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**AHDB PROJECT SPECIFICATION**

**Project Reference 2021-513**

**INVITATION TO TENDER FOR**

**Digital Marketing activities in the US, covering Beef, Pork and Dairy**

**Start Date: 1st April 2022**

**End Date: 30th March 2025**

**Contract will run 1+1+1**

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1. **Introduction**

*AHDB*

The Agriculture and Horticulture Development Board (AHDB) is a non-departmental government body, funded by levy income from farmers, growers and others in the supply chain, and managed as an independent organisation (independent of both commercial industry and of Government). The role of the AHDB is to help improve the efficiency and competitiveness of various agriculture and horticulture sectors within the UK. Our statutory functions encompass meat and livestock (cattle, sheep and pigs) in England; horticulture, milk and potatoes in Great Britain; and cereals and oilseeds in the UK. Our purpose is to inspire our farmers, growers and industry to succeed in a rapidly changing world.

As AHDB is funded in this manner, value for money is paramount, we welcome suppliers who can offer innovative and cost-efficient solutions to meet our needs, whilst also offering superlative service that will enable us to create a world-class food and farming industry. Solutions should look to help us not only reduce costs but increase business flexibility, lift productivity, bring people together to collaborate, innovate and drive change throughout.

Further information about AHDB can be found here: https://ahdb.org.uk/

AHDB recognise the need in the North America region for a digital review and a digital marketing strategic approach in line with new goals, ambitions, as well as the business digital transformation aspiration. AHDB require the agency to work closely alongside us to assist with development and implementation around clear KPIs performance responsibilities, reporting and digital support.

*The Service*

MEAT: - Our focus is on growing our profile, reach and reputation, building awareness of British high- quality meat in the US & Canadian markets, and driving relevant and engaged traffic to our website [www.meattheUKexporters.com](http://www.meattheUKexporters.com). We want to continuously improve how we curate content across our digital marketing channels (Facebook & Instagram) to enable effective communication about the breath of our work.

DAIRY:\_ Our focus is on growing our profile , reach and reputation, building awareness of British quality dairy products in the West Coast of United States through Social Media platforms, which will need to be agreed and established with AHDB’s Senior Export Manager for Dairy.

AHDB are looking to appoint a Marketing partner to help us to:

* Maximise and track engagement with AHDB’s core target audience on-line
* Encourage this target audience to make contact with AHDB for information and track their interaction with us on-line
* Increase and track participation to our events
* Reach out to the traditional trade media by releasing interesting and up to date Press Releases on our events, British Farming News and products.

The initial contract period will be for 1 year, with the option to extend for a further 2 periods of 12 months each, estimated start date of 1st April 2022 – 31st March 2023 (indicative and subject to change). Each extension option will consist of new KPIs being set, a review from both sides plus authorisation and agreement of budget activity for any advertising spend for the extension period. Please note: AHDB are not obliged to take up any extension options should they not wish to for whatever reason.

Please note: This contract is to be paid in US dollars only. Due to the nature of this work, it is preferable for the agency to be based or have a commercial office in the US due to local knowledge, connections, and nuances with regards to language which could affect searches etc (ie American v’s English).

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| **Core target audience (B2B) for meat** | **Core target audience for Dairy** |
| Meat importers and distributors | Grocers |
| Meat wholesalers | Foodservice |
| Chefs | Media |
| Butchers | Consumers |
| Caterer | Distributors |
| Specialty grocers | Dairy buyers |
| Trade media |  |
| Food bloggers |
| Meat buyers |

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| **Core target geography for meat** | **Core target geography for Dairy** |
| * Canada: Ontario, Quebec & British Columbia * USA: New York, New Jersey, Connecticut, Pennsylvania, Massachusetts, Washington DC, Illinois, Georgia, Texas, Nevada & California | * USA: West Coast |

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| **Meat products** | **Dairy products:** |
| * Canada: British Beef, Lamb & Pork | * Cheeses (main product) |
| * USA: British Beef & Pork and in the near future Lamb |

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| **Main messages for meat:** | **Main messages for dairy:** |
| High Animal Welfare | High Animal Welfare |
| Origin | Origin |
| Grass-fed beef | Grass-fed cows |
| Outdoor-bred sows | Traceability |
| Traceability | Sustainability and environmentally friendly farming |
| Sustainability and environmentally friendly farming | Red Tractor Assurance |
| Red Tractor Assurance |

AHDB requirements from the Digital marketing agency:

Market Research: To get to know our target audience from our target markets via target market analytics, insights, trends, and product purchasing motivators in order for highly targeted meat buyer profiling.

