Name and addresses**

Official name: Quality Meat Scotland

Postal address: The Rural Centre, West Mains

Town: Ingliston

NUTS code: UKM75 Edinburgh, City of

Postal code: EH28 8NZ

Country: United Kingdom

Contact person: Kirsty Fox

E-mail: [kfox@qmScotland.co.uk](mailto:kfox@qmScotland.co.uk)

Telephone: +44 1315107926

**Internet address(es):**

Main address: <http://www.qmScotland.co.uk>

Address of the buyer profile: [http://www.publiccontractsscotland.gov.uk/search/Search\\_AuthProfile.aspx?ID=AA13202](http://www.publiccontractsscotland.gov.uk/search/Search_AuthProfile.aspx?ID=AA13202)

**I.2. Information about joint procurement**

The contract is awarded by a central purchasing body

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

Other type: NDPB

**I.5. Main activity**

Other activity: Responsible for helping the Scottish red meat sector improve its efficiency and profitability

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**Section II: Object**

**II.1. Scope of the procurement**

**II.1.1. Title**

Quality Meat Scotland — Provision of Creative Services (Lead Agency)

Reference number: QMS/ITT/LEADCREATIVESERVICES/2021

**II.1.2. Main CPV code**

79340000 Advertising and marketing services

**II.1.3. Type of contract**

Services

**II.1.4. Short description**

QMS Seeks to appoint a lead creative agency to deliver consumer marketing campaigns.

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

This contract is divided into lots: no

#### **II.1.7. Total value of the procurement**

Value excluding VAT: 750 000,00 GBP

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

#### **II.2.2. Additional CPV code(s)**

79340000 Advertising and marketing services

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

NUTS code: UKM75 Edinburgh, City of

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

QMS Seeks to appoint a lead creative agency to deliver consumer marketing campaigns. The lead creative agency will be responsible for development, full production and editing all creative elements required to service media schedules which cover seasonal campaign activations across the year focusing on Summer, Autumn, Winter and Spring. Examples of media used in campaigns include:

- VOD,
- digital display/paid social adverts,
- radio/streaming adverts,
- digital print/OOH.

To help QMS achieve the above, we require an agency who can prepare and present high quality, clear, concise and cost-effective activation of brand marketing strategies and work in partnership with QMS' Marketing and Communication team to ensure the best possible outcome for our three industry brands: Scotch Beef PGI, Scotch Lamb PGI and Specially Selected Pork whilst keeping our brand essence of Meat with Integrity at the heart of our communications.

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

Quality criterion - Name: Response to creative brief 'Make It... The Next Phase' (M) / Weighting : 45

Quality criterion - Name: Agency approach and account management / Weighting: 35

Quality criterion - Name: Agency capacity and agility / Weighting: 20

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

#### **II.2.14. Additional information**

### **Section IV: Procedure**

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#### **IV.1. Description**

##### **IV.1.1. Type of procedure**

Restricted procedure

#### **IV.1.3. Information about a framework agreement or a dynamic purchasing system**

#### **IV.1.8. Information about the Government Procurement Agreement (GPA)**

The procurement is covered by the Government Procurement Agreement: no

#### **IV.2. Administrative information**

##### **IV.2.1. Previous publication concerning this procedure**

Notice number in the OJ S: [2020/S 229-565644](#)

##### **IV.2.8. Information about termination of dynamic purchasing system**

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

### **Section V: Award of contract**

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A contract/lot is awarded: yes

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

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

05/03/2021

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

Number of tenders received: 5

Number of tenders received from SMEs: 4

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 0

Number of tenders received by electronic means: 0

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

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

Official name: Guy & Co

Postal address: 39 Hanover Street

Town: Edinburgh

NUTS code: UKM75 Edinburgh, City of

Postal code: EH2 2PJ

Country: United Kingdom

Telephone: +44 7988323991

The contractor is an SME: yes

##### **V.2.4. Information on value of the contract/lot**

Total value of the contract/lot: 750 000,00 GBP

##### **V.2.5. Information about subcontracting**

### **Section VI: Complementary information**

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#### **VI.3. Additional information**

Economic operators may be excluded from this competition if they are in any of the situations referred to in Regulation 58 of the Public Contracts (Scotland) Regulations 2015.

(SC Ref:646707)

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

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

Official name: Edinburgh Sheriff Court

Postal address: Sheriff Court House

Town: Edinburgh

Postal code: EH1 1LB

Country: United Kingdom

##### **VI.5. Date of dispatch of this notice**

08/03/2021