



THE
MEDIA SHOP
SCOTLAND

**Tender Submission
For The Provision of
Media Planning & Buying Services
for Food Standards Scotland**



8th April 2016

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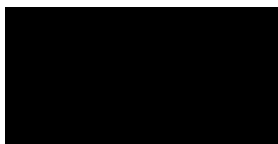
1. The Media Shop - Background Information & Declaration

Name of Contact for this tender: Ruth Berry
Position: Director
Address: 5 Royal Exchange Square, Glasgow, G1 3AH
Tel. No: 0141 221 0280
Fax. No: 0141 204 0722

DECLARATION:

I confirm the proposal submitted for this call off requirement will be governed by the terms and conditions of the Media Planning, Buying and Associated Services Framework Agreement, Ref: SP-14-003

Signature:

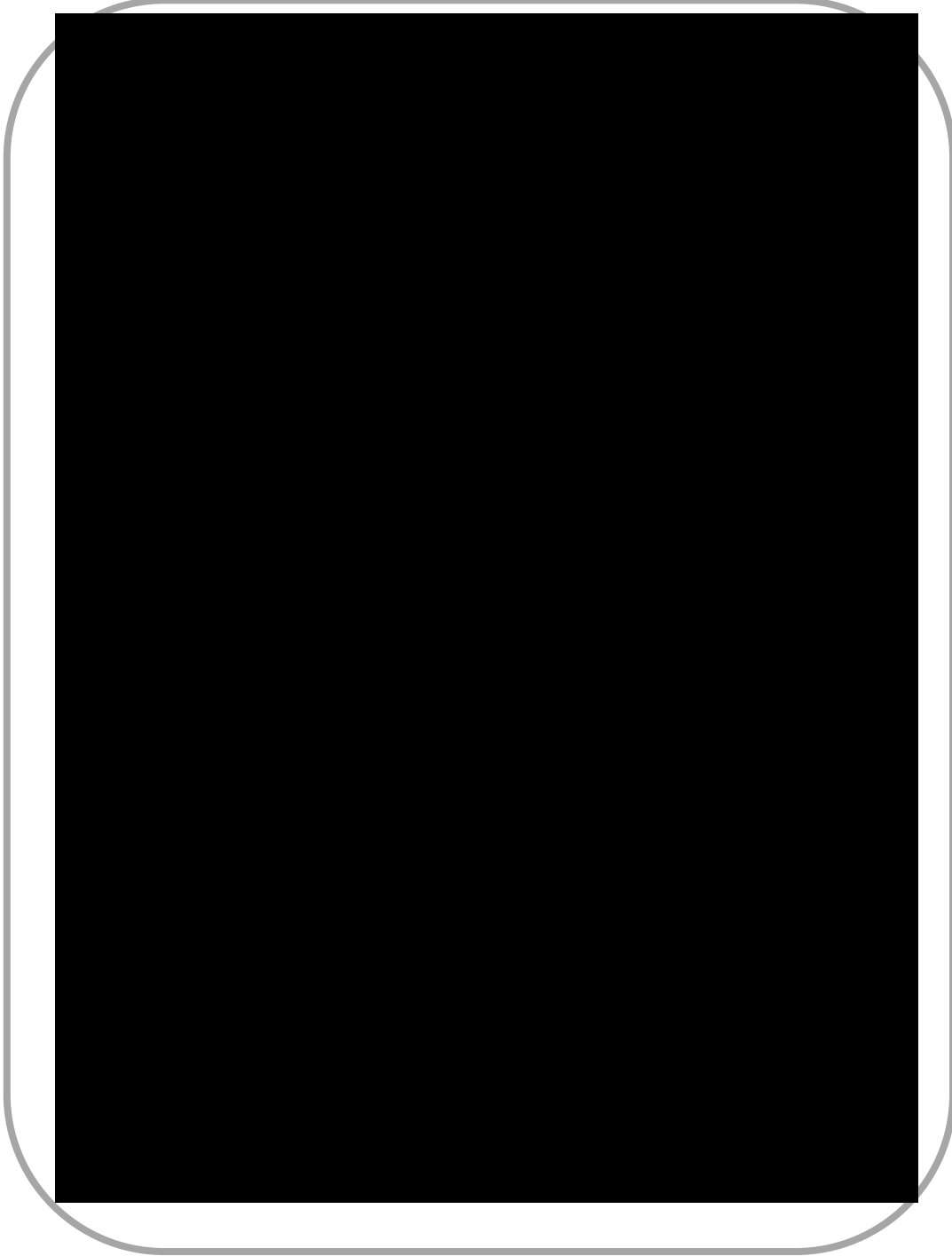


Name: Ruth Berry

Position: Director

Date: 8th April 2016

2. The Media Shop –



3. General Understanding of the Requirement (30%)

General understanding of the requirement, demonstrable availability of suitably qualified and experienced staff to meet the Ordered Services outputs (weighting 20%)

3.1 Understanding & Delivering on Your Requirements

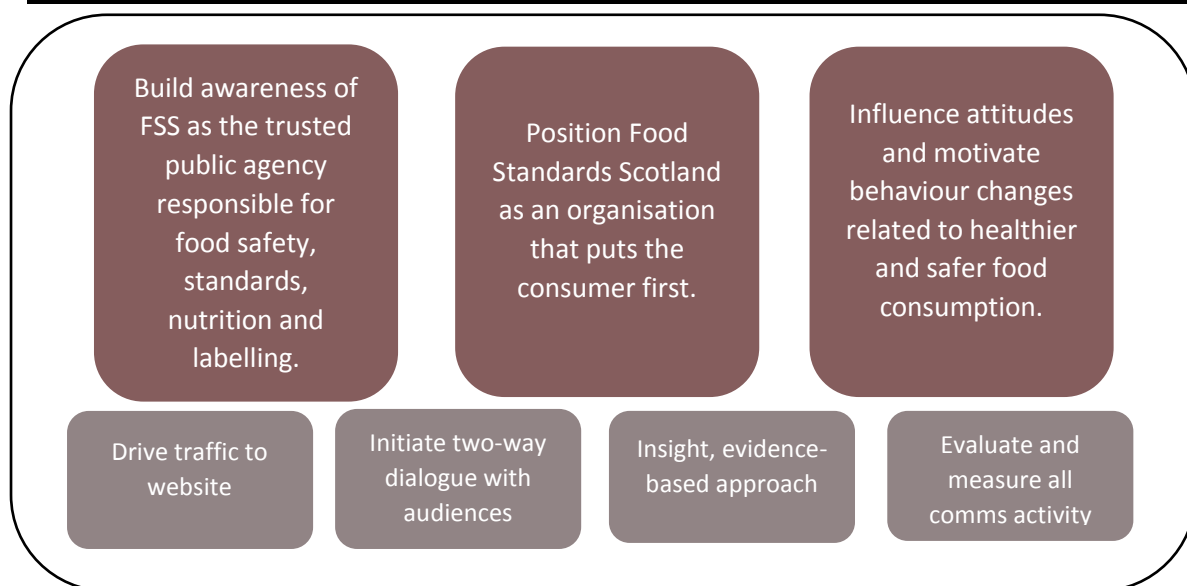
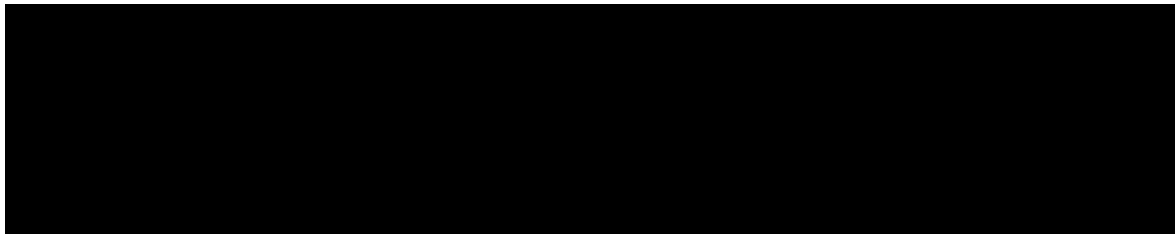
Food Standards Scotland is an independent public body, established by the Food (Scotland) Act 2015, and evolved from the Food Standards Agency (FSA). The overall vision of Food Standards Scotland is to create a food and drink environment in Scotland that benefits, protects and is trusted by consumers. The organisation has 3 core functions:

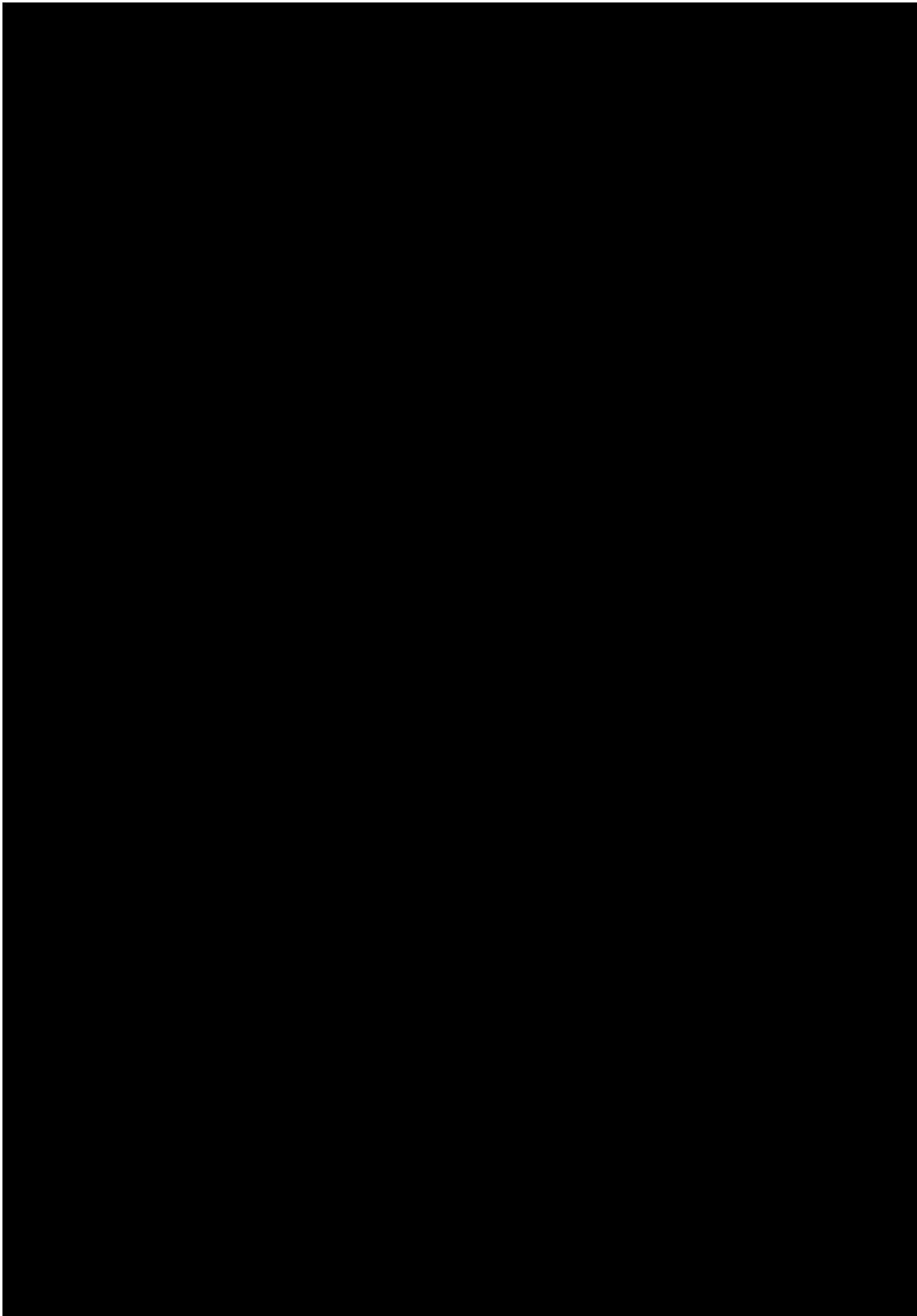
To protect the people of Scotland from risks to health which may arise from the consumption of food.

To improve the extent to which the people of Scotland have diets conducive to good health.

To protect other interests of consumers in relation to food.

Your marketing campaigns will focus on reducing people’s consumption of discretionary foods, festive and summer food safety, food hygiene information service re-launch, tackling teenagers’ sugar consumption, and advising vulnerable groups.