Creative Story-Boarding: To work in collaboration with our digital department for creative brainstorming and campaign planning for content production, video media, imagery, etc…

Budget allocating: To assess and hone in on cost effective strategies and constantly be tweaking marketing split and adapting it to find the perfect recipe.

Connected community building: Build brand loyal, excited and empowered customers through engaging content and creative events. Converting them from paying customers to brand evangelists and advocates

Project management: Effective time and resource management in order to meet tight deadlines. Agreeing with the AHDB export manager KPI’s and holding performance reviews minimum once a month.

Optimising and improving: Collating and reviewing the metrics to always be improving. To constantly searching for better results and have a ‘never settle’ mentality. Constantly assessing and improving the work to reduce costs, maximise engagement.

1. Background

The United Kingdom has a population of 68 million people and comprises: England, Wales, Scotland & Northern Ireland. The country has a surface area of 243,610Km² (94,059spm); almost 85% of the population lives in cities/urban areas, yet 70% of its surface is being used for agriculture. In total 1.3% of the country’s population is working in the farming sector. The UK has a temperate climate; the eastern side of the British Isles have a significantly dryer climate. Agriculture is generally intensive, highly mechanised, and efficient by European standards, producing about 60% of food needs.

*About Red Tractor*

Founded in 2000, Red Tractor is a world-leading food chain assurance programme that underpins the high standards of British food & drink. It’s the flagship logo of British food & farming, providing assurance at every stage of the production process, from farm to fork.

Red Tractor is a not-for-profit company that is the UK’s biggest farm and food assurance programme. They develop standards based on science, evidence, best practice and legislation that cover animal welfare, food safety, traceability & environmental protection. Around 50,000 British farmers are accredited to Red Tractor standards, which form the basis of buying and sourcing specifications for major supermarkets, household brands and restaurant chains, ultimately making life simpler for everyone.

Further information about Red Tractor can be found here: <https://redtractor.org.uk/>

*UK Red Meat Exports in 2020*

660,000 tonnes of UK beef, pork & sheep meat were shipped around the world in 2020.

Beef exports, including offal, were of 166,000 tonnes, worth £453M

Pig meat exports, including offal, were of 400,000 tonnes and worth £654M

Sheep meat, and sheep offal, were of 93,600 tonnes and worth £447M

*About British Beef*

[https://www.youtube.com/watch?v=5-cUG-WqZ\_8](https://eur02.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.youtube.com%2Fwatch%3Fv%3D5-cUG-WqZ_8&data=04%7C01%7CSusana.Morris%40ahdb.org.uk%7C277f311a2cc3432e714608d916c4418f%7Ca12ce54b3d3d434695efff13ca5dd47d%7C1%7C0%7C637565854429746845%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=hwoQqi20p456cv3SGiaxVjy5UUJ1kxeBa7fG3gR%2BgiE%3D&reserved=0)

*About British Pork*

[https://www.youtube.com/watch?v=7R-anrZC2ng](https://eur02.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.youtube.com%2Fwatch%3Fv%3D7R-anrZC2ng&data=04%7C01%7CSusana.Morris%40ahdb.org.uk%7C277f311a2cc3432e714608d916c4418f%7Ca12ce54b3d3d434695efff13ca5dd47d%7C1%7C0%7C637565854429766827%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=yXNQfg4nbxYEKCB2evS2qzkvK8Zep2xmMGFiupx3WWQ%3D&reserved=0)

*About British Dairy*

USA is a key target market for high quality dairy products (especially Cheese) into the retail and foodservice sectors. British dairy products are produced to the highest standards and of the highest quality (no hormones, controlled antibiotics and sustainability). Over recent years, the USA Airbus tariffs have added 25% to prices but they have now been suspended so this will make our products highly competitive. We currently export over £45m worth of cheese to the US and anticipate that this will increase with the majority of what we export to be Cheddar. However with over 750 varieties of cheese (more than the French!) there is definitely something for everyone.

