

24 November 2021

INVITATION TO TENDER

You are hereby invited by Scotland Food & Drink (SF&D) to quote for a “call off contract” for the provision of creative and marketing services.

QUOTE Reference: SFD_CREATIVE21

Call Off Procedure

SF&D wishes to appoint a single Provider for this tender, with specific individual commissions being developed and refined at the point of call off. The successful Provider will be the highest ranked bid identified in the evaluation.

Once the Provider is appointed, the call off process will operate.

The Provider must be able to carry out the work within the timescales agreed at contract award or as demand requires.

In the event of a capacity constraint, conflict of interest or inability to respond to lead time, commissions may not be awarded to the appointed Provider.

Your response must be in accordance with this ITT and include the details and information as specified in the document including your price summary.

Your quotation must be received by **5.00pm Wednesday 15 December 2021**

SF&D is not bound to accept the lowest price of any quote and shall not be bound to accept the supplier as a sole supplier. Prices quoted shall remain firm for the duration of the contract. Value Added Tax (VAT) should be shown separately.

It is your responsibility to obtain, at your own expense, any additional information necessary for the preparation of your response, and you will be responsible for any expenses incurred by you during the tendering process.

If your response does not accord with all the requirements of this ITT, it may not be considered.

Should a presentation stage be required, we anticipate these will take place on w/c 10 January. Please make provision for these dates. Interviews may be held virtually.

Enquiries should be emailed to ellis@foodanddrink.scot noting the Quote Reference in the subject line.

Tender quotations should be submitted to ellis@foodanddrink.scot.

Scotland Food & Drink

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PART 1 – OVERVIEW

Introduction - About Scotland Food & Drink

Scotland Food & Drink (SF&D) is the industry leadership body tasked with driving responsible, profitable growth of the country's farming, fishing, and food and drink sectors. Working collaboratively with government and industry, we support businesses to thrive and grow. We are a membership organisation with over 400 businesses and organisations at our heart. Our mission is bold yet simple. We want Scotland to be the best place in the world to own or operate a food and drink business.

Background

SF&D seeks to appoint a lead provider to support our creative requirements and marketing activity. This opportunity is for a call off agreement. It is anticipated that the contract will commence January 2022 for a period of three years (January 2025). It should be noted that there is no guarantee of any level of work from the tender.

Budget

The total budget for this tender will not exceed £500,000 for the duration of the contract. Scotland Food & Drink is not bound by any minimum purchase requirement.

PART 2 – SPECIFICATION OF REQUIREMENTS

Objective

SF&D is looking for a lead provider for the delivery of creative and marketing services to support raising the profile and building the reputation of the work of SF&D, in line with, and in response to, market demands and business objectives.

Scope of Services

The Agency shall be able to provide, or arrange the provision of, the following services:

1. Brand & identity

- a. Any requirements in relation to the development of brand identity, strategy and guidelines, including SF&D and any sub-brands including Land of Food and Drink, The Academy, The Knowledge Bank, Scottish Food & Drink Fortnight, The Excellence Awards and development for new, yet to be defined products and service.
- b. Branded materials and collateral such as reports, brochures, powerpoint slides, infographics, exhibition materials etc
- c. Copywriting required for reports, brochures, website pages, sales materials etc

2. Strategic planning and campaign development and delivery

- a. Using research, trends and insights to inform strategy
- b. Planning, development and implementation of campaigns such as the annual Scottish Food & Drink Fortnight and our joint industry campaign, On The Table

3. Digital marketing

- a. Creation of social media graphics, GIFs including post copy
- b. Management of social media advertising campaigns including channel planning and audience targeting
- c. E-mail marketing including creation of HTML templates
- d. Paid search strategy and implementation
- e. SEO including audits, keyword research

4. Video production

- a. Script and storyboard creation
- b. Location scouting, casting, shoot schedules and pre-production
- c. Interviewing video participants which may include senior industry figures
- d. Animation including motion graphics
- e. Video editing, sound/music and all post production required to deliver a finished film
- f. Purchase of any usage rights and licenses

5. Evaluation, reporting and compliance

- a. Campaign evaluation and reporting including performance against KPIs
- b. A continuous improvement approach to activity with commentary to support evaluation and reporting
- c. Keeping up to date with any changes to Advertising Codes to ensure activity adheres to guidelines

6. Specific creative specialists, including scoping, briefing and management, such as:

- a. Photographers for creative requirements identified in individual activity
- b. Videographer for production of video content
- c. Animators, illustrators etc
- d. Voiceover artists and sound and post production

- e. Negotiation with all subcontractors and artists to ensure best value and correct usage/licenses required.
- f. Print production management

7. Other

- a. Assistance with other projects involved with the development of SF&D's business, not necessarily directly related to the provision of creative services.

Target audience

The activities outlined about should support SF&D in reaching their target audiences.

- Scottish food and drink businesses of all sizes, sector and locations both members and non-members.
- Scottish Government policy teams cross food, drink and agriculture, health and trade
- Food and drink buyers (retail – national and convenience, foodservice)
- Scotland Food & Drink Partnership
- Regional Food Groups
- Wider stakeholders such as Food Standard Scotland, Zero Waste Scotland etc
- Consumers (limited to specific activities)

Expected results

- SF&D is viewed as a professional, creative organisation with a strong identity
- Activity aligns and contributes to the delivery of SF&D organisational objectives through strategic planning

Expected Capabilities

The Agency team will need:

- To demonstrate that they have relevant expertise, knowledge, and solid experience in delivering creative services and marketing activity
- Have an excellent understanding and experience of working with food and drink companies and relevant organisations in Scotland.