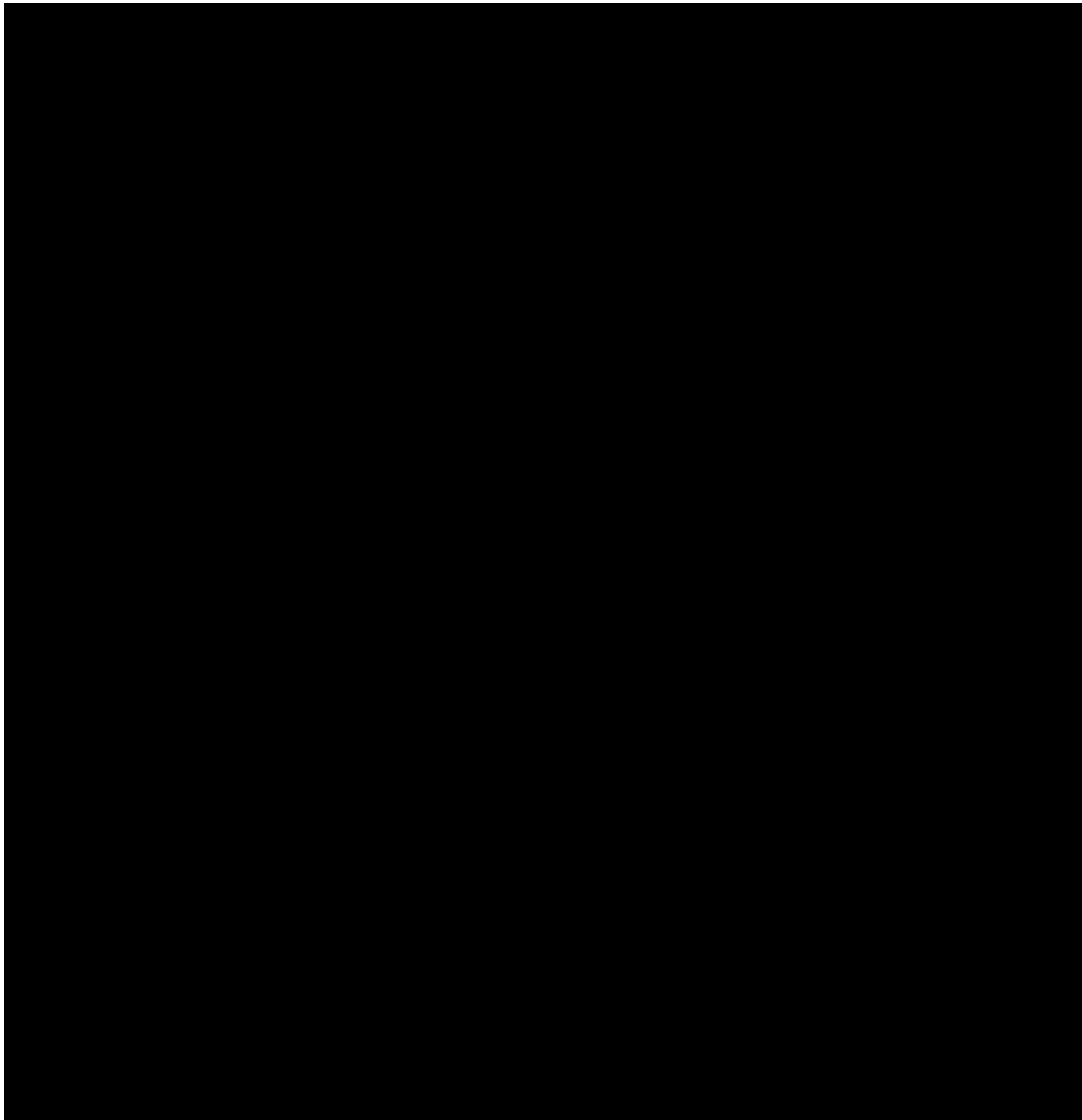


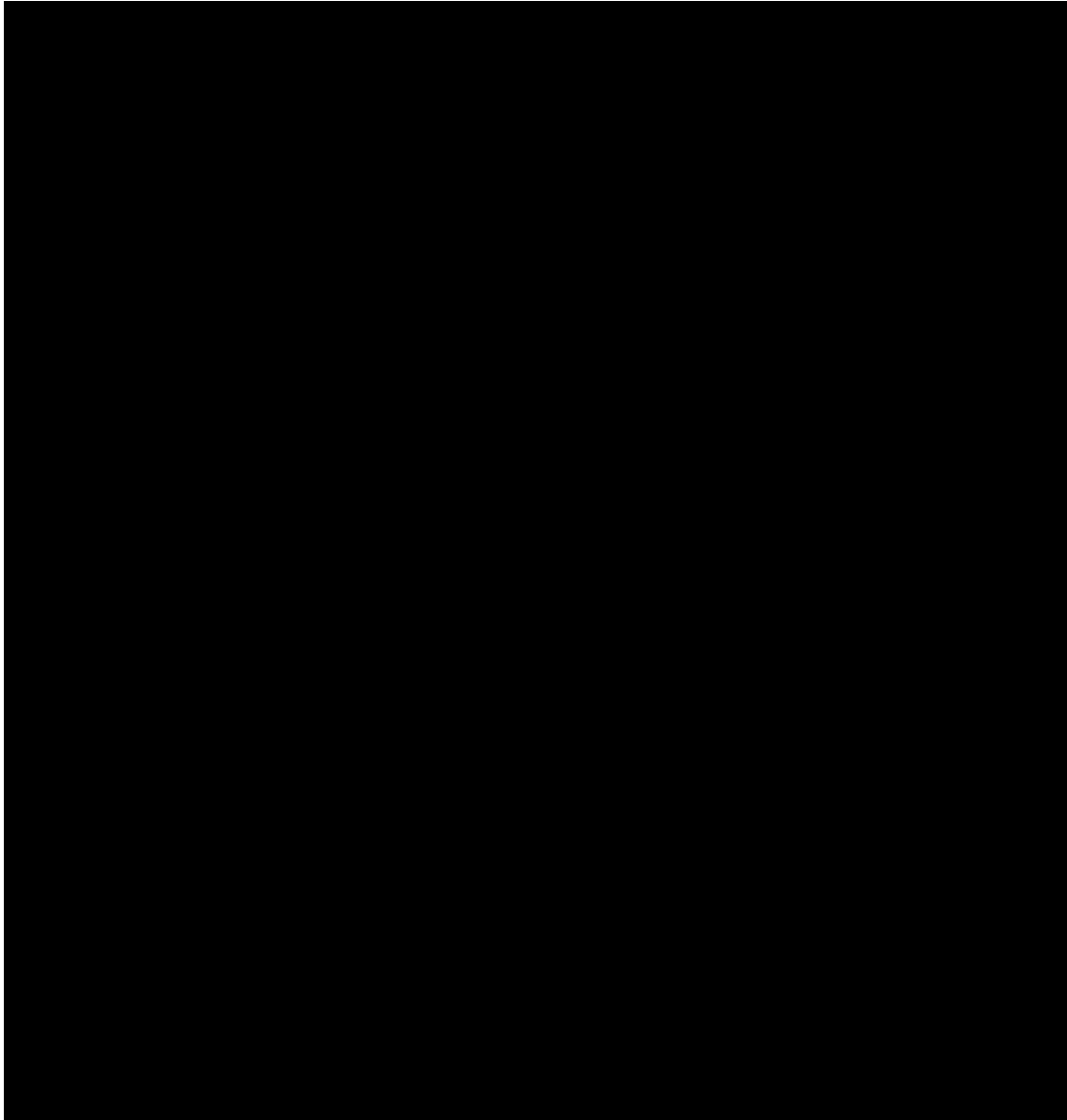


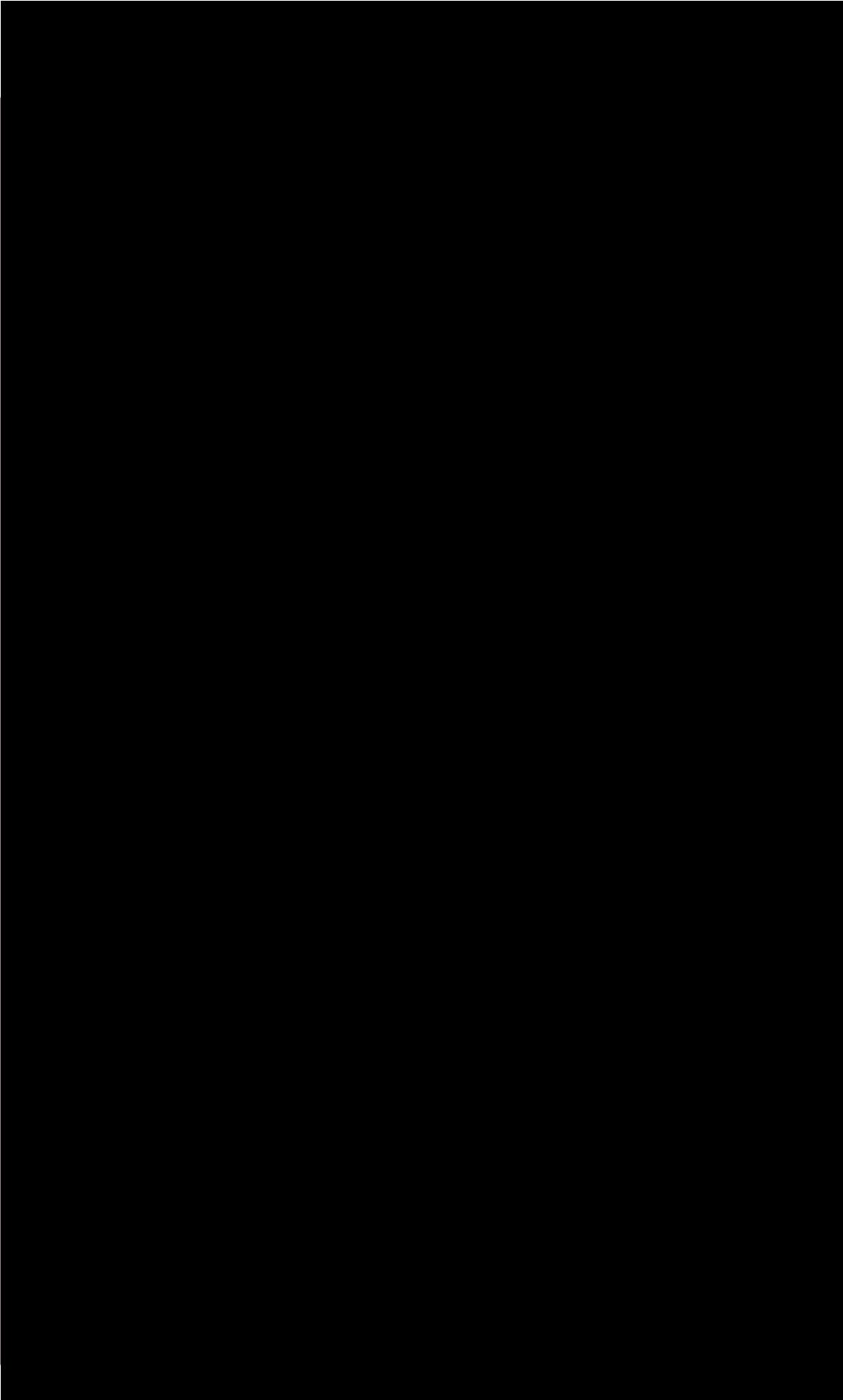
3.2 Customer Service



It is clear from your brief that you require a media agency which can deliver exemplar levels of customer service.

