**Mini-Competition for AHDB Campaign Development and Evaluation**

**CCS – Research Market Place (RM6018)**

**1. Introduction**

AHDB are a levy funded organisation that works on behalf of British agriculture. Sectors covered include beef and lamb, pork, dairy, cereals and oilseeds and horticulture. AHDB’s activities include technical support with latest innovations, knowledge exchange, market intelligence and market development including export and the domestic market. Some examples of our recent campaigns may be found here:

<https://ahdb.org.uk/lambcampaign>

<https://dairy.ahdb.org.uk/consumer-campaign/#.Xi66Qmj7TIU>

<https://pork.ahdb.org.uk/butchers-caterers/consumer-campaigns/pick-pork-medallions/>

<https://ahdb.org.uk/case-study-cheeky-beef>

Recent campaigns have both been product-led, promoting the leanness and versatility of pork medallions or thin-cut beef steaks, for example, and reputational, reassuring consumers about the health benefits of including meat and dairy as part of a healthy balanced diet.

As a levy-funded organisation, providing value for money is at the heart of our business. As part of that evaluation is key. It is vital that we can prove to ourselves, and to our levy-payers and stakeholders that our campaigns are as strong as possible and have met KPI’s. We are looking for an agency partner that can not only help us to evaluate our communications, but also help us to develop and optimise winning creative campaigns.

Submissions for the provision of these services should be based on the information contained within this document and submitted in the format outlined in section 4. Any questions on the project should be directed to Procurement via the messaging system on the Bravo portal.

1. **Background**

AHDB is looking to procure agency services for one type of research for a 12 month agreement with the option to extend for a further two additional 12 month periods.

With the aim to make the creative process as efficient as possible and to build an ongoing relationship we would like to appoint a single supplier for all of our creative development research (including qualitative communications development work and pre-testing) and communications evaluations.

1. **Forthcoming campaigns**

The current socio-economic situation has been quite fluid and Covid has necessitated a very agile approach with “pivot” tactical campaigns, aimed at building up consumer demand for certain products in retail (due to closure of food service), alongside our longer-term more strategic campaigns. The core Eat Balanced campaign started in January 2021 and has already been procured for and is outside the scope of this contract for year one. But there will be the option for the successful agency to take on the campaign evaluation for year 2 which would be from January 2022, alongside 2021 campaigns.

Due to Covid restrictions and the fallout of the EU exit, we are still in a period of uncertainty. Therefore we cannot currently specify all campaigns. We envisage that typically there would be 3-5 per year that would be large enough in scale to warrant evaluation. Some of these would be using existing copy so would not require creative development work.

For 2021 we have a product-led pork campaign confirmed likely beginning in Autumn and potentially a dairy campaign (TBC).

1. **Types of research & costing approach**

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| **Campaign evaluation (Section 5)** | **Campaign development - Qualitative (Section 6)** | **Campaign development –quantitative ( (Section 6)** |
| Quantitative, Pre-post activity | Qualitative, typically to select between a few concepts | Quantitative pre-test |

**AHDB would like agencies to provide costing for each of the different types of research around campaign evaluation and development. Details about what is required within each of these routes can be found in the sections below. AHDB would not undertake each of these for each campaign and would work with the agency to agree routes that best fit with the campaign when briefing in the work. The range of options allows AHDB to select the route that best fit our needs, but also to give agencies a better understanding of AHDB’s organisation and marketing campaigns built up over time. There will only be a single scoring across all the routes so agencies must supply a cost and approach across each of the types of research detailed in the brief.**

**AHDB have also prepared an AHDB summary costing table (Appendix A - Campaign Research Costing Table) across the range of research routes (this can be found in the Commercial area on the Bravo portal, and is where you will need to attach your response).**– it is these costs agencies will be assessed against in the price element of the scoring criteria. Agencies should apply any % discounts offered before populating the table. Details on services/data covered behind this cost can be submitted by agencies in their own format but must ensure the costs match to this summary costing table. AHDB will sum the total proposed costs across all the types of research and this will form how agencies are assessed.