1. Scope

**AHDB’s Dairy** Export Manager and AHDB’s Agent for the US will work closely with a digital marketing partner to assess the best way forward for the promotion of British Dairy products. The successful bidder will be given contact details of our US Dairy Representative/Agent at award of contract.

**AHDB’s Beef, Lamb & Pork** Export Manager for North America will work closely with the selected digital marketing partner to ensure the following strategic aims are delivered:

Meat - SEO

To improve AHDB’s US website ranking in search engine result pages. To increase our website visibility, traffic and ranking through effective target search terms for top search engines such as Google, Bing & Yahoo.

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| * Initial audit and review of current digital status |
| * Keyword identification & prioritisation – growth opportunities, themes, ROI |
| * To revisit the keyword strategy on a quarterly basis and at least 3 -6 months before any campaign or promotions |
| * Continued Competitor Benchmarking |
| * Technical SEO audit – Full Audit plus Quarterly Health Check |
| * Content Quality – With a minimum review every 3 months, recommendations   + On-site – effectiveness of on-site content, recommendations for content moving forward and new content review process   + Off-site – Analysis of how & where content is being used on other sites & how it is generating backlinks, providing advice & guidance on how to promote moving forward   + Copywrite content service and implementation |
| * Monthly (minimum) Social Media Review |
| * SEO Strategy, direction & implementation |
| * Planning, reporting & forecasting |
| * Costs & Resources |

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| **KPIs for SEO:** | |
| **Process/Action** | **Aim/Target** |
| Organic sessions | How much traffic the website gets on any given day and over time |
| Keywork rankings | There is a strong correlation between the website’s position for certain terms and how much quality traffic we get. |
| Leads/Conversions | The lead could be to book a meeting during a show, sign up for a newsletter, etc… |
| Bounce rate | It is a good general indication of how relevant and helpful people find the website after clicking on it in an organic search result. To actively suggest content to decrease bounce rate. |
| Pages per session | To achieve high amount of pages visited per session. |
| Average session duration | To aim a high average session duration. People are likely to spend a lot of time digesting the content, clicking on other pages, and researching products or services |
| Top exit pages | We would like the exit page to be a meeting confirmation, attending an event, signing to our newsletter |
| Crawl errors | To minimise crawl errors, as we don’t crawlers to ignore the website for a specific search |
| Search visibility | To increase the number of impressions the website can get in any search that uses the relevant core keywords |
| Links | To improve the website’s rankings in search engines. |
| Organic Click-Through-Rate (CTR): | To improve how often the pages on the website are getting clicks and traffic. To aim a high organic CTR, this is a good indication that we have set up the page precisely right. Our meta titles and descriptions are speaking to the visitors needs and drawing them to click. |
| Return on Investment | To understand the overall worth of our SEO campaign compared to how much we spent on it. |

Meat - PPC Management

Develop and deliver a digital advertising strategy. This will feature: US mainly & Canada, digital campaigns and should include Pay Per Click, social, display advertising as well as the identification of online partnership/collaborative opportunities. The strategy will need to be delivered and agreed within four weeks of the contract start date. AHDB’s marketing plan will be shared with the successful tenderer, it is expected that the strategy will drive the following activity.

* Keyword targeting & prioritisation –
* Testing Plan – to expand reach & improve performance
* Planning & Reporting minimum every three months, split by countries
* Forecasting & budget spend – maximising budget
* Google Ads & remarketing strategy implementation

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| **KPIs for PPC:** | |
| **Process/Action** | **Aim/Target** |
| Clicks | How many people clicked on the advert |
| Click-Through-Rate (CTR) | Measure how many clicks we experience vs how many times the advert was shown. This will indicate our performance |
| Cost per click (CPC) | To measure exactly how much we have paid for advertising. The cost of putting up an ad and for the clicks it generates is largely determined by other competitors in the PPC auction |
| Conversion rate (CVR): | What percentage of users that saw our ad took action as a result. |

Paid Social Media (Ads)

To increase engagement and reach across AHDB’s digital channels. This will include AHDB’s social media channels (Facebook & Instagram) and AHDB website.