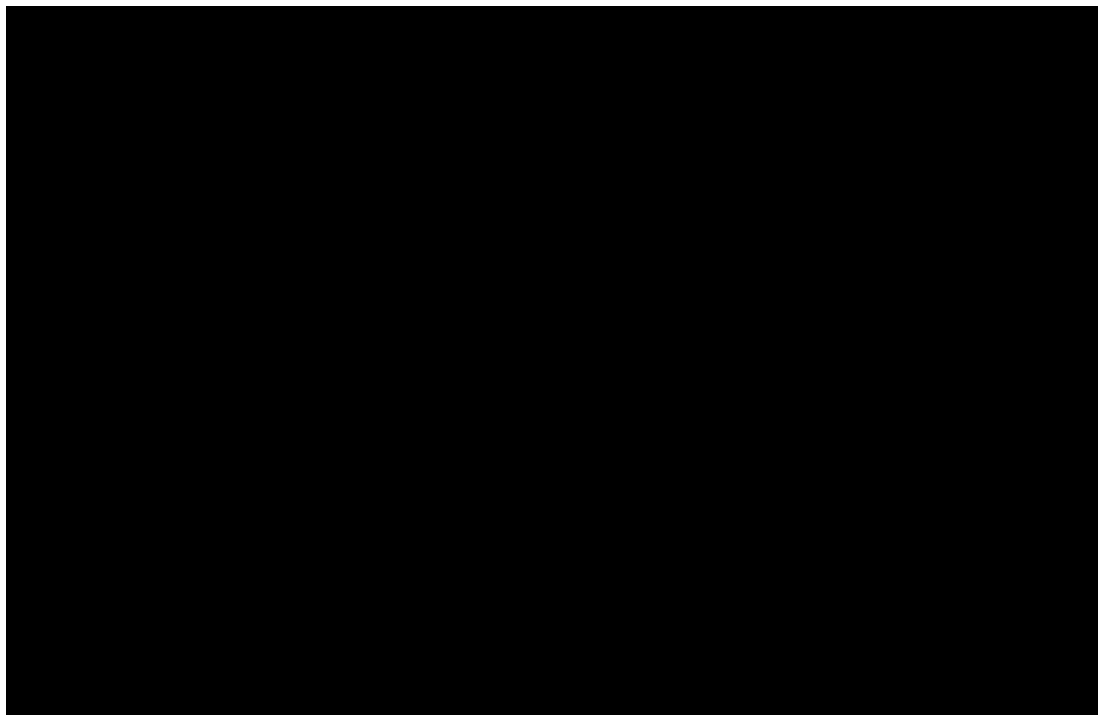




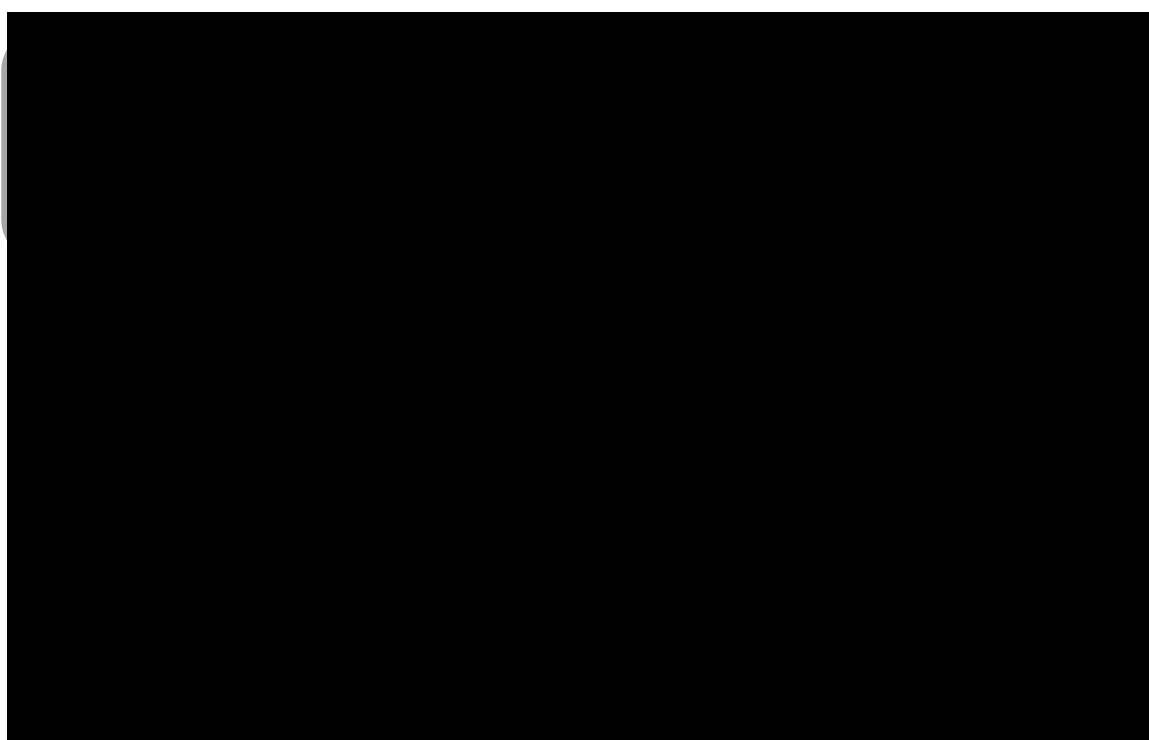


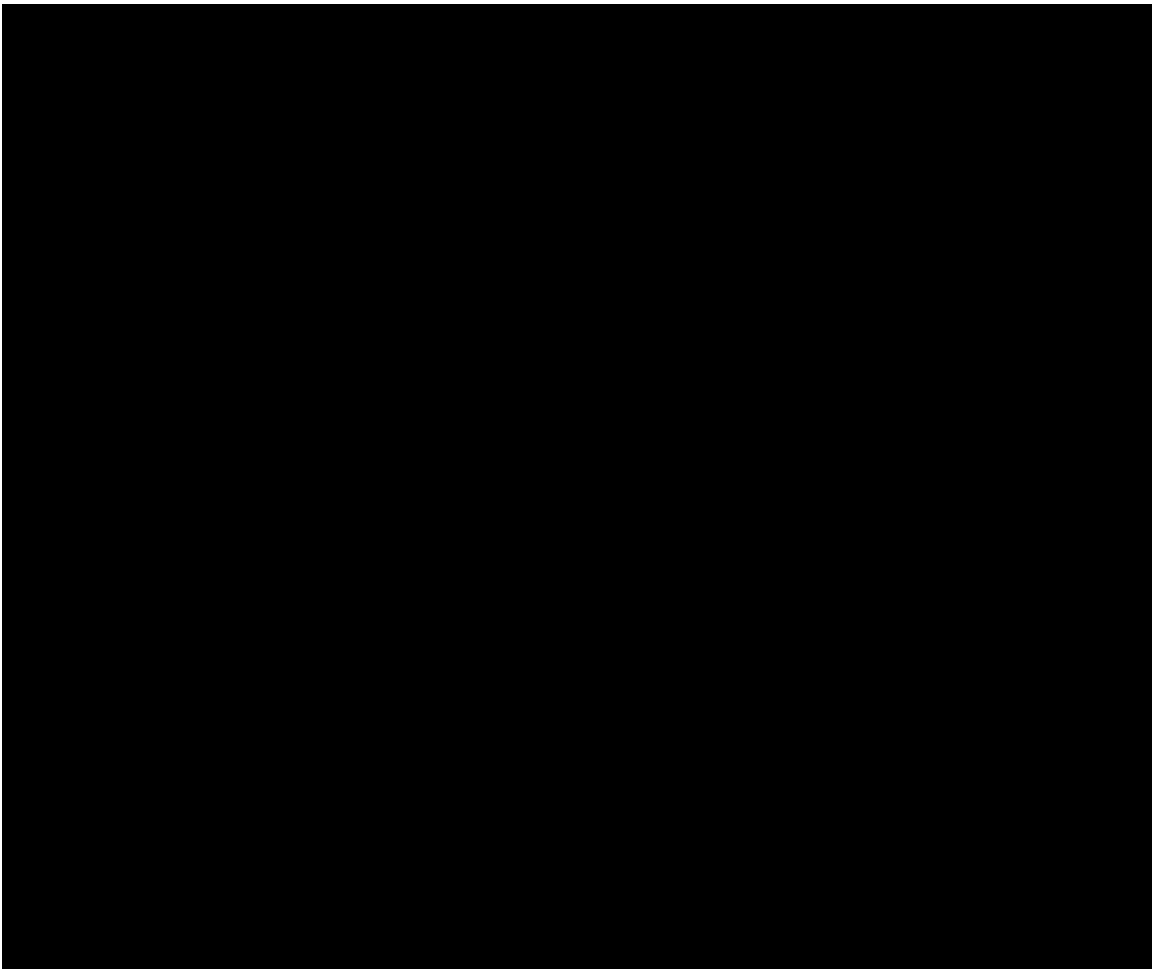
3.3 Availability of Staff

The full team that we have allocated to the Scottish Government Framework contract is shown below:



From the overall Scottish Government team, we propose the following 4 very experienced personnel, who are ready and eager to work on the Food Standards Scotland account:

