

Invitation to Tender Questions – Answer Doc

- 1. How is the relationship between QMS and the Scotch Butchers Club members currently managed? For instance, through which channels do QMS communicate?** – QMS communicates to the members of the Scotch Butchers Club through e-newsletters, regular mail outs, on Twitter (@Scotch_Butchers), through the QMS Facebook page, industry articles and industry events and competitions. Communication is done regularly (approximately monthly) with a concentration of communication in the build up to campaign kits being sent out. There are also currently three Scotch Butcher Club auditors and information is also communicated through them to members.
- 2. What are the Scotch Butchers Club's key differentiating features, in comparison with competitors such as The Q Guild, NFMFT, AHDB etc.?** – The Scotch Butchers Club was established to support High Street butchers promote Scotch Beef PGI, Scotch Lamb PGI and Specially Selected Pork with high quality campaign kits and point of sale material. For a butcher to become a member they must stock one or all the brands at all times and be able to prove this. Members are regularly audited to make sure they are still eligible and stocking the brands. We currently have 250 members GB wide.

The NFMFT and SFMTA are national butcher's trade bodies for England and Scotland respectively and offer services such legal advice as well as ad hoc point of sale material and lobby on behalf of their members. The Q Guild has approximately 120 members in GB and positions itself as supporting butchers of the highest quality, business support groups are established to support each other, they also receive point of sale material such as cooking time leaflets, members and potential members are also audited but there is no requirement for them to stock Quality Assured meats as there is with the Scotch Butchers Club.

- 3. The ITT refers to samples of previous work being available on request. Please could these be supplied?** - Examples of past work are included within the email.
- 4. Can you provide any additional background information on the Scotch Butchers Club and its history?** – The Scotch Butchers Club has been in existence since the establishment of QMS in 2000. The Scotch Butchers Club was established to support High Street butchers promote Scotch Beef PGI, Scotch Lamb PGI and Specially Selected Pork with high quality campaign kits and point of sale material. For a butcher to become a member they must stock one or all the brands at all times and be able to prove this, members are regularly audited to make sure they are still eligible and stocking the brands, we currently have 250 members GB wide.
- 5. Examples of the campaign work/collateral that has been used this year?** – Examples of past work are included within the email.
- 6. Review of findings/learnings from 2017, it would be great to understand these too?** – A summary of the end of year survey for the 2016/17 membership has been provided.
- 7. Can you please advise if there is anything else to be included in the promotional packs, or are they solely made up of recipe leaflets and posters?** – In the past few years there has been a focus on producing high quality and high impact recipe leaflets/cards and posters. However, there is no restriction on alternative/additional material being provided to the members. POS will be agreed with the winning agency; however, it should be noted that if

posters were to be utilised for example, they should not be folded when being distributed to members.

8. **Do you have any visuals of previous packs which have been made in the past or is this a new concept?** - Examples of past work are included within the email.
9. **How much does the messaging need to talk to the Butchers, as opposed to end consumers? I.e. is the brief all about providing materials for butchers to use to promote produce? Or is there a role for communications directed to Butchers as well as separate consumer facing collateral.** – The focus and priority has been and will continue to be to communicate with the end consumer using their local butcher. However, there is no reason that some material couldn't be butcher focused, this can be seen with the recent 'Proud to Serve Scotch Beef/Scotch Lamb posters' as provided in the examples of past work.
10. **“Establish members of The Club as experts in their field and some of the best butchers to help differentiate their outlets from other butchers.” Have you ever carried out research to find out how far the Scotch Butchers Club Membership resonates with customers? Is this accreditation pulling in customers for Butchers?** – QMS has not carried out research into the recognition of the Scotch Butchers Club with consumers. The end of year survey carried out with Butchers Club members for 2016/17 found that 90% felt that being a member had a positive impact on sales and 96% felt membership had a positive effect with consumer engagement. A summary of the end of year survey for 2016/17 has also been provided.
11. **In terms of SBC versus other trade bodies/affiliations – is the main difference that SBC members must have PGI (Protected Geographical Indication)?** – To become a member of the Scotch Butchers Club, a High Street butcher must stock Scotch Beef PGI, Scotch Lamb PGI and/or Specially Selected Pork. Members are also committed to stocking and supporting the brand and are provided high quality point of sale material to support their sales, a fuller explanation can be seen at question two.
12. **Is there any collaboration and/or partnership working with other industry bodies NFMFT, AHDB et cetera?** – Collaboration with other industry bodies is carried out through sponsorship of events and competitions and is out with this tender.
13. **“Use the members of the club as a mechanism to drive support and awareness of above-the-line advertising with wider QMS and industry campaigns.” We envisage that this is primarily about getting the SBC members to show posters or similarly provided collateral in their shops and windows when there's a national campaign running, and highlight the featured red meat to customers as part of that. But has more been done to align with this support/awareness agenda?** – Traditionally the support has taken the shape of providing relevant point of sale material e.g. during a Scotch Lamb campaign, members will be given lamb booklets that focus on similar cuts/recipes as the campaign. The wider campaigns are also communicated to members and they are encouraged to make use of any material provided.
14. **Last year you had Tom Kitchin as an ambassador, is this contract to be extended and can we utilise him for SBC? Or any other/similar ambassadors in the pipeline?** – Whilst we may use “celebrity” chefs from time to time in wider communication, this should not be the focus of communications to the Scotch Butchers Club. The focus of the Scotch Butchers Club is its members and making them the ambassadors/heroes of both the club and the brands.

