

United Kingdom-Edinburgh: Advertising and marketing services
OJ S 160/2020 19/08/2020
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Sea Fish Industry Authority

Postal address: 18 Logie Mill, Logie Green Road

Town: Edinburgh

NUTS code: UK United Kingdom

Postal code: EH7 4HS

Country: United Kingdom

E-mail: seafish@seafish.co.uk

Telephone: +44 1315583331

Fax: +44 1315581442

Internet address(es):

Main address: www.seafish.org

Address of the buyer profile: https://www.publiccontractsscotland.gov.uk/search/Search_AuthProfile.aspx?ID=AA16742

I.2. Information about joint procurement

The contract is awarded by a central purchasing body

I.4. Type of the contracting authority

Other type: Non Departmental Public Body

I.5. Main activity

Other activity: Seafish industry

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Love Seafood Media Planning and Buying – FY2021

Reference number: TD2020-008

II.1.2. Main CPV code

79340000 Advertising and marketing services

II.1.3. Type of contract

Services

II.1.4. Short description

Seafish are looking for a media planning and buying partner to support our consumer-facing marketing efforts and activity for our new brand — ‘Love Seafood.’

II.1.6. Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Value excluding VAT: 220 833,00 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

Seafish are looking for a media planning and buying partner to support our consumer-facing marketing efforts and activity for our new brand — 'Love Seafood.'

More information can be found in the attached invitation to tender document.

II.2.5. Award criteria

Quality criterion - Name: Quality / Weighting: 90

Price - Weighting: 10

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

Open 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: yes

IV.2. Administrative information

IV.2.1. Previous publication concerning this procedure

Notice number in the OJ S: [2020/S 011-021004](#)

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

Contract No: CON-182

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

26/06/2020

V.2.2. Information about tenders

Number of tenders received: 11

Number of tenders received from SMEs: 11

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: 11

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

V.2.3. Name and address of the contractor

Official name: The Lane Agency

Postal address: 496 Ferry Road

Town: Edinburgh

NUTS code: UK United Kingdom

Postal code: EH5 2DL

Country: United Kingdom

Telephone: +44 7940422261

The contractor is an SME: yes

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

Lowest offer: 264 999,00 GBP / Highest offer: 265 000,00 GBP taken into consideration

V.2.5. Information about subcontracting

Section VI: Complementary information

VI.3. Additional information

(SC Ref:628046).

VI.4. Procedures for review

VI.4.1. Review body

Official name: Sheriff Court House

Postal address: 27 Chambers Street

Town: Edinburgh

Postal code: EH1 1LB

Country: United Kingdom

VI.5. Date of dispatch of this notice

14/08/2020