For both campaign evaluation and development AHDB do not have a live project with a firm timeline for agencies to quote against but are asking agencies to outline timeframes to turnaround each type of research detailed e.g. Week 1 kick off meeting, weeks 2-3 fieldwork debrief week 4 etc. The overall outline should clearly mark the number of weeks to allow from commissioning to debriefs for each type of work. Some types of research will necessitate faster turnaround than others, particularly as we get closer to airing so consideration will also be given to the agency’s capacity to give feedbacks on smaller/time-critical projects in a timely fashion.

1. **Campaign evaluation**

**5.1 Research Considerations**

We need an approach that allows us to both see how successful each campaign is in terms of ad diagnostics, and also how successful the campaign is in driving attitudes such as category image and propensity to purchase. Additionally we would want to be able to explore category dynamics – what is driving consumer attitudes towards meat and dairy and what is holding them back and to inform future marketing strategy.

Typically our campaigns are multi-media, sometime including TV (not always), VOD, print, out of home, POS and social. We would like the research to inform us on how effective the campaign is overall as well as the relative contribution for each element of the campaign.

For the purposes of procuring a supplier, AHDB requires that contractors wishing to tender for this work provide us with the following:

Detailed costs and proposed methodology for carrying out a typical pre and post campaign evaluation in 2021. We understand that costs may vary to some extent depending on category but this should give us a base for comparison.

Please present as a rate-card of a cost per wave based on 1,000 respondents plus boost sample. AHDB will provide an AHDB costing table for agencies to complete – for the campaign evaluation element we require agencies to supply costs in the costing table for a pre and post wave but also a rate card for optional additional waves.

**5.2 Campaign Evaluation Methodology**

Proposals should include detailed costs and a recommended methodology for evaluation of the individual advertising campaigns as outlined above.

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| Research Objectives | * To understand if the scheduled activity is positively impacting our target markets perceptions and use of category pre and post campaign. * Evaluate awareness/performance of the campaign * Review effectiveness of advertising channels (e.g. TV, digital, in-store and social) in specific objectives, such as awareness, shifting attitudes, driving visits to the website. * Explore triggers and barriers – and show how future work can best deepen consumers relationship with the category |
| Requirements | The proposal must clearly demonstrate that the research objectives listed above will be met.  The methodologies used to achieve the research objectives must be clearly identified **in the** **proposal** with **clear demonstration** of how the approach achieves the objectives.  Campaign/Execution Evaluation  Evaluation of the execution/campaign should cover the following types of areas (these are not intended to be prescriptive as you may have your own proprietary techniques but should ensure these kinds of areas will be covered).   1. Prior to being shown the adverts:   *Unprompted top of mind recall from the advert – what stuck in peoples mind*   1. When shown the adverts:  * *How enjoyable was the advert?* * *Were the points made relevant to you?* * *Did it make category seem more appealing?* * *Were the key points made believable?* * *Would it reassure them about choosing category?* * *Were consumers more likely to buy category after watching the advert?* * *Did it contain new information for you about category?* * *Did it make you think of the category differently?*   *Plus anything else you deem would be useful to know.*  Costs should be based on a sample of 1,000 nationally representative respondents. Plus a boost of target sample identified for each campaign.  Please detail what your approach towards industry/campaign benchmarking would be. How would you be able to demonstrate/check what “good” looks like?  Attitudinal Research  For the attitudinal research, we propose survey questions to gauge consumer perceptions of category to include:   * Awareness * Intention to purchase * Awareness, trial and usage of different cuts/sub-sectors * Imagery (including product attributes and reputational factors such as sustainability, welfare and health)   The sample design should include a breakdown by age groups (in ten year bands).  Research samples must be made up of the primary/joint chief shopper for their household and nationally representative using boosts of target samples as necessary.  **Main and target sample:**  The research sample must be nationally representative and made up of the primary shopper for their household.  We need to be able to pull out performance amongst the target segments as outlined:   * This would vary according to the specific campaign but typically would be something like people with a meat or dairy reducer in the house (approx. 20% incidence) OR specific segments based on AHDB’s segmentation (generally approx. 30% incidence with a short battery of statements to define).   Agencies need to clearly outline methodology, evaluation framework and proposed questions around advertising campaign evaluation in the submitted tender with final agreement to be made by AHDB prior to launch of pre/post evaluation work. |
| Deliverables | Deliverables should be in the form of a deck of PowerPoint slides for each campaign, to include commentary of top-line trends and an analysis of category progression in the post wave. A topline deck of pre-wave slides should be prepared in addition to help us set KPI’s.  Presentations to AHDB (likely to be via MS Teams) or Stoneleigh if face to face meetings are in place for 2021  AHDB have a budget guideline of £10-15k per wave for this type of work |

