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**UK-Edinburgh: advertising and marketing services  
2012/S 157-262521**

**Contract notice**

**Services**

Directive 2004/18/EC

**Section I: Contracting authority**

**I.1) Name, addresses and contact point(s)**

VisitScotland

Ocean Point One, 94 Ocean Drive

For the attention of: Campbell Forsyth, Procurement Manager

EH6 6JH Edinburgh

UNITED KINGDOM

Telephone: +44 1415664037

**Internet address(es):**

General address of the contracting authority: <http://www.visitscotland.org>

Address of the buyer profile: [http://www.publiccontractsscotland.gov.uk/search/Search\\_AuthProfile.aspx?ID=AA00118](http://www.publiccontractsscotland.gov.uk/search/Search_AuthProfile.aspx?ID=AA00118)

**Further information can be obtained from:** The above mentioned contact point(s)

**Specifications and additional documents (including documents for competitive dialogue and a dynamic purchasing system) can be obtained from:** The above mentioned contact point(s)

**Tenders or requests to participate must be sent to:** The above mentioned contact point(s)

**I.2) Type of the contracting authority**

Body governed by public law

**I.3) Main activity**

Other: Tourist Board

**I.4) Contract award on behalf of other contracting authorities**

The contracting authority is purchasing on behalf of other contracting authorities: yes

Accountant in Bankruptcy

Crown Office and Procurator Fiscal Service

Historic Scotland

HM Inspectorate of Education

National Archives of Scotland

Scottish Courts Service

Scottish Prison Service

Scottish Public Pensions Agency

Social Work Inspection Agency

Student Awards Agency for Scotland

Transport Scotland

The Scottish Government Core Directorates

Architecture and Design Scotland

General Teaching Council for Scotland  
Highlands and Islands Enterprise  
Learning and Teaching Scotland  
Local Government Boundary Commission for Scotland  
Mental Welfare Commission for Scotland  
National Museums of Scotland  
Royal Commission on the Ancient and Historical Monuments of Scotland  
Scottish Arts Council  
Scottish Children's Reporter Administration  
Scottish Commission for the Regulation of Care  
Scottish Criminal Cases Review Commission  
Scottish Enterprise  
Scottish Environment Protection Agency  
Scottish Further and Higher Education Funding Council  
Scottish Law Commission  
Scottish Legal Aid Board  
Scottish Natural Heritage  
Scottish Qualifications Authority  
Scottish Screen  
Scottish Social Services Council  
Skills Development Scotland  
Sport Scotland  
Visit Scotland

## **Section II: Object of the contract**

### **II.1) Description**

#### **II.1.1) Title attributed to the contract by the contracting authority:**

International Creative Agency Services.

#### **II.1.2) Type of contract and location of works, place of delivery or of performance**

Services

Service category No 13: Advertising services

Main site or location of works, place of delivery or of performance: North America, Europe and Australasia.

NUTS code

#### **II.1.3) Information about a public contract, a framework agreement or a dynamic purchasing system (DPS)**

The notice involves the establishment of a framework agreement

#### **II.1.4) Information on framework agreement**

Framework agreement with several operators

maximum number of participants to the framework agreement envisaged: 2

##### **Duration of the framework agreement**

Duration in months: 48

#### **II.1.5) Short description of the contract or purchase(s)**

Provision of an overarching creative strategy and related brand pillar creative solutions for application globally or by regional lot, for the promotion of VisitScotland's Touring+, City+. Ancestral and Golf brands. Key markets include: USA, Canada, Australia, New Zealand, as well as Germany, France, the Netherlands, Belgium, Spain, Italy, Sweden and Norway. Strong focus on online marketing although classic, offline abilities also required.

NOTE: To register your interest in this notice and obtain any additional information please visit the Public Contracts Scotland Web Site at [http://www.publiccontractsscotland.gov.uk/Search/Search\\_Switch.aspx?ID=236106](http://www.publiccontractsscotland.gov.uk/Search/Search_Switch.aspx?ID=236106).

The awarding authority has indicated that it will accept electronic responses to this notice via a 'Tender Submission Postbox' facility. Further details of this facility are available at [http://www.publiccontractsscotland.gov.uk/PostBox/Postbox\\_Explain.aspx?ID=236106](http://www.publiccontractsscotland.gov.uk/PostBox/Postbox_Explain.aspx?ID=236106).

Suppliers are advised to allow adequate time for uploading documents and to dispatch the electronic response well in advance of the closing time to avoid any last minute problems. The postbox closes precisely at the time stated.