* Identify opportunities for paid promotion through all social media channels
* Identify audiences & targeting opportunities
* Create & deliver a successful Social Media Content and Advertising Strategy
* Ad budgeting & goal setting
* Ad creation - for remarketing, brand awareness, event promotion, newsletter subscription, etc…
* Day to day campaign management
* Monthly Reporting, forecasting & budget spend
* Offer advice & guidance for sponsored (boosted) ads
* Social media paid ad marketing to include: Facebook & Instagram (potentially YouTube & Twitter)

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| **KPIs for Social Media:** | |
| Reach: | How many people come across our social media accounts and posts:   1. Follower count 2. Impressions 3. Post reach 4. Web traffic 5. Share of voice |
| Engagement: | How many people are clicking through posts, interacting with them or sharing them:   1. Clicks 2. Likes 3. Shares 4. Comments 5. Mentions 6. Profile visits |
| Conversions: | Converting these interactions into customers:  Non-revenue conversions  Meat - Newsletters, blogs & general e-marketing:   * Content generation, copywrite * Newsletter x 4 in a year * Blog x 1 a month * Building of CRM under GDPR protocols |
|  | |
| **KPIs in e-mail marketing** | |
| 1. Amount distributed 2. Bounces 3. Openings 4. Mobile openings 5. Clicks 6. Unsubscriptions 7. Social sharing rate | |

Meat - Press Releases to trade magazines and on-line

Press Releases are important for increasing our brand awareness and helping our public relations. The PR Agency will need to distribute the press releases effectively to get our story picked up by newspapers, trade magazines, or blogs.

The Press Releases should provide updates on British Farming, promote AHDB’s participation at Trade Shows, activities on the stand (butchery, cooking), inviting the Trade Press to a private reception, promoting cuts and recipes, etc…

Some news will be supplied by our Comms department in the UK, and others news should be written by the PR Agency. To write a minimum of one PR a month.

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| **KPIs to evaluate the Press Release effectiveness:** |
| 1. Number of online pickups  2. Number of indexed pickups  3. Getting to Google News  4. Search traffic data  5. Press coverage |

**Place/Location:** The main services will be covering Digital Marketing activities in the US, although we do have some activity in Canada, and therefore preferable for the agency/supplier to be based in either country of mentioned locations or to have a commercial office. The requirement for this is also due to the need for local knowledge, connections, and nuances with regards to language which could affect searches etc (ie American v’s English).

**Time:** Key times/quantities for project

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| Weekly | Teams call for updates |
| Monthly | SEO, Social Media performance, budget review, reporting |
| Every three months | Keywords performance |
| 6 months review | Overall review of plan & budget |
| Year | Yearly planning of Digital activities, content & budget |
| Responses to enquires | Max 24hrs |
| Press Releases | Min. 1 per month |
| Newsletter | 4 per year |
| Blog | Min. 1 per month |
| Social Media - Meat | Min 3 posts per week (Facebook), Min 3 posts per week (Instagram) |
| Social Media - Dairy | Min 3 post per week if use of one platform |
| e-mail marketing | Before, during and after event |

**Mandatory Requirements**

Hours of Service/Delivery - The successful Contractor will be expected to respond to

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| Crisis Management Policy | To be ready for any eventuality, if emerges. |
| Travel availability and able to work some weekends | To cover Trade Shows and engage with trade |

Compliance with Legislation: Although this contract refers to UK and EU law, the successful agent must have knowledge of legislation within the operating country covered by this tender opportunity.

TUPE: AHDB do not envisage TUPE to form part of this contract.

