

QMS Reference: Retail Marketing Campaigns  
Date: 7<sup>th</sup> December 2017

Dear Sir/Madam,

1. You are hereby invited by **Quality Meat Scotland** to tender for the provision of **"Scotch Butchers Club Marketing Campaigns"** Services detailed in Schedule 1 below.
2. Your submission must be in accordance with Schedule 1 and Schedule 2.

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

3. If your tender does not accord with all the requirements of this Invitation to Tender it may not be considered.
4. The declaration included in this Invitation to Tender letter must be completed and submitted along with your tender.
5. Enquiries regarding this Invitation to Tender should be addressed to Graeme Sharp, Marketing Executive, Quality Meat Scotland, [gsharp@qmScotland.co.uk](mailto:gsharp@qmScotland.co.uk), 0131 472 4042.
6. Please note that the responses to any questions raised during the tendering period will be circulated to all tenderers in the form of a Circular Advice Note. **The closing date for raising questions for the first stage of procurement is Monday 18<sup>th</sup> December** and Quality Meat Scotland will circulate remaining answers to questions raised by email not later than Wednesday 20<sup>th</sup> December.
7. **Tenderers must insert the following background information:**

7.1	Name of Contact for this Tender	<input type="text"/>		
7.2	Position	<input type="text"/>		
7.3	Address	<input type="text"/>		
7.4	Tel No:	<input type="text"/>	Fax	<input type="text"/>
7.5	Email	<input type="text"/>		

Yours faithfully

Graeme Sharp  
Marketing Executive  
Quality Meat Scotland

## **Specification of Requirements (Ordered Services)**

### **1. Purpose**

**Quality Meat Scotland** is looking to award a contract for the provision of **Scotch Butchers Club Marketing Campaigns/Materials** to commence on the **31<sup>st</sup> January 2018**. The successful contractor will be appointed initially for one year with an option of an annual review to a maximum of three consecutive years.

The purpose of this contract is to identify a supplier for the provision of future **Scotch Butchers Club Marketing Campaigns/Materials** which include design, production and distribution of campaigns/materials for butchers. As the contract is varied, we will use a **practical case project** to award this contract.

The contract will be awarded based on a response to the activities as detailed below. This includes but is not limited to seasonal promotional kits to be designed, produced and distributed to Scotch Butchers Club members on specific agreed dates.

In addition, you should be able to clearly demonstrate

- Your ability to design creative and material for the fresh food market.
- to have a good understanding/experience of fresh food consumers.
- a good understanding/experience of fresh food wholesale markets (national and international (focus on the EU)).

### **2. Background of Quality Meat Scotland**

Quality Meat Scotland (QMS) is Scotland's red meat development body. A Non-Departmental Public Body (NDPB) since 1<sup>st</sup> April 2008, QMS has a remit to shape a sustainable and prosperous Scottish red meat sector. QMS is funded by the Scottish red meat industry and therefore must seek good value for money on all its activities to maximise the funding received.

QMS activities range from helping the industry improve their methods of production and quality of products to increasing consumer awareness and demand for Scotch Beef PGI, Scotch Lamb PGI and Specially Selected Pork in Scotland, the UK and abroad.

Only product which has been born, reared and slaughtered as part of the independently inspected QMS Assurance schemes, is eligible to be branded as Scotch Beef PGI, Scotch Lamb PGI or Specially Selected Pork.

For additional information, please consult:

[www.qmscotland.co.uk](http://www.qmscotland.co.uk)

[www.thescotchkitchen.com](http://www.thescotchkitchen.com)

[www.speciallyselectedpork.co.uk](http://www.speciallyselectedpork.co.uk)

### **3. Practical Case Project for Contract Award**

#### **3.1. High Street Butchers**

The role of QMS in the butchery sector is to create a positive awareness of the presence of Scotch Beef PGI, Scotch Lamb PGI and Specially Selected Pork in Scotch Butchers Club members outlets and ultimately to encourage purchase of the products.

For a High Street butcher to become a member of the Scotch Butchers Club, they must source beef, lamb and pork from QMS assured farms and processors. They are regularly

audited and must be able to prove they are stocking Scotch Beef PGI, Scotch Lamb PGI and Specially Selected Pork at all times.