15. **Timings – you cite some dates in the Example campaigns section; but when would you envisage the first activity to run after an agency appointment? Is there a laydown for 2018 activity available to share?** - Activity for April 2018 onwards has not been made public yet, this will be shared with the winning agency. I have however provided the calendar from the 2017/18 membership year as an example. With any future campaigns, there is scope to vary timings, however I would expect the initial campaign to run from May 2018.

16. **Is there an overall QMS and Scotch Butchers Club strategy document?** – QMS Strategy: to shape a sustainable and prospering red meat industry by promoting Scotch Beef, Scotch Lamb and Specially Selected Pork brands and to promote demand and loyalty for the industry marks by final consumers.

Scotch Butchers Club Strategy: Develop and maintain visibility of the QMS brands as well as support the British independent retailer (butcher) sector, maintaining the relevance of the Scotch Butchers club and membership at over 225 annually across GB.

An end of year survey is distributed to members (summary provided), this helps shape the direction of the Scotch Butchers Club, QMS also takes the advice of a Butchers Think Tank made up of 10 active butchers to help shape the campaign kits or point of sale material, any relevant information is then made available to the creative agency.

17. **How is campaign success measured? You list aims and objectives in 3.3 – but are there any quantifiable measures, or benchmarks?** – An end of year survey is carried out and this gives us a gauge of how well any kits or point of sale material has been received, another measure is the number of butchers who are renewing membership and/or seeking to join the Club as well as feedback from our team of auditors and the wider industry.

18. **Is there any research in terms of consumer awareness of SBC currently, and/or trade perceptions of SBC, including members? Any other similar reports, qualitative or quantitative?** – A summary of IGD research as well as the end of year survey from the 2016/17 membership year have been provided within this email.

19. **Can you share Brand Guidelines and samples of previous activity?** - Examples of past work and the Brand Guidelines are included within the email.

20. **In terms of Q2 of the Technical Proposal, how are you defining expectations for 2a) creative rational, when you have stated that this is not a request for visual treatments?** – There is no requirement for visuals within the tender, a logical breakdown or reasons for any potential creatives should be provided, what tone of voice creatives would take, target markets, types of material to be produced etc.

21. **What does success look like for future Scotch Butchers Club marketing campaigns? How would you measure effectiveness?** – Currently an end of year survey is distributed to members and this is used to measure the success and effectiveness of campaigns. QMS also takes the advice and feedback of a Butchers Think Tank made up of 10 active butchers, requests for extra material is also monitored as well as the Number of butchers displaying material as measured by our team of auditors.

22. **How have you measured the effectiveness of previous Scotch Butchers Club marketing campaigns? Can you share these results?** – A summary of the end of year survey from the 2016/17 membership year has been provided.
23. **Do you measure success by sales figures from Scotch Butchers Club Members?** – Individual sales figures are not collected from members as this is commercially sensitive information.
24. **Which campaigns that have been run before do you feel have been the most successful and why?** – Requests for extra point of sale material is monitored as well as feedback from our team of auditors. An end of year survey is carried out each membership year and the kits produced are always well received. The most popular one has been the Simply Steaks kits with a 94% Very good or Good in 2015/16 and 86% in 2016/17. We are however always looking to update our kits, meaning that benchmarking can be hard as recipes and styles are changed.
25. **Do you have any figures on how many Scotch Butchers Club members have used/displayed materials instore?** – All the members of the Club will display certain elements of the kits/point of sale material provided, QMS do encourage members to use the kits and advise how to use them where it is appropriate. Feedback from both our team of auditors and the wider industry is monitored.
26. **Do you measure Scotch Butchers Club member satisfaction? Can you share the scores and any trends?** – We measured membership satisfaction in the 2016/17 end of year survey and 89% of members were either Satisfied or Very Satisfied.
27. **How many Scotch Butchers Club marketing campaigns do QMS usually run a year?** – The Scotch Butchers Club has traditionally aimed to run four to five campaigns annually.
28. **Does QMS have any buyer behaviour research and insight that can be shared?** –. IGD research, reasons for purchasing at butchers etc. Kantar research: demographics of butcher shoppers; Mintel research July 2016
29. **The deadline for submissions mentioned on page 4 of the ITT is noon on Friday 22nd January. Is this noon on Friday 19 January, or noon on Monday 22 January?** – The submission date is noon on Monday 22nd January.