1. **Technical Materials and Equipment**

*Essential information for consideration:*

Website: [www.meattheUKexporters.com](http://www.meattheUKexporters.com)

Social Media platforms:

Facebook: meattheUKexporters

Instagram: @meattheUKexporters

* All digital platforms and website will remain the ownership of AHDB and no accounts are to be created or transferred into the winner suppliers intellectual property
* Any digital platform, view or account created on behalf of the client should be done in the name and ownership of AHDB, with ownership of all data belonging to AHDB
* This access will be removed and contract terminated if there is any breech of the conditions as mapped out in the contractual agreement
* The supplier is to have a working relationship with AHDB’s IT department to ensure all of our platforms, including the website, remain secure and fully operational – this may include external agency/organisation liaison on our behalf.

*Condition of any assets*

Any assets created for any of the contracted channels (PPC, Social Media, SEO) are the property of AHDB, and any work undertaken will be on behalf of AHDB. Any use of any assets or materials attaining to AHDB will need to have prior agreement from AHDB.

1. **Key Personnel**

Details of the key personnel (Senior Exports Manager – Americas) involved in this contract will be shared with the winning supplier.

Their role will be responsible for some of the following:

* Contract management of this contract
* Assessing KPIs, SLAs and any Milestones
* Performance assessment and scheduled catch ups with successful supplier

**Supplier key personnel**

**Resources:**  Please advise that there is sufficient cover for illness/holiday absence. Any replacements throughout the duration of the contract must match the experience and capabilities of your proposed team for this account.

1. **Account Management**

AHDB require a single nominated account manager, who will take sole responsibility for the administration and running of the contract. Within your proposal, you must provide contact details and an overview of relevant experience for the nominated account manager.

This person will be accountable for:

* Ensuring monthly reporting is completed and on schedule
* Advancing any issues through the appropriate escalation channels
* Agreeing and actioning set KPIs when known
* Please supply your complaints policy, along with the escalation process you follow as part of your submission. AHDB will apply default notices and notices of unsatisfactory performance will be applied. If the supplier receives 6 default notices in any 3-month period, AHDB reserve the right to terminate the contract.

1. **Milestones**
   * + The strategy will need to be delivered and agreed within four weeks of the contract start date. See information under Time on page 11 for other relevant timelines/target dates.

**KPI’s and SLA’s**

* Methods of reporting are to be agreed upon appointment and to be added into the contract schedule
* Meetings, reviews and audits to be agreed upon appointment and to be added into the contract schedule
* KPIs to be outlined in the contract schedule, however clear monthly targets to be confirmed and added to the contract post sign due to the need of the appointed agency doing a full audit of the current digital landscape.

Visitor numbers

Visitor numbers, revenue, web traffic and conversion rates are all to be discussed and outlined upon appointment.

**For further KPI’s, please review Section 3 (Scope) of this document**

1. **Pricing**

**Caveat Please note:**

As AHDB is an arm’s length body of DEFRA, we are therefore obliged to use a fixed currency exchange rate provided on a monthly basis by HMRC, please see below link for transparency and further information.

[HMRC exchange rates for 2021: monthly - GOV.UK (www.gov.uk)](https://www.gov.uk/government/publications/hmrc-exchange-rates-for-2021-monthly)

Therefore, there will be no negotiation on a fixed yearly exchange rate throughout the course of the contract, AHDB are not in any position to agree to this and will be governed by HMRC each month. AHDB will be paying this contract in US Dollars only and therefore the figures provided in the below table are an estimate only and subject to change dependant on HMRC monthly exchange rates.

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| Description for meat | One year | Three years | US$ Three years -*Estimated (guide only)*, please see caveat above |
| Total Budget (meat) | £70,000 | £210,000 | $283,500 |
| Advertising | £20,000 (out of the £70,000) | £60,000 | $81,000 |
| Digital Marketing activities | £50,000 (out of the £70,000) | £150,000 | $202,500 |

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| Description for dairy | One year | Three years | US$ Three years |
| Total Budget (dairy) | £10,000 | £30,000 | $40,500 |
| Advertising | £6,000 (out of the £10,000) | £18,000 | $24,300 |
| Digital Marketing activities | £4,000 (out of the £10,000) | £12,000 | $16,200 |

AHDB will pay no more than the recommended CPI throughout the duration of the contract. This will be in line with the below information obtained in the provided link:

[2021 CPI and Inflation Rate for the United States | Inflation Calculator (cpiinflationcalculator.com)](https://cpiinflationcalculator.com/2021-cpi-and-inflation-rate-for-the-united-states/)

Please note: AHDB have provided a split in budget between Advertising and Digital Marketing activities. As we are new to this market, AHDB will be guided by the winning supplier as to where they believe the budget spend is split and allocated, but we must reach the required output requested throughout this specification.