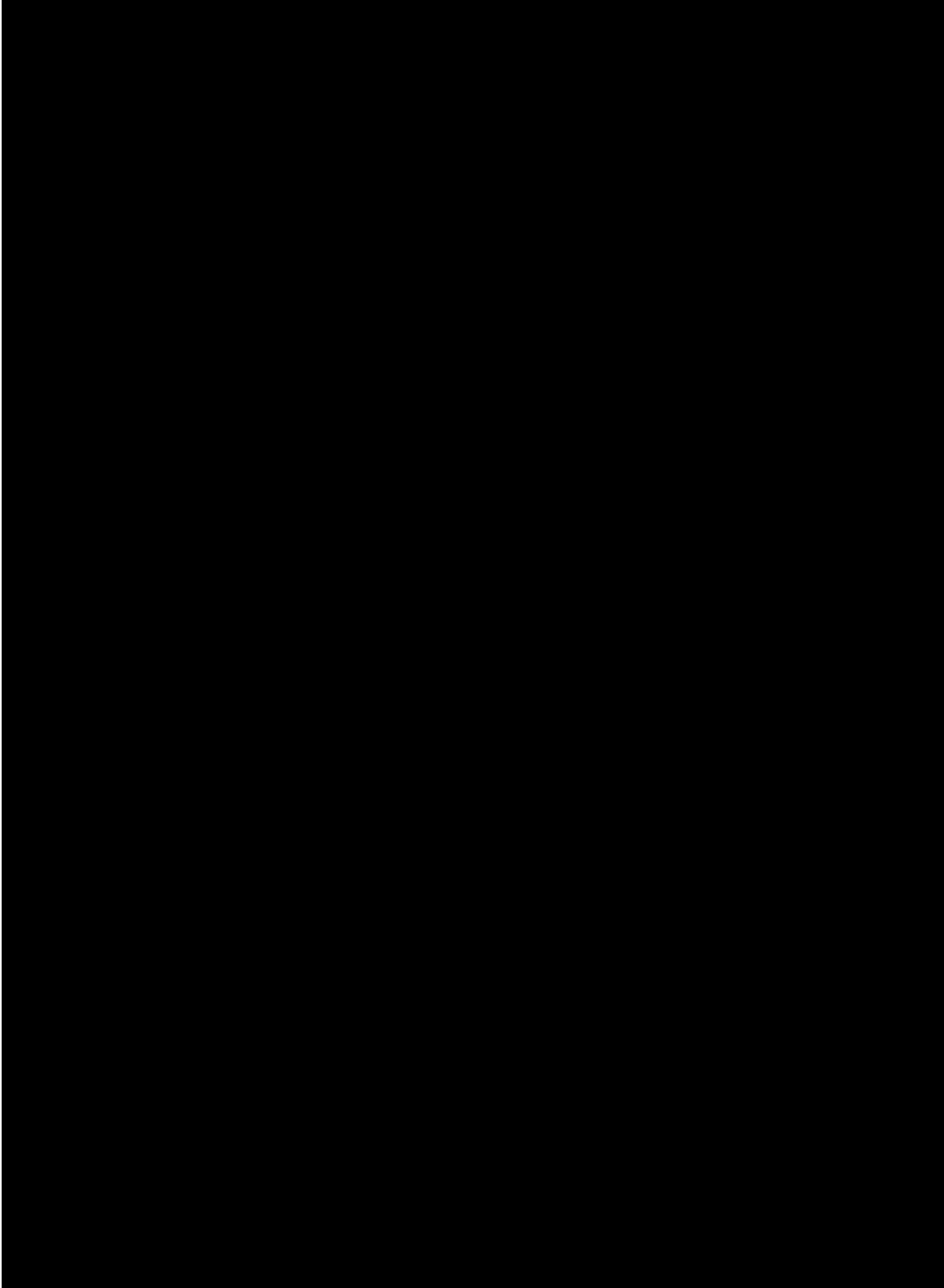




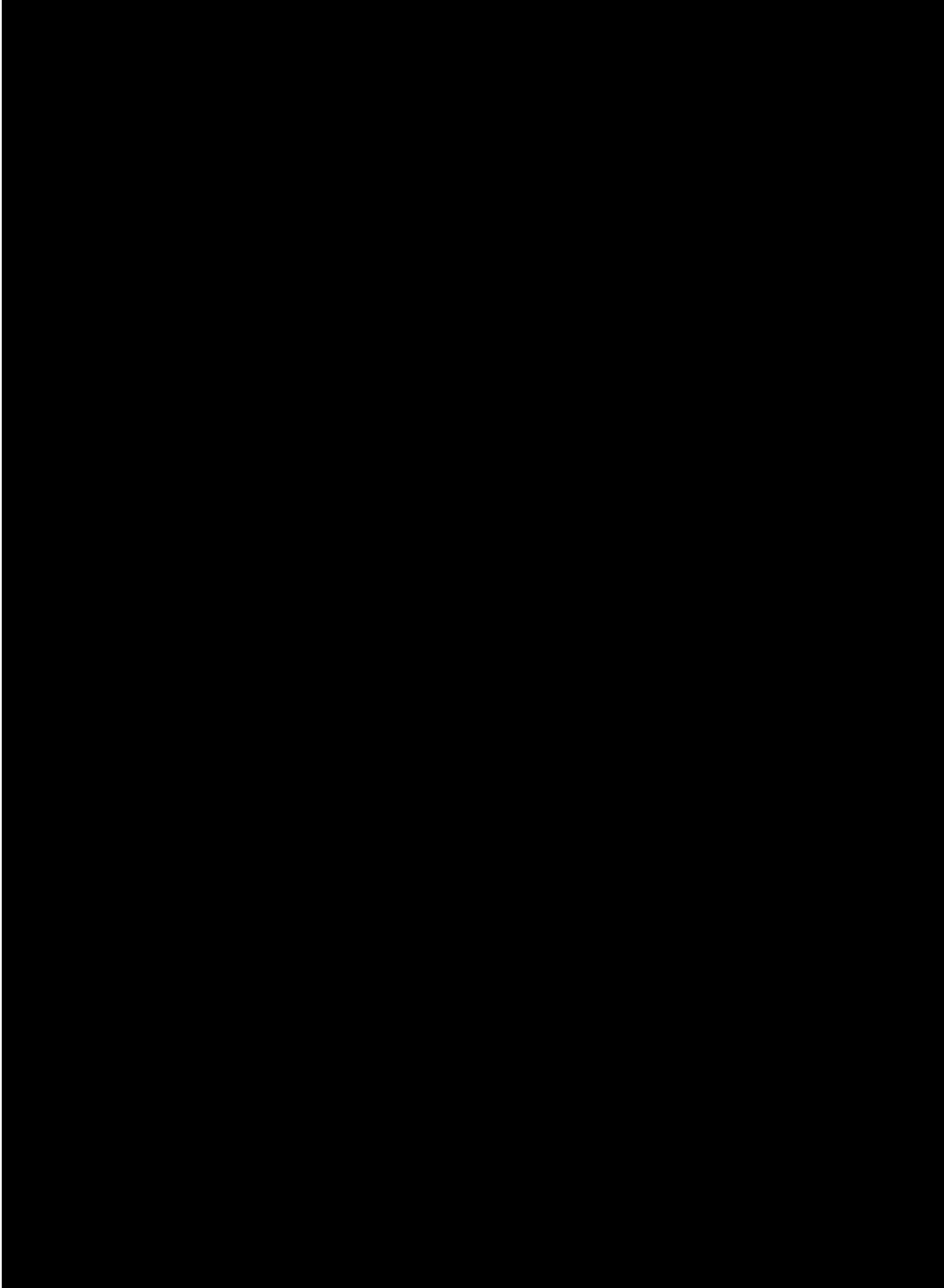
A full CV for each of these team members follows in Section 4 of this document which covers demonstrable experience and expertise of proposed personnel.

