**CF/2020/87 Request for subscription pricing on international consumer insight**

**Background context-**

AHDB would like quotes for subscription access to international consumer insight. The service helps provide insight toward the international trends AHDB provide out to the industry, as well as supports AHDB exports with consumer market intelligence. The service is linked helping provide evidence around global consumer food trends – monitoring global to trends that might impact domestic consumption patterns but also to unpick export consumer market opportunities for meat and dairy.

AHDB wish to uptake a subscription package looking at food consumption trends across international markets - there is multiple target markets so coverage is sought across the globe but main priorities would be N. America, Europe, South East Asia and the Middle East. The subscription is funded by our two red meat sectors (Beef, Lamb, Pork) and Dairy so there is a heavier focus on meat and dairy intelligence being sought

Please provide costings and package details to supply insight packages that covers the following elements as a core delivery, along with details of any additional tools/insight that form part of that subscription fee package offer to AHDB.

**Subscription requirements: -**

The proposal must detail what can be provided in the subscription package offer to AHDB. This should cover the following things:

**Essential topics to be covered: -**

* International Food Trends across the globe
* Global consumer attitudinal data - analysis from consumers purchase behaviour and attitudinal data internationally when asked about consumption. Please detail the questions asked and depth these go into for meat and dairy. With ability to download raw data in core to look at trends in more detail
* Ability to review trends across a range of regions – with insight reports/presentation available to download for user to use Word/PowerPoint
* Terms of data use in external reports – AHDB would be looking to use this data in external presentations to the industry and published papers such as Horizon series. AHDB would give agencies prior sight of this for approval, but guidance should be given in the proposal on usage in these types of outputs. Link to example reports [International Consumers | AHDB](https://ahdb.org.uk/international-consumer-insight)
* Number of licences – min number would be 6 for our core insight team. Agencies to provide costings for 6 for the core service but provide additional details if they allow more licences as an optional bolt on. For the purposes of benchmarking if additional licences can be provided please can agencies detail separately how much 10 additional ones would be as an optional bolt on.

*Desirable Category Coverage*

*Reports which cover meat and dairy consumption trends and analysis around future opportunities*

* Meat Food trends – Picking consumer trends and opportunities across region and within countries. Reporting on consumer behaviour Heavy emphasis on Beef, Lamb and Pork
* Dairy Food trends – Mainly Cheese – but access to Milk, Cheese, Yoghurt and Butter if available

AHDB are also interested in global trends in topics such as Foodservice trends, in-home eating reports, food healthy eating, plant based trends and environmental trends impacted meat/dairy consumption. Agencies can detail in their proposal package what topics can be covered and if any can be included within the budget range available for this International package.

*Country Coverage*

Multiple target markets so coverage is sought across the globe but main priorities would be N.Amercia, Europe, South East Asia and the Middle East.

**Custom Packages:**

Agencies must detail in their proposal what is being included in any recommended custom packages being offered to AHDB within the core budget. If any agencies subscription offer is based on customised packages eg picking released reports from different subscription areas then they should make a recommended package based on this brief but can also clearly detail how many reports etc access is being given – plus a breakdown of costs element that make up the overall total cost to AHDB

AHDB reserves the right to work with the successful agency to refine/customise any subscription access to best meet AHDB’s requirement

Wider subscriptions available: - Other packages/services not included within the budget can be detailed separately but they will not form part of the quality assessment of what coverage can be delivered within the budget available.

**Assessment of proposals:** The subscriptions offer will be assessed by AHDB in terms of Quality and Price.

Scoring for Quality & Price will be out of 100 – based on the following weighting:

***Quality (60%) - assessment criteria: - AHDB will be assessing the level of detail in the following areas.***

* Coverage of food trends reports across the globe (15%)
* Consumer attitudinal data – extent to which reports include analysis from consumers purchase behaviour and attitudinal data internationally. With ability to download raw data in core to look at trends in more detail (15%)
* Degree of meat and dairy focused category consumption trends information - including analysis on market opportunities. (15%)
* Ability to review trends across a range of regions/download raw data – with insight reports/presentation available to download for user to use Word/PowerPoint. Ease of use via online platform (5%)
* Terms and extent of data that can be used in external reports with prior sight (10%)

**Cost (40%) of the evaluation weighting will be based on the cost of the proposal.**

AHDB request that agencies supply their latest costings plans for subscription packages with the following core details for pricing comparisons

Costings assessment Criteria:

Provide costing for custom package for 1 year service and detailing costs for 6 logins – plus optional bolt on cost of 10 additional licence separately.

**Online Demo**: The top three scoring proposals will also be offered a chance to provide a 30min online demonstration of the platform. Potential dates are Thursday 9th June / Fri 10th June. Between 10-12. Please advise of any preference in the proposal. These demo’s will then be scored out of 10 in terms of ease of use, navigation and ability to export key trends/reports. These will be then built on top of the scores for quality and price.

**Budgets:**

Subscription budget range £25k to £50k

AHDB are happy that you are able use any material/brochure in your own style/format to showcase the subscriptions custom packages you can provide. This should be no more than 10 sides of A4 or 40 PPT slides.

Please provide this requested information to- [Strategic.Insight@ahdb.org.uk](mailto:Strategic.Insight@ahdb.org.uk)

By Midday on Tues 31st May 2022

Potential dates for online demo Thurs 9th June ./ Friday 10th June. Between 10-12. Please advise of any preference in the proposal.