1. **Campaign development**

AHDB’s typical campaign development process for new creative has involved a range of approaches from very early in the process using qualitative concept testing through to quantitative message testing and quantitative pre-testing. Historically we have used different agencies for different elements of this process. However, we would like to procure the services of a single agency for the option of a more end-to-end, streamlined approach to communications development in future.

The selection of studies proposed below is an example of the sort of research that we do and that agencies should cost against. In actuality this may vary depending on the individual campaign requirements. The agency should present the costs as a menu of options that AHDB may choose to utilise. Again, please provide an indicative cost for each - we accept these may vary depending on the specific campaign requirements.

**Service Requirement**

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| **Research Objectives** | **Campaign development - Qualitative**  **Option 1 Early-stage Qualitative Concept development**   * Examine consumer reaction to a maximum of 3 rough communication propositions/concepts for reputation of meat and dairy which will be provided by AHDB and their creative agencies. In particular exploring engagement, understanding of the message, the appeal of the message, relevance to the shopper, likelihood to find out more, credibility and likelihood to prompt attitude shift * Within each creative route AHDB need to gain an understanding of the thoughts they provoke as well as how they could be improved in future. In particular, given a challenging level of media spend, any proposed creative has to secure stand-out and be highly engaging.   AHDB have a budget guideline of £15-25k for this type of work  **Option 2 Qualitative Executional development**   * With a single route selected the creative agency will provide variations of copy for development * Explore whether the creatives provided enough interesting, compelling and believable information to reassure consumers to choose meat and dairy in future * To test a range of ‘tag line’ statements used as part of the creative material. * Extract the key elements of each communication route that work well with the target audience. * Pick out barriers and key area of improvement within each creative route so the marketing team can work with creative agencies to adapt the output post research.   AHDB have a budget guideline of £12-15k for this type of work  **Campaign development –quantitative**  **Option 3 Message testing**   * Using a quantitative approach to select between possible messages and territories. * Previously we have used a MaxDiff approach to select between different possible messaging, assessing based on appeal, newsworthiness, credibility etc   AHDB have a budget guideline of £10-15k for this type of work  **Option 4 Quantitative pre-testing (light)**   * Understanding consumer response to lead advertising and likely effectiveness in market * This would be “lighter touch” and be more focussed on closed questions with the addition of a couple of opens such as likes/dislikes/main message recalled * It would be a more cost-effective option for smaller-scale campaigns, or element of campaigns, as a gross-negative check   AHDB have a budget guideline of £4-7k for this type of work  **Option 5 Quantitative pre-testing (full)**   * Understanding consumer response to lead advertising and likely effectiveness in market * This would be “gold-standard” and may include in-depth open questions and coding, comprehensive diagnostics and could include innovative methods such as eye-tracking or facial coding or other neuroscience methodologies depending on requirements. All agencies have their own house techniques and preferred methods so should outline their approach. * Optimisation of lead ad/ads plus consideration of wider campaign elements (if available)   AHDB have a budget guideline of £15-20k for this type of work |
| **Contract Length** | **The agreement with an agency would be a period of one year with the option for AHDB to extend by 2 further periods of 12 months each.** |

