

United Kingdom-Ingliston: Advertising and marketing services

OJ S 229/2020 24/11/2020

Contract 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.3. CommunicationThe procurement documents are available for unrestricted and full direct access, free of charge, at: www.publiccontractsscotland.gov.uk

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted electronically via: www.publiccontractsscotland.gov.ukElectronic communication requires the use of tools and devices that are not generally available. Unrestricted and full direct access to these tools and devices is possible, free of charge, at: www.publiccontractsscotland.gov.uk**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**

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.1.5. Estimated total value

Value excluding VAT: 750 000,00 GBP

II.1.6. Information about lots

This contract is divided into lots: no

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

Criteria below

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.2.6. Estimated value

Value excluding VAT: 750 000,00 GBP

II.2.7. Duration of the contract, framework agreement or dynamic purchasing system

Duration in months: 12

This contract is subject to renewal: yes

Description of renewals:

Yearly for a maximum of 3 consecutive years.

II.2.9. Information about the limits on the number of candidates to be invited

Envisaged minimum number: 5

II.2.10. Information about variants

Variants will be accepted: no

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 III: Legal, economic, financial and technical information

III.1. Conditions for participation

III.1.2. Economic and financial standing

Selection criteria as stated in the procurement documents

III.1.3. Technical and professional ability

Selection criteria as stated in the procurement documents

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.2.2. Time limit for receipt of tenders or requests to participate

Date: 21/12/2020 Local time: 12:00

IV.2.3. Estimated date of dispatch of invitations to tender or to participate to selected candidates

Date: 08/01/2021

IV.2.4. Languages in which tenders or requests to participate may be submitted

English

IV.2.6. Minimum time frame during which the tenderer must maintain the tender

Duration in months: 6 (from the date stated for receipt of tender)

Section VI: Complementary information

VI.1. Information about recurrence

This is a recurrent procurement: yes

Estimated timing for further notices to be published:

16 weeks prior to current contract ending.

VI.2. Information about electronic workflows

Electronic ordering will be used

Electronic invoicing will be accepted

Electronic payment will be used

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.

Note: to register your interest in this notice and obtain any additional information please visit the Public Contracts Scotland website at https://www.publiccontractsscotland.gov.uk/Search/Search_Switch.aspx?ID=635628

The buyer has indicated that it will accept electronic responses to this notice via the postbox facility. A user guide is available at https://www.publiccontractsscotland.gov.uk/sitehelp/help_guides.aspx

Suppliers are advised to allow adequate time for uploading documents and to dispatch the electronic response well in advance of the closing time to avoid any last minute problems. (SC Ref:635628)

Download the ESPD document here: https://www.publiccontractsscotland.gov.uk/ESPD/ESPD_Download.aspx?id=635628

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

19/11/2020