

United Kingdom-Ingliston: Public relations services
OJ S 113/2021 14/06/2021
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

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

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

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

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Quality Meat Scotland — Provision of Consumer PR Services

Reference number: QMS/ITT/CONSUMERPRSERVICES/2021

II.1.2. Main CPV code

79416000 Public relations services

II.1.3. Type of contract

Services

II.1.4. Short description

QMS Seeks to appoint a PR agency to deliver consumer campaigns and press office duties.

II.1.6. Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Value excluding VAT: 540 000,00 GBP

II.2. Description

II.2.2. Additional CPV code(s)

79416000 Public relations 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 consumer PR agency to deliver the seasonal campaign PR activation for 'Make It' to include but not limited to:

Influencers (micro and macro)

Recipe placement

Opinion pieces

Partnerships e.g. with restaurants, itison, food brands, etc

Sponsorship

Stunts/events

Broadcast

In addition, QMS requires its consumer PR agency to establish an ongoing press office for QMS acting as a front line between the media and the in-house PR team with a remit covering: Ongoing relations with media outlets, journalists and personalities that resonate with our target audiences

Seeking opportunities that support our brands

Horizon scanning for reputational risks within the consumer landscape

Crisis management working in conjunction with our Industry and Corporate PR to ensure our reputation is protected within the consumer landscape

Communicating the positive work of our in-house teams to consumers covering:

Health and Education

Industry Development

Brands Integrity

To help QMS achieve the above, we require an agency who can prepare and present high quality, clear, concise and cost-effective activation of communications 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 campaign brief 'Make It Summer 2021' / 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

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 232-573935](#)

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

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

08/06/2021

V.2.2. Information about tenders

Number of tenders received: 8

Number of tenders received from SMEs: 7

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: Weber Shandwick

Postal address: The Hub, 70 Pacific Quay

Town: Glasgow

NUTS code: UKM82 Glasgow City

Postal code: G51 1DZ

Country: United Kingdom

Telephone: +44 7921337899

The contractor is an SME: no

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

Total value of the contract/lot: 540 000,00 GBP

V.2.5. Information about subcontracting**Section VI: Complementary information**

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:656696)

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

09/06/2021