**7. Structure of submissions and evaluation methodology**

Evaluation of the tender will be undertaken in accordance with the following criteria and weightings:

**80% of the evaluation weighting will be based on the quality of the proposal.**

* Demonstrate a clear understanding of the brief and research objectives in the proposal. (5%)
* Outline a clear approaches across options and highlighted any proposed techniques to be used in the methodology and/or analysis – clearly showing how they are relevant and link to achieving the research objectives. (40%)
* Agency have a considered view and understanding of how advertising works and how best to evaluate it across the range of options provided. They are able to provide direction on ability to demonstrate/check what “good” looks like (15%)
* An objective and well-structured proposal which clearly lays out the required information and includes a detailed breakdown of costs and identification of any risks/key dates. (5%)
* Outline estimated timeline linked to the different research options (5%)
* Demonstrate how a process for quality control will be followed for recruitment, moderation and interpretation/presentation of findings (5%)
* Experience of project manager and supporting team in delivering similar projects in terms of methodology, location, food sector, communication objectives (5%)

***Please note: a minimum score of 60 out of 80 is required in this section to be appointed by AHDB on this project.***

**20% of the evaluation weighting will be based on the cost of the proposal.**

To enable comparability of proposals, a breakdown of costs (by key activities) is to be provided. In order to allow for a comparison across agencies please use the AHDB summary costing table provided. To enable AHDB to score the costing section agencies must supply a cost for all types of research detailed within the red boxes marked on AHDB’s costing table. This is to be uploaded into the Commercial envelope on Bravo.

AHDB will review tenders following the closing date and may consult with interested parties as part of the selection process. AHDB reserve the right to seek alteration of individual tenders to meet the exact requirements and to decline all tenders should the requirements not be met.

The proposal must demonstrate how a process for quality control will be followed along with adherence to MRS code of conduct.

**Budget:**

**AHDB have also prepared an AHDB summary costing table - Campaign Research Costing Table across the range of research routes (found in the Commercial area on Bravo),** it is these costs agencies will be assess against in the price element of the scoring criteria

**Your proposal should be submitted on the Bravo portal no later than noon on the 16th April**

**For any queries or clarifications, these are to be submitted via the messaging system on Bravo, no AHDB stakeholders are to be contacted directly, any queries will be handled by the Procurement team at AHDB.**

As a guide, proposals for an agency pitching for this project should not exceed 15 sides of A4. AHDB would also accept the proposal in PowerPoint format and should not exceed 30 slides. The Excel scoring file and Copies of CVs can be treated outside of this estimate.

AHDB will review and evaluate tenders following the closing date, and may seek further clarification from agencies in regards to their submission as part of the process. AHDB reserve the right to seek alteration of individual tenders to meet the exact requirements and to decline all tenders should the requirements not be met.

**Supplier Timetable**

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| --- | --- | --- |
| Activity | Description | Dates |
| Closing | Mini competition returns | Noon 16th April |
| Evaluate Stage One | Evaluation period | 19th-22nd April |
| Notify | Notification of award | 10th May |
| Project Inception Meeting | Finalise discussions on works for this project | TBC |
| Commencement | Contract commencement | 31st May |

There may be a requirement to bring in the top 2-3 suppliers for a presentation if deemed necessary by the AHDB evaluation panel. A date has not been confirmed for this as not a certainty that this will be required, suppliers will be notified after the evaluation stage.

Please note that these timescales are indicative and subject to change.

Appendix A: Background

1. **Background**

**AHDB Beef and Lamb, Pork and Dairy – Domestic Marketing Focus**

**Meat Context**

Volume growth in red meat has been challenging, over time there has been growth in chicken at the expense of red meat due to price, ease of meal cooking and preparation and negative health perceptions. The drive for convenient meal options has put increased pressure on primary red meat products. Added-value products (often which add a seasoning/sauce) offer consumers easy meals solutions to prepare in the home. Currently chicken has the largest share in these segments and there could be an opportunity for red meat to gain a larger share through product development. Covid-19 and lockdown has reversed this trend and red meat, particularly beef and pig meat have moved back into strong growth.