Butcher shops are often regarded as premium outlets with high levels of customer-service, knowledgeable staff and a high quality and wide range of meat products. They are strategically important as they are often the heart of their local community and other retailers look to butchers to replicate their products and environment in pursuit of a competitive advantage.

### **3.2. The Scotch Butchers Club**

The Scotch Butchers Club is administered by QMS to provide support and promotional materials to mainly high street butchers throughout GB who retail Scotch Beef PGI, Scotch Lamb PGI and Specially Selected Pork. The Club has around 260 members. With two thirds of members based in Scotland and the remainder located regionally throughout the rest of GB.

### **3.3. Aims and Objectives**

- 1) To further establish the Scotch Butchers Club as an important business partner to its members which produces butcher-specific materials to an exceptionally high standard.
- 2) Increase demand and awareness of branded product within Scotch Butchers Club member shops, by ensuring brands are clearly positioned in-store and on materials and shoppers ask for the brands by name.
- 3) Establish members of The Club as experts in their field and some of the best butchers to help differentiate their outlets from other butchers.
- 4) 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.

It is important to note that the Scotch Butchers Club operates in a competitive market where butchers have representative bodies and federations such as the Scottish Craft Butchers, The Q Guild, NFMFT, AHDB and HCC competing for their attention and also producing ad-hoc point of sale material.

Butchers are also increasingly becoming aware of the need to develop their own brand and many butchers also source their beef, lamb and pork locally and so focus on promoting the provenance, food miles and local farmer(s) rather than the Scotch Beef PGI Scotch Lamb PGI and Specially Selected Pork brands. It is important that the brands remain relevant to the butchers' sector.

### **3.4. Key delivery of the projects**

To create, produce and distribute promotional materials and distinct campaigns, created exclusively for the members of the Scotch Butchers Club, which must meet current State Aid requirements.

Promotional material will be delivered to members of the Scotch Butcher Club at specific agreed times and has in the past included poster, window vinyl's, leaflets and booklet elements as part of campaigns. There is also scope to explore new and innovative materials, which can be created and/or published within budget, subject to fit within QMS and Scotch Butchers Club strategy.

### **3.5. Project Campaigns (Examples – agencies are welcome to suggest alternatives)**

**Example Campaign 1:** Comfort Food and Roasts

**Products:** Scotch Beef PGI, Scotch Lamb PGI and Specially Selected Pork.

**Period:** Approx. October - January

**Key message(s) of the campaign:** To highlight the versatility of cuts that are perfect for slow cooking. Simple and warming recipes that all the family will love. Plus, accompanying roast recipe cards, designed for special occasions with friends and family.

**Tone of the campaign:** Educate and enthuse customers about alternative cuts and how easy it is to roast.

**Must be present:** Scotch Beef, Scotch Lamb & PGI logos; Specially Selected Pork logo

**Example Campaign 2:** Simply Steaks

**Products:** Scotch Beef PGI

**Period:** Approx. February - April

**Key message(s) of the campaign:** Information about different and very accessible cuts and how to cook the perfect steak. Showcasing a variety of cuts from the traditional to the more unusual cuts and showing that steak does not just have to be for a special occasion.

**Tone of the campaign:** Educate and enthuse customers on the possibilities of steaks.

**Must be present:** Scotch Beef & PGI logos.

**Example Campaign 3:** Summer eating/BBQ

**Products:** Scotch Beef PGI, Scotch Lamb PGI and Specially Selected Pork

**Period:** Approx. April - July

**Target:** Cooking with and for family and friends

**Key message(s) of the campaign:** feature cuts that are quick and easy to prepare, cook and eat indoors or out during the longer days. There will be an added marinade recipes and side dishes to compliment the beef, lamb and pork recipes.

**Tone of the campaign:** Educate and enthuse customers on the possibilities of BBQing/Grilling beef, lamb and pork.

**Must be present:** Scotch Beef, Scotch Lamb & PGI logos; Specially Selected Pork logo.

**Additional Example Campaigns:**

**Do More with Pork** – Twelve-page recipe booklet, mailed out alongside the Summer eating campaign, containing quick, easy and innovative pork recipes to enthuse customers about pork and the Specially Selected Pork brand. Campaign posters were also produced.