Agency Commitment

The Agency should demonstrate any areas where they have contributed to the support, development and promotion of the sector – from marketing campaigns to providing industry support during the Pandemic. From membership of industry bodies such as SF&D to contributing to industry conferences.

Climate change and agency staff wellbeing

The Agency should demonstrate a clear commitment to reducing the environmental impact of their work as well as ensure a positive environment for their employees to thrive.

PART 3 – TENDER STRUCTURE

Tenderers should structure their response as detailed below. Responses will be scored using the weighting detailed in the tender evaluation.

1. Submission

A single tender submission is required. Your submission should be clearly marked with the name of your organisation and emailed to Scotland Food & Drink as detailed in this ITT.

2. Company information

Please provide the following information:

- Registered company name, number and office address
- Description of main services provided

3. Agency team

The relationship we have with our agency is crucial to a successful outcome. Trust is key. We need to know you are part of our team. Please show how you will make this happen. Provide a diagram showing the delivery team structure, including, where possible, any sub-contractors/associates who will support delivery projects. Describe their roles and responsibilities and provide a brief CV showing their experience, expertise and qualifications - and how it will be used to deliver the contract. Who will be the day-to-day contact and what experience do they have? How will they be supported by the wider agency?

Please provide details of how the team will work with SF&D. You should provide details on how you will quality assure any sub-contractors/associates.

4. Understanding of requirements

- Demonstrate the ability to support both at strategic and project delivery stages.

5. Outputs and evaluation

We are looking for clear continuous learning and evaluation. Please provide your approach to this.

6. Innovation/approach

Detail any innovative suggestions in your methodology. SF&D welcomes innovative ideas and suggestions to improve our approach to our marketing activity. Detail how you would contribute to the strategic positioning of activity, in line with SF&D organisational objectives, strategy and deliverables, when undertaking activity.

7. Capacity

Detail how you will deploy resources to meet demand including during periods of absence.

8. Interviews

All agencies taken forward may be asked to attend a presentation stage to give a short presentation lasting no more than 30 minutes which will be assessed by an Evaluation Panel. Your presentation will be based upon the work being tendered through this process. Please make sure the people who will be servicing the account deliver the presentation.

If you are required to attend a presentation, we will confirm a timeslot with you at least one week before this date. Presentations may take place virtually.

We would expect that tender responses will not exceed 10 pages; however, most responses will be below this figure.

The expected timeline and key milestones for the procurement/initiation are as follows:

Tender out	24 November
Tender close	15 December
If no interview required – contractor appointed	21 December
If interviews required	w/c 10 January
Contractor appointed	w/c 17 January

It should be noted that the above dates are viewed by Scotland Food & Drink as in principle.

Fees and Costs

In the tender response the Agency must outline the hourly rate of all staff required to fulfil the requirements in the Scope of Services.

All activity will be costed on a project-to-project basis. Briefs will be provided by SF&D at individual project scoping phase to enable the Agency to cost appropriately.

Where the Agency costs exceed the client budget, SF&D reserve the right to seek support from other agencies if required.

Contract Management

All tender submissions must show how outputs will be profiled for delivery throughout the duration of the contract and how they will be accurately managed, and where necessary, reported on.

Costs for providing account and project management support and information and attending meetings, should be factored into the fee.

PART 4 - TENDER EVALUATION

Tender Evaluation Criteria

Price & Quality

All submissions will be scored on both price and quality. The contract will be awarded to the Provider who receives the highest total score. The overall price: quality split for this tender will be 40:60 respectively.

Any mandatory requirements or thresholds identified in the brief must be met before the submission will be evaluated further. You must address each of the evaluation criteria in your submission in order to receive a score.

Please note that submissions will not be considered further if the above requirements are not met.

Price Criteria	Weighting %
Total tender cost ex VAT	30%
Added value	10%
Total	40%

Quality Criteria	Weighting %
Demonstrable track record and experience of delivering creative services including two previous examples of recent work.	15%
Demonstrable track record and experience of delivering marketing campaigns including two previous examples of recent work. Please include contract value, specific activity and clear results	15%
General understanding of the brief and capacity to deliver services as outlined in the specification of requirements , agency commitment to the sector and reducing environmental impact and creating positive working environment	10%
Experience and expertise of the proposed team	20%
Total	60%

Each of the criteria will be scored using the scale below:

0 – Unacceptable – Nil or inadequate response. Fails to demonstrate an ability to meet requirement

1 – Poor – Partially relevant but generally poor response. Demonstrates some understanding of the requirement but contains insufficient/limited detail or explanation to demonstrate how the requirement will be met

2 –Acceptable – Relevant and acceptable response. Demonstrates a broad understanding of the requirement but lacks detail or explanation to demonstrate how the requirement will be met in certain areas

3 – Good – Relevant and good response. Sufficiently detailed to demonstrate a good understanding of the requirement and provides an explanation of how the requirement will be met

4 – Excellent – Completely relevant and excellent overall response. Comprehensive and clear and demonstrates a thorough understanding of the requirement and provides a concise and persuasive explanation of how the requirement will be met in full

It should be noted that we have not specified any word restrictions. Integral within your assessment will be your demonstrated ability to answer the questions in an open clear and concise manner.

Scotland Food & Drink may undertake, if deemed appropriate, meetings with tenderer(s) to clarify / verify their tender submissions.

PART 5 - PRICE SUMMARY

Price

Prices shall be deemed inclusive of all additional expenses howsoever incurred. Whilst it is not a criterion for selection of Providers, SF&D encourages additional expenses not to exceed 10% of the total contract value.

Providers are encouraged to pay the Living Wage to their employees and to promote payment of the living wage throughout their supply chain.

PART 6 – TERMS & CONDITIONS OF CONTRACT

See attached