**Dairy context**

There has been some per capita loss of liquid milk consumption over time (although this has mostly been offset by population growth). AHDB research has indicated that the bulk of that decline has been unconscious and more broadly has been driven by changing in eating and drinking habits (particularly decline in black tea occasions) rather than a conscious turning away from dairy. However, there have been a minority of the population who are consciously reducing and for them ethical issues such as environment and animal welfare, as well as personal health have been factors. Somewhat contrarily, however, cheese has been in a period of strong growth as it has remained particularly desirable and relevant to millennials possibly due to high levels of instagrammability.

As with red meat, lockdown has driven a resurgence in dairy sales in 2020.

**Potatoes context**

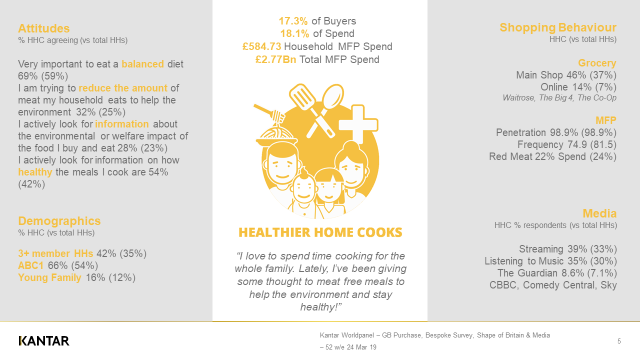
Potatoes have lost ground over the years due to switch to cuisines such as Italian and Chinese/Indian meaning that rice and pasta have increasingly gained share of plate. These carbohydrates are faster to cook which has been an issues for time-pressed families. Processed potatoes including oven chips have continued to perform well.

Potato campaigns have include the joint-EU funded “more than a bit on the side” that highlighted versatility of potatoes to include in more dish-based meals. In 2021 we have a run of a smaller scale jacket potato campaign, aimed at tapping into the hot, filling lunch occasion as consumers spend more time in home.

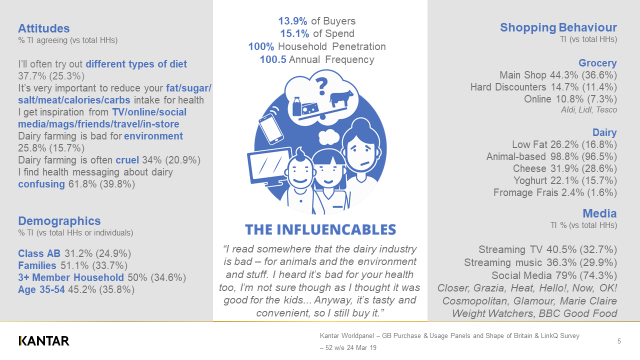
1. **Segments and audience**

AHDB have conducted a large scale segmentation looking into relationships with red meat and dairy in both a behavioural and attitudinal context. We identified a number of segments who were the most ethically driven and who would require the most reassurance. Unsurprisingly these groups were also amongst the most affluent. Any research would need to identify these core targets groups to analyse by. We have available a short questionnaire for meat and for dairy that may be used in recruitment to identify the groups. The two key groups of interest are:

Meat: Healthier Home cooks (estimated at 3.6m households)



Dairy: Influencables (estimated at 2.8m)



With 1.2m people falling into both HHC and the Influenceables

Both groups tend to be affluent families, interested in ethics, competent cooks, health important. Incidence: c. 15% in each group, approx. 1/3 overlap between). We will give a full audience briefing to the winning agency.

There is also an older post-family group called Foodie Explorers for meat who are also very ethically driven.