**Quick and Easy Scotch Lamb** – Four-page booklet, sent out to butchers in support of the nationwide Wham Bam Lamb campaign. Showcasing the versatility and how easy it is to cook with Scotch Lamb.

**Other general information regarding the campaigns/Materials:**

Additional work may be required alongside the campaigns throughout the year such as membership, catering and award certificates, information and membership packs.

**Messages/tone we would like** -Expertise, skill, quality, taste, indulgence, reassuringly expensive, family entertaining, feel good, simplicity, versatile, easy, good value, fun and exciting, friends, innovative. The logos **must** be used in accordance with QMS brand guidelines which will be supplied.

**Messages/tone we don't wish to convey** – Too expensive or cheap, tartan, whisky, elitist, old, nationalist, exclusive.

For all campaigns above, it's anticipated the agency will rely heavily on the QMS image library, which contains a wide selection of images and recipes to draw from for Scotch Beef PGI, Scotch Lamb PGI and Specially Selected Pork.

#### **4. Delivery Timescales**

**The closing date for raising questions for the first stage of procurement is Monday 18<sup>th</sup> December** and Quality Meat Scotland will circulate remaining answers to questions raised by email not later than Wednesday 20<sup>th</sup> December.

Closing date for questions to QMS noon: Monday 18<sup>th</sup> December

Responses from QMS to questions raised 5pm: Wednesday 20<sup>th</sup> December

Tenders to be received by QMS no later than noon: Friday 22<sup>nd</sup> January

QMS to appoint successful agency no later than 5pm: Wednesday 31<sup>st</sup> January

## **5. Budget**

The budget for the practical case project detailed within this document will be circa £70k. Each campaign as listed above consisted of approximately 300 A2 posters, 26,000 recipe leaflets, production, collation of promotional packs and distribution to 260 individual UK addresses.

The tender may be extended to cover other projects for other retailers such as supermarkets and restaurants if required, subject to budget and strategy. Extra funds will be available for any potential extra activities to include, but not exclusive to: promotional material, recipe booklets, display panel design and production as well as food photography and recipe development.

## **6. Period of Contract**

The successful contractor will be appointed initially for 1 year from the 31<sup>st</sup> January 2018 with an option of an annual review to a maximum of three consecutive years.

## **7. Client(s)**

- Laurent Vernet, Head of Marketing
- Graeme Sharp, Marketing Executive

## **9. Invoicing procedures**

Each invoice must bear a purchase order number issued by Quality Meat Scotland for each individual project/campaign. Payment will be made by QMS by bank transfer against invoice at completion and delivery of each individual project.

## **10. Anything else?**

To alleviate agency staff from unnecessary work, visual creative is not expected when responding to this tender. If supplied, creative work will have no positive or negative effect on the marking. Initial tender documents are required to convey the tone and mood of the agency's creative directions.

Samples of previous work are available on request to QMS.

**Technical Proposal**

It is the wish of Quality Meat Scotland that this contract delivers exemplar levels of service while still providing value for money. For this to be achieved, we require tenderers to provide details of their methodologies for delivering a good value and high-quality service.

Tenderers must provide the following information: -

**1. General understanding of the requirement, demonstrable capacity and availability to meet the Ordered Services outputs** (overall weighting 15%)

**2. Operational proposals and methodology outlining your approach to the requirement** (overall weighting 30%)

- a) Example of creative rational.
- b) Timeline
- c) Production and distribution.

**3. Demonstrable experience and expertise of the proposed personnel to meet Ordered Services outputs.** (overall weighting 30%)

Financial Criteria:

**4. Total tender cost ex VAT** (overall weighting 25%)

- a) Number of days x contracted day rate for all work.
- b) Cost per amendment (maximum amount of amendments allowed).
- c) Any applicable discounts.

**5. Added Value**

Integral within your assessment will be your demonstrated ability to answer the questions in an open clear and concise manner.

Quality Meat Scotland may undertake, if deemed appropriate, meetings with tenderer(s) to clarify/verify their tender submissions. This may be in writing or a discussion at Quality Meat Scotland's office.