1. **Invoicing**

Invoices are to be issued and sent monthly for the previous months transactions/charges. A Purchase Order number provided by AHDB must be referenced on all invoices.

AHDB meat and AHDB dairy are to be invoiced separately due to being different sectors with separate budgets within AHDB.

Work may be invoiced on the delivery of defined milestones, to be agreed.

Any work undertaken is to be agreed in advance. AHDB will raise a purchase order detailing the agreed value of the work involved. AHDB will not pay invoices retrospectively for ambiguous work that has not been agreed in advance through the provision of a purchase order.

All invoices must have an approved purchase order number on and are to be sent electronically to a dedicated email address which will be provided to the winning bidder.

Please note: This tender exercise is unremunerated: no payment will be made to bidders in relation to their participation, This includes any costs of attendance at briefings or presentations.

1. **Sustainability**

Best practice for sustainability must be taken into consideration within this contract where possible.

For example, Teams Meetings or Zoom/Skype calls to be used if possible to avoid any unnecessary travel (outcome permitted).

For any travel plans, please ensure to perform these in the most sustainable way possible.

**Please include your Sustainability policy within your submission.**

1. **Mobilisation –**

There is an anticipated overlap between the new agency coming into place and work already being carried out by the current incumbent for some of these activities. Therefore, AHDB would expect both agencies to work on a parallel if required, along with the current incumbent sharing any relevant information (transfer of passwords for any Social Media platforms/photographic and video material) in order for the new agency to be able to continue any activities.

1. **GDPR/DPA/IPR**

Suppliers must be able to evidence that they have in place appropriate measures to comply with the new General Data Protection Regulations when in force.

* GDPR should be complied with
* Databases/lists should be kept on secure systems/encrypted laptops
* Databases/list files should be password protected
* Any breaches will need reporting to their primary AHDB contact immediately on discovery
* If you are using a processor to process personal data on your behalf, clear obligations must be placed on them to comply with data rules and regulations.

\*Please supply evidence that this is the case\*

Please refer to the copy of T’s & C’s DPA section

1. Format and Content of Response

Suppliers are to respond via the Bravo ePortal, for any clarifications please use the messaging system, AHDB stakeholders are not to be contacted, all queries will be dealt with by the Procurement team who will liaise between suppliers and the evaluation panel.

Any clarifications must be submitted no later than Noon (UK time) on the 24th January 2022.

Full submissions must be uploaded onto the Bravo ePortal no later than Noon (UK time) 31st January 2022. Any submissions later than this will not be permitted due to the portal closing down the project opportunity, therefore please ensure you submit before the closing time.

Suppliers must ensure they open all relevant documents provided on the Bravo ePortal system and complete any spread sheets or word documents that may be attached. Any attachments will be easily identified by a blue paperclip (examples shown below).

Graphical user interface, text, application

Description automatically generatedGraphical user interface, application

Description automatically generated

Please contact Procurement via the messaging system if you have any issues opening any of the documents, again, AHDB stakeholders are not to be contacted.

Submissions will remain unopened until after the closing date and time has passed.

AHDB will then assess those eligible suppliers based on the combination of Price 40% and Quality 60%, and the proposal that achieves the overall best score will be awarded the contract.

AHDB are not obliged to return any materials submitted by interested parties before, during or after this advertised opportunity or any subsequent procurement process as a result of this tender.

Please note that AHDB will not reimburse any expenses incurred by interested parties in preparing their responses to this tender opportunity.

1. Quality Assessment (60%)

Please provide your response to the questions below.