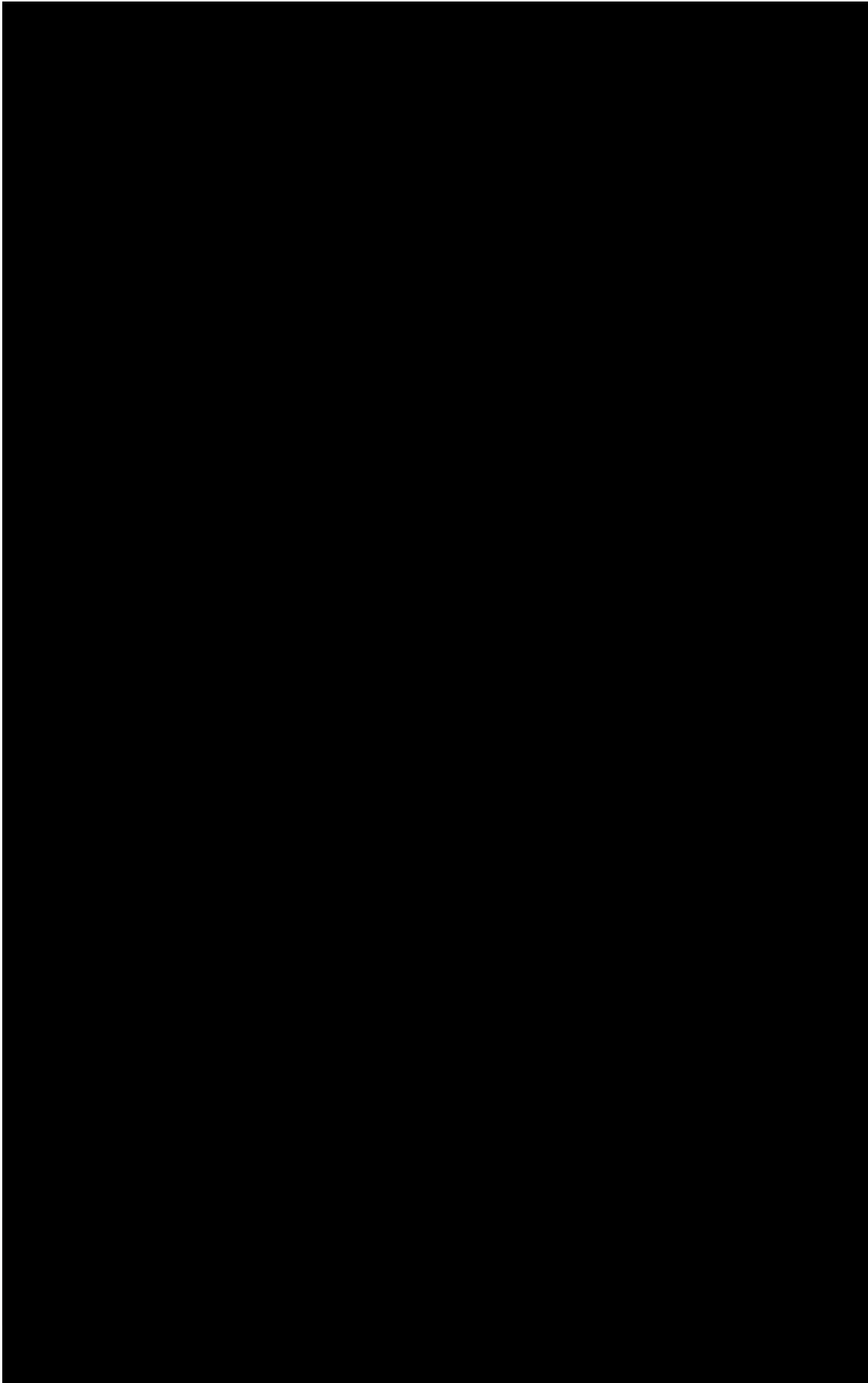
4. The Media Shop: Team Experience and Expertise (10%)

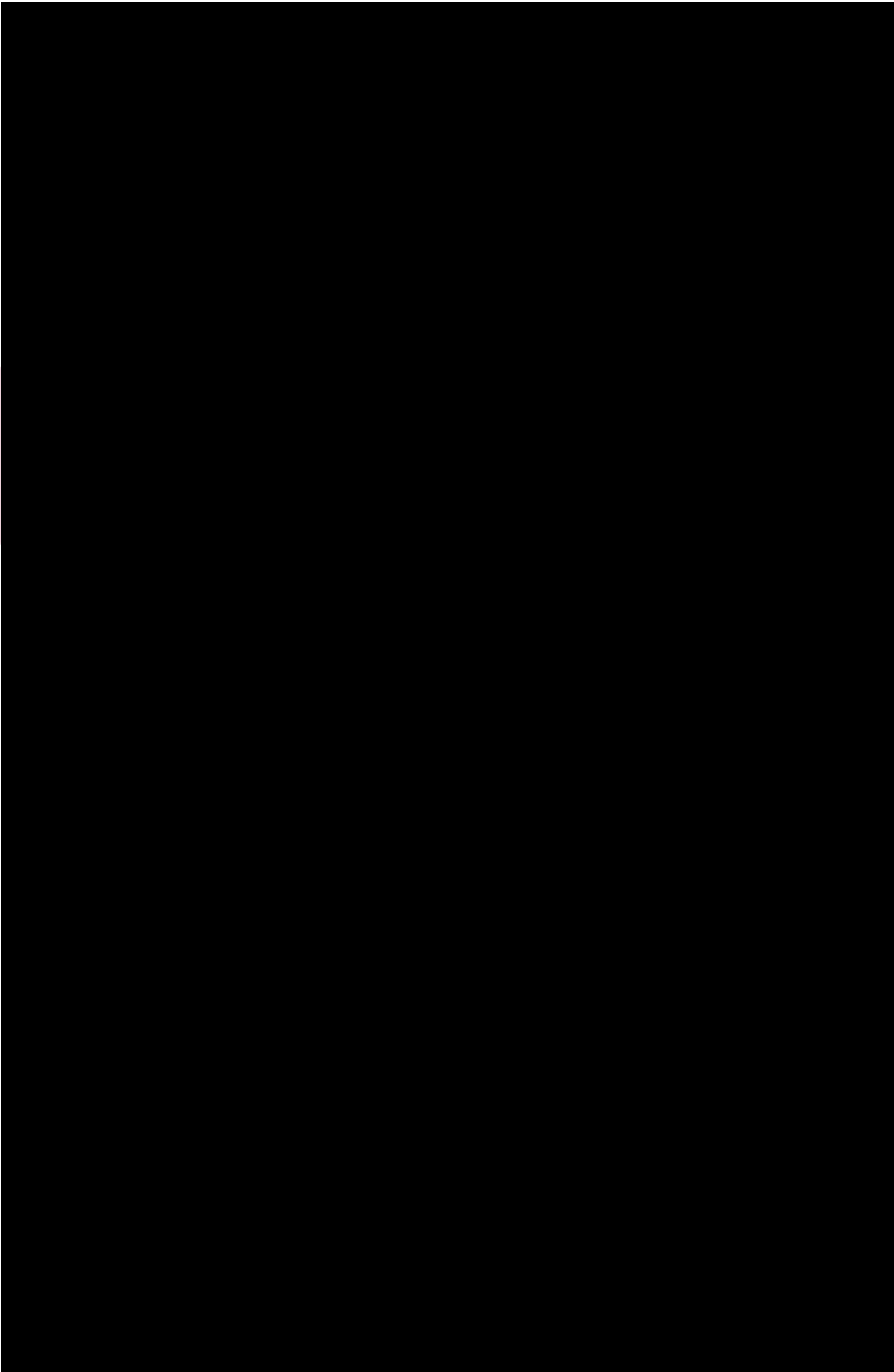
Demonstrable experience and expertise of the proposed personnel to meet the Ordered Services outputs (weighting 20%)