**II.1.6) Common procurement vocabulary (CPV)**

79340000, 79342000

**II.1.7) Information about Government Procurement Agreement (GPA)**

The contract is covered by the Government Procurement Agreement (GPA): yes

**II.1.8) Lots**

This contract is divided into lots: yes

Tenders may be submitted for one or more lots

**II.1.9) Information about variants**

Variants will be accepted: no

**II.2) Quantity or scope of the contract**

**II.2.1) Total quantity or scope:**

VisitScotland are seeking a suitably qualified agency(ies) for the provision of creative and account management services in the delivery of marketing and advertising activity targeting its key international traveller markets - including: USA, Canada, Australia, New Zealand, as well as Germany, France, the Netherlands, Belgium, Spain, Italy, Sweden and Norway. The focus of the account is leisure tourism and VisitScotland's focused brand marketing approach sees markets respectively targeted with propositions including Touring+, City+, Ancestral and Golf.

VisitScotland's campaigns deliver a high level of additional benefit to Scotland's visitor economy and VisitScotland seeks ongoing improvement in the delivery of this. Its activity is monitored and evaluated ongoing and VisitScotland will be seeking the most effective as well as efficient solutions to deliver strong continued benefit for the tourism industry. To this end VisitScotland intends, as part of the tender process, to consumer test proposed creative routes in order to establish the possible effectiveness of a single global solution as opposed to distinct approaches and agency arrangements for each individual lot. VisitScotland reserves the right to either award a single contract across all lots or to award separate contracts for each lot.

The successful agency(ies) will be expected to demonstrate strong capabilities in:

1. online as well as social media and offline marketing in order to deliver creative strategies that work across a range of channels;
2. account management;
3. production management;
4. monitoring and evaluation;
5. strategic advice in planning and development.

Agency(ies) will be expected to demonstrate experience in VisitScotland's key fields of operation as well as innovation of thinking and execution, in order to deliver campaigns which will further drive the success of Scotland as an international tourism destination of choice.

The agency is invited to make recommendations and propose the most cost effective and efficient method of remuneration based on the budget (to be identified in the ITT) which must include all costs, including international account management, fees, production costs and project costs. (The media budget and purchasing is the subject of a separate contract).

**II.2.2) Information about options**

Options: yes

Description of these options: This contract will initially be awarded on a 12 month basis with the option to extend by up to a further 36 months (on a 12 + 12 + 12 month basis) solely at the discretion of the Purchaser.

**II.2.3) Information about renewals**

This contract is subject to renewal: no

**II.3) Duration of the contract or time limit for completion**

**Information about lots**

Lot No: 2

Lot title: Provision of Creative Agency Services - Europe

**1) Short description**

Creative Agency Services - Europe.

**2) Common procurement vocabulary (CPV)**

79340000, 79342000

**3) Quantity or scope**

Provision of an overarching creative strategy and related brand pillar creative solutions for application globally or by regional lot, for the promotion of VisitScotland's Touring+, City+. Ancestral and Golf brands. Key markets include: Germany, France, the Netherlands, Belgium, Spain, Italy, Sweden and Norway. Strong focus on online marketing although classic, offline abilities also required.

**4) Indication about different date for duration of contract or starting/completion**

Duration in months: 48 (from the award of the contract)

**5) Additional information about lots**

VisitScotland's preference will be to award a single contract across both lots - 1) North America/Austrasia and 2) Europe - but it reserves the right to award separate contracts for each lot. Consumer testing of proposed creative routes will form part of the evaluation process to identify the most appropriate approach either global or by territory.

Lot No: 1

Lot title: Provision of Creative Agency Services - North America and Australasia

**1) Short description**

Creative Agency Services - North America and Australasia.

**2) Common procurement vocabulary (CPV)**

79340000, 79342000

**3) Quantity or scope**

Provision of an overarching creative strategy and related brand pillar creative solutions for application globally or by regional lot, for the promotion of VisitScotland's Touring+, City+. Ancestral and Golf brands. Key markets include: USA, Canada, Australia and New Zealand. Strong focus on online marketing although classic, offline abilities also required.

**4) Indication about different date for duration of contract or starting/completion**

Duration in months: 48 (from the award of the contract)

5) **Additional information about lots**

VisitScotland's preference will be to award a single contract across both lots - 1) North America/Austrasia and 2) Europe - but it reserves the right to award separate contracts for each lot. Consumer testing of proposed creative routes will form part of the evaluation process to identify the most appropriate approach either global or by territory.

**Section III: Legal, economic, financial and technical information**

III.1) **Conditions relating to the contract**

III.1.1) **Deposits and guarantees required:**

III.1.2) **Main financing conditions and payment arrangements and/or reference to the relevant provisions governing them:**

III.1.3) **Legal form to be taken by the group of economic operators to whom the contract is to be awarded:**

III.1.4) **Other particular conditions**

The performance of the contract is subject to particular conditions: no

III.2) **Conditions for participation**

III.2.1) **Personal situation of economic operators, including requirements relating to enrolment on professional or trade registers**

Information and formalities necessary for evaluating if the requirements are met: (1) All candidates will be required to produce a certificate or declaration demonstrating that they are not bankrupt or the subject of an administration order, are not being wound-up, have not granted a trust deed, are not the subject of a petition presented for sequestration of their estate, have not had a receiver, manager or administrator appointed and are not otherwise apparently insolvent.

(2) All candidates will be required to produce a certificate or declaration demonstrating that the candidate, their directors, or any other person who has powers of representation, decision or control of the candidate has not been convicted of conspiracy, corruption, bribery, or money laundering. Failure to provide such a declaration will result in the candidate being declared ineligible and they will not be selected to participate in this procurement process.

(3) All candidates will be required to produce a certificate or declaration demonstrating that they have not been convicted of a criminal offence relating to the conduct of their business or profession.

(4) All candidates will be required to produce a certificate or declaration demonstrating that they have not committed an act of grave misconduct in the course of their business or profession.

(5) Any candidate found to be guilty of serious misrepresentation in providing any information required, may be declared ineligible and not selected to continue with this procurement process.

III.2.2) **Economic and financial ability**

Information and formalities necessary for evaluating if the requirements are met: (1) All candidates will be required to provide a statement, covering the 3 previous financial years including the overall turnover of the candidate and the turnover in respect of the activities which are of a similar type to the subject matter of this notice.

(2) All candidates will be required to provide statements of accounts or extracts from those accounts relating to their business.

III.2.3) **Technical capacity**

III.2.4) **Information about reserved contracts**

III.3) **Conditions specific to services contracts**

III.3.1) **Information about a particular profession**

III.3.2) **Staff responsible for the execution of the service**

**Section IV: Procedure**

IV.1) **Type of procedure**

IV.1.1) **Type of procedure**

Restricted

IV.1.2) **Limitations on the number of operators who will be invited to tender or to participate**

Envisaged minimum number 6: and maximum number 10

Objective criteria for choosing the limited number of candidates: Those operators achieving a pre-determined acceptable standard following PQQ assessment shall be invited to tender. The acceptable standard is determined in the PQQ document.

IV.1.3) **Reduction of the number of operators during the negotiation or dialogue**

IV.2) **Award criteria**

IV.2.1) **Award criteria**

The most economically advantageous tender in terms of the criteria stated in the specifications, in the invitation to tender or to negotiate or in the descriptive document

IV.2.2) **Information about electronic auction**

An electronic auction will be used: no

IV.3) **Administrative information**

IV.3.1) **File reference number attributed by the contracting authority:**

VS/EH/13-001

IV.3.2) **Previous publication(s) concerning the same contract**

IV.3.3) **Conditions for obtaining specifications and additional documents or descriptive document**

IV.3.4) **Time limit for receipt of tenders or requests to participate**

14.9.2012 - 12:00

IV.3.5) **Date of dispatch of invitations to tender or to participate to selected candidates**

28.9.2012

IV.3.6) **Language(s) in which tenders or requests to participate may be drawn up**

English.

IV.3.7) **Minimum time frame during which the tenderer must maintain the tender**

IV.3.8) **Conditions for opening tenders**

**Section VI: Complementary information**

VI.1) **Information about recurrence**

VI.2) **Information about European Union funds**

The contract is related to a project and/or programme financed by European Union funds: yes

Reference to project(s) and/or programme(s): There is potential that services covered by this contract may be financed by EU funds.

VI.3) **Additional information**

The tender will be structured in terms of lots and VisitScotland's preference will be to award a single contract across both lots - 1) North America/Austrasia and 2)- Europe but it reserves the right to award separate contracts for each lot.

Consumer testing of proposed creative routes will form part of the evaluation criteria used to identify the most appropriate approach either global or by territory.

(SC Ref:236106).

VI.4) **Procedures for appeal**

VI.4.1) **Body responsible for appeal procedures**

VI.4.2) **Lodging of appeals**

Precise information on deadline(s) for lodging appeals: VisitScotland will incorporate a minimum of 10 calendar day standstill period at the point of information on the award of the contract is communicated to tenderers.

This period allows unsuccessful tenderers to seek further debriefing from the contracting authority before the contract is entered into. Applicants have 2 working days from the notification of the award decision to request additional debriefing and that information has to be provided a minimum of 3 working days before the expiry of the standstill period. Such additional information should be required from Campbell Forsyth as determined at point I.1 of this notice. If an appeal regarding the award of contract has not been successfully resolved The Public Contracts (Scotland) Regulations 2006 (SSI 2006 No1) provide for aggrieved parties who have been harmed or are at risk of harm by a breach of the rule to take action in the Sheriff Court or Court of Session. Any such action must be brought promptly (generally within 3 months). Where a contract has not been entered into the Court may order the setting aside of the award decision or order the authority to amend any document and may award damages. If the contract has been entered into the Court may only award damages. The purpose of the standstill period referred to above is to allow parties to apply to the Courts to set aside award decision before the contract is entered into.

VI.4.3) **Service from which information about the lodging of appeals may be obtained**

VI.5) **Date of dispatch of this notice:**

13.8.2012