The criteria for consideration will include:

1. Provide an overview of your company and any supporting information that may support your submission. Worth 5%
2. Provide detail on how you would achieve KPIs set by AHDB, with evidence of previously delivering against KPIs successfully. Worth 10%
3. Demonstrate you have a strong and capable team of experienced specialists by providing team profiles and background information for any key personnel who would be involved with this account. Worth 5%
4. Explain what processes you have in place for managing a fluctuating workload, focussing on capacity to scale up activity if required. Worth 5%
5. Provide two examples of work and services that your agency has provided for clients that best represents:
   1. The range of services you provide
   2. Your proven ability to target specific audiences
   3. The return on investment to your client, and
   4. The reporting mechanism that was used to show the impact of your work.

Worth 10% (for all areas mentioned in requirement 5)

1. Two references for the above two examples of work – client name, contact number and e-mail. We will not contact your references without letting you know first. Worth 5%
2. A short proposal, based on a budget of US$94K and delivered over a 9 month period, outlining your:
   1. Proposed approach to meet AHDB’s digital marketing requirements as set out in this document;
   2. Initial ideas on how you would increase and track awareness of, and participation in, trade shows, or private events
   3. Details of how you would reach AHDB’s core target audience
   4. Proposed data analysis & reporting to track impact and return on investment.

Worth 10% (for all areas mentioned in requirement 7)

1. A detailed breakdown of costs based on the above budget of US$94K. This should include a breakdown of agency management fees, asset creation and advertising costs. Include hourly or daily rates for your staff. Worth 5%
2. Please detail the full suite of search engine optimisation related services you can provide, with detail on how you would intend to work with AHDB. Worth 5%

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| You must provide the following:  Details of your escalation policy – for information only.  Business Continuity plan – for information only.  Sustainability policy – for information only.  Please provide information as requested for GDPR (see page 14) – for information only.  Disclose any Conflicts of Interest as mentioned on page 18  Your Technical response to this tender opportunity  Your Pricing  Complete the Role Comparison spread sheet on page 17 |

Each reply will be scored according to the assessment given in the table below:

|  |  |
| --- | --- |
| **Scoring methodology** | |
| Meets expectations - The response meets the requirements in all material respects and is extremely likely to deliver the required output/outcome. Responses are completely relevant, comprehensive, unambiguous, and demonstrate a thorough understanding of the requirement, providing details of how the requirements will be met in full. | 5 |
| Satisfactory - The response meets the requirement in most material respects, but is lacking or inconsistent in some minor respects. The response is sufficiently detailed to demonstrate a good understanding and provide details on how the requirement will be fulfilled. | 4 |
| Satisfactory but below expectations - The response meets the requirement in certain material respects and provides certain information which is relevant, but which is lacking or inconsistent in material respects. The response addresses a broad understanding of the requirement but is lacking details on how the requirement will be fulfilled in certain areas. | 3 |
| Weak - The response fails short of achieving the expected standard in a number of identifiable respects, may lack details on how the requirement will be fulfilled in certain areas. | 2 |
| Very Weak - almost unacceptable - The response significantly fails to meet the standards required. Contains significant shortcomings and/or is inconsistent with the other proposals. Response is partially relevant but generally poor. The response addresses some elements of the requirement but contains insufficient/limited detail or explanation to demonstrate how the requirement will be fulfilled. | 1 |
| Unacceptable - Nil or inadequate response. Fails to demonstrate an ability to meet the requirement, irrelevant to the question asked. | 0 |

1. Price (40%)

Please provide your quotation for the supply of the services as mentioned and detailed throughout this specification. Please note: we are not providing you with a costing sheet, this is something you must provide based on the requirements mentioned throughout this specification. (See Pricing Options below)

Please ensure you complete the below embedded spread sheet by filling in the yellow cells only

Please complete the Role Comparison spread sheet



This will be determined by examination of the Pricing Schedule and value for money submitted by each tenderer.

AHDB is under no obligation to accept the lowest bid or any bid and will not be liable for costs or expenses incurred in connection with the appointment process

The cost will be scored on the basis of lowest cost over bid cost, multiplied by the full marks available for cost under this evaluation

**PRICING OPTIONS**

**Option One**

Please submit your proposal ***within*** the proposed budget allocation, detailing what and what is not achievable within the budget mentioned.