4.2 Relevant Client Experience



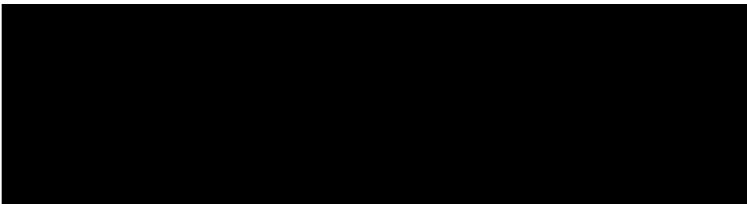




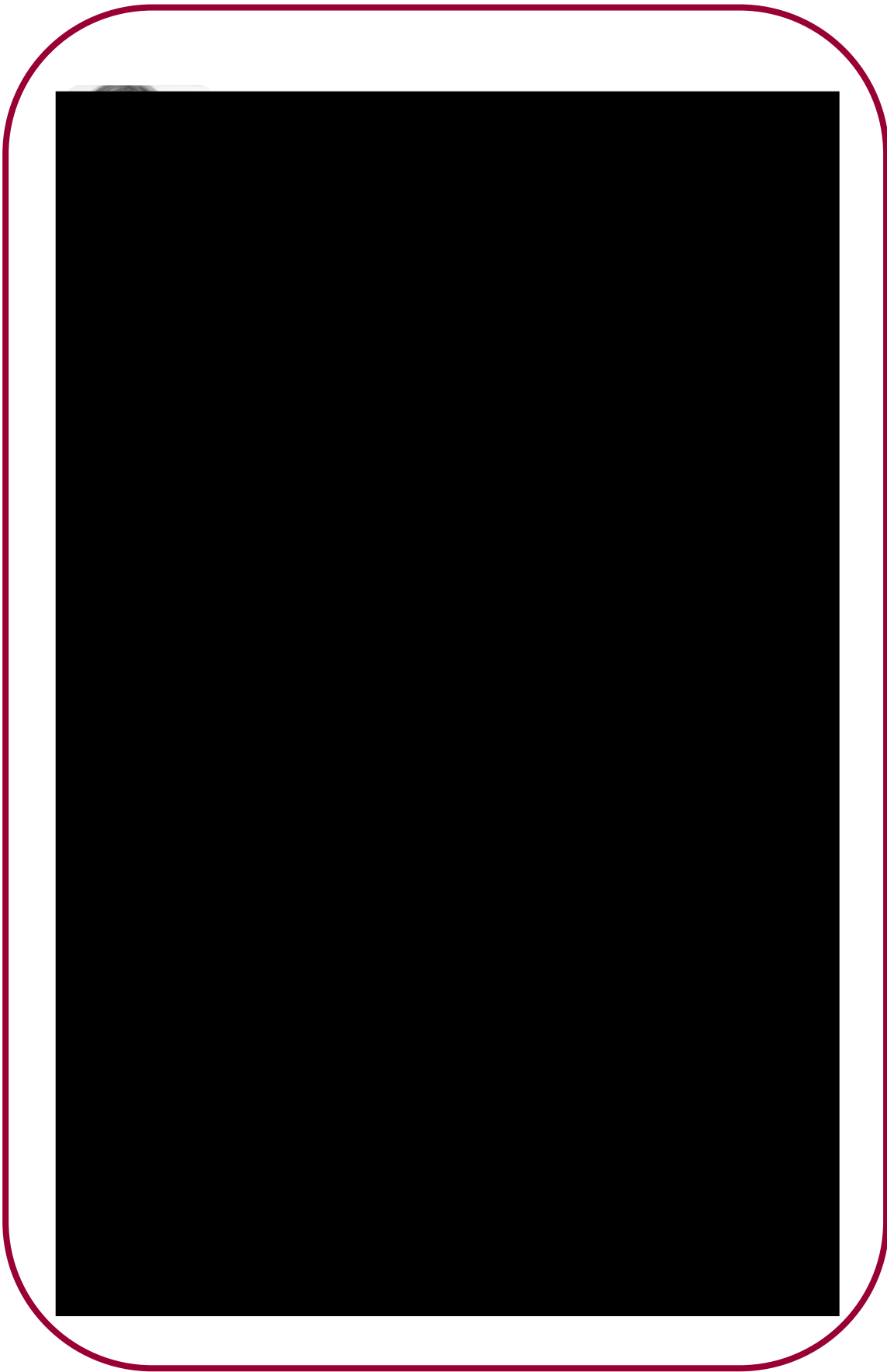


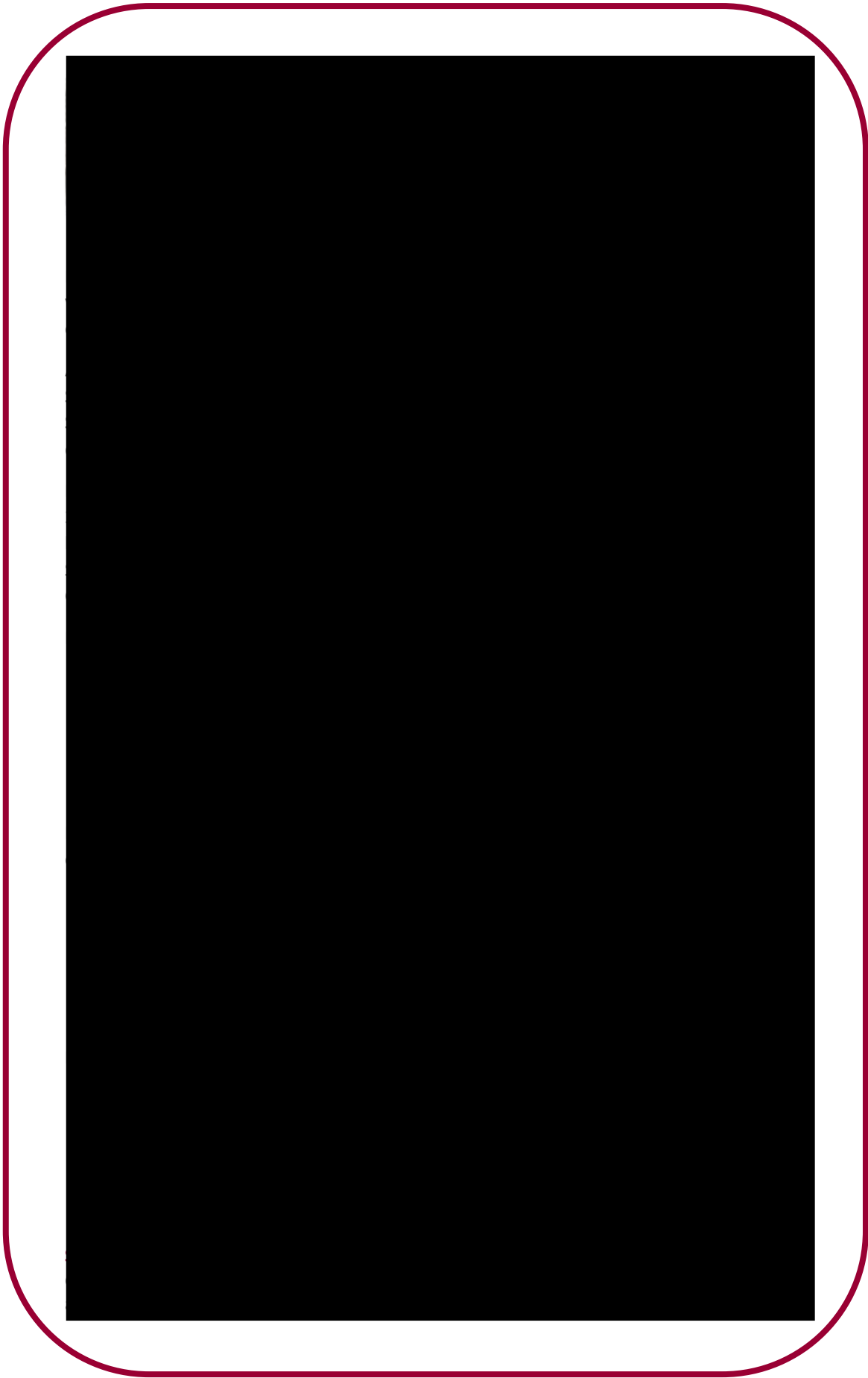
4.3 Proposed Food Standards Scotland Account Team