**Option Two**

Variant Bids

Subject to the submission of a compliant tender, bidders may also submit an alternative price and method for the provision of the services or goods which AHDB, at its sole discretion, may or may not pursue.

1. Timetable

|  |  |
| --- | --- |
| Last day for suppliers to ask clarification questions | Noon UK time 24/1/22 |
| Closing date for submissions | Noon UK time 31/1/22 |
| Tender evaluation | 3rd – 10th Feb’22 |
| Clarification from AHDB to suppliers | 11th-15th Feb’22 |
| Skype/Teams | 17th Feb’22 |
| Notification of Award(s) outcome | 1st March’22 |
| Standstill (Alcatel) | 2nd – 14th March ‘22 |
| Award of contract | 15th March’22 |
| Contract commencement | 1st April ‘22 |

These dates are indicative and subject to change

1. Conditions of contract

Please note that AHDB Export Standard Terms and Conditions will apply to the contract, a copy of which can be found on the Bravo portal and embedded below:

**

Tenderers are advised to familiarise themselves with these Terms and Conditions prior to submitting their proposal. The successful supplier will be required to sign a contract with AHDB before commencement of services.

The prices quoted in the response will form part of the contract.

Representatives must be made aware that AHDB is a UK based organisation, and its Terms and Conditions are based on UK law. Please ensure that you have read the document embedded above and we ask that you agree to the principals of the Terms and Conditions in your submission.

Please note: With regards your tender response, once submitted it becomes the property of AHDB without limitation as to time or place, and this includes use of all communication methods and media channels. All intellectual property rights in the creative work including used and unused created materials shall belong solely to the Agriculture & Horticulture Development Board.

All analysis and information given to the successful bidder is to be treated as strictly confidential and may not be used for other clients.

1. **Conflicts of interest**

Please disclose any current clients that would prove a conflict of interest, including any within the Beef, Pork or Dairy sector. If so, please outline how you would ensure confidentiality and avoid conflict in any manner or to any degree with the performance of your obligations under this agreement. This includes any future clients you may obtain. Please see AHDB Terms and Conditions detailed above.

1. Business Continuity

AHDB requires suppliers to provide a detailed and current Business Continuity and contingency plan. Your continuity plan must describe the continued delivery of the services following an emergency or disruptive occurrence. It must set out the procedures and actions to be taken if a disruptive event occurs affecting the services.

Within your Business Continuity plan, you must ensure you cover (as a minimum) the following:

1. Another pandemic breakout or health scare
2. Long term solution to office maintenance problems, such as power failure, equipment failure, flooding of premises etc
3. Staff illness/holiday cover/staff shortage
4. Loss of proposed key staff as detailed within your proposal

During the course of the contract, the supplier must notify AHDB if an incident occurs which activates the Business Continuity plan, providing details of how it will be managed, and any subsequent amendments made to processes or systems.

AHDB may require a regular review process of your risk management and business continuity arrangements in relation to the provision of the services.

## Confidentiality

AHDB will not disclose to any third-party information that is supplied in tenders that is marked as confidential. All other information supplied by bidders to AHDB will similarly be treated in confidence except that reference may be sought from banks, existing or past clients, or other referees submitted by Bidder.

1. Exiting Arrangements and Exit Strategy

Any reports produced will remain the property of AHDB and are to be returned at the end of the contract, or if the contract is terminated for any reason.

Should AHDB need to transfer services from the awarded supplier to another during the course of the contract due to non-performance, AHDB would expect said supplier to continue service performance during the transition period.

The provision of parallel services for a certain period may apply and be used as necessary to resolve issues before final changeover.

There must be total confidentiality on any communications regarding any termination of the working relationship.

Exit strategy may be reviewed annually, or when a significant change occurs.

1. Data Security & Privacy

Please ensure you have read AHDBs policy on page 28 – 34 of the Terms and Conditions, attached on the Bravo ePortal.

Any databases or contacts will remain the property of AHDB and are to be returned at the end of the contract, along with newly required points of contact made throughout the duration of this contracted service. This must be completed at expiration; details/databases/contacts must be returned via encrypted email or memory stick, along with any other AHDB property that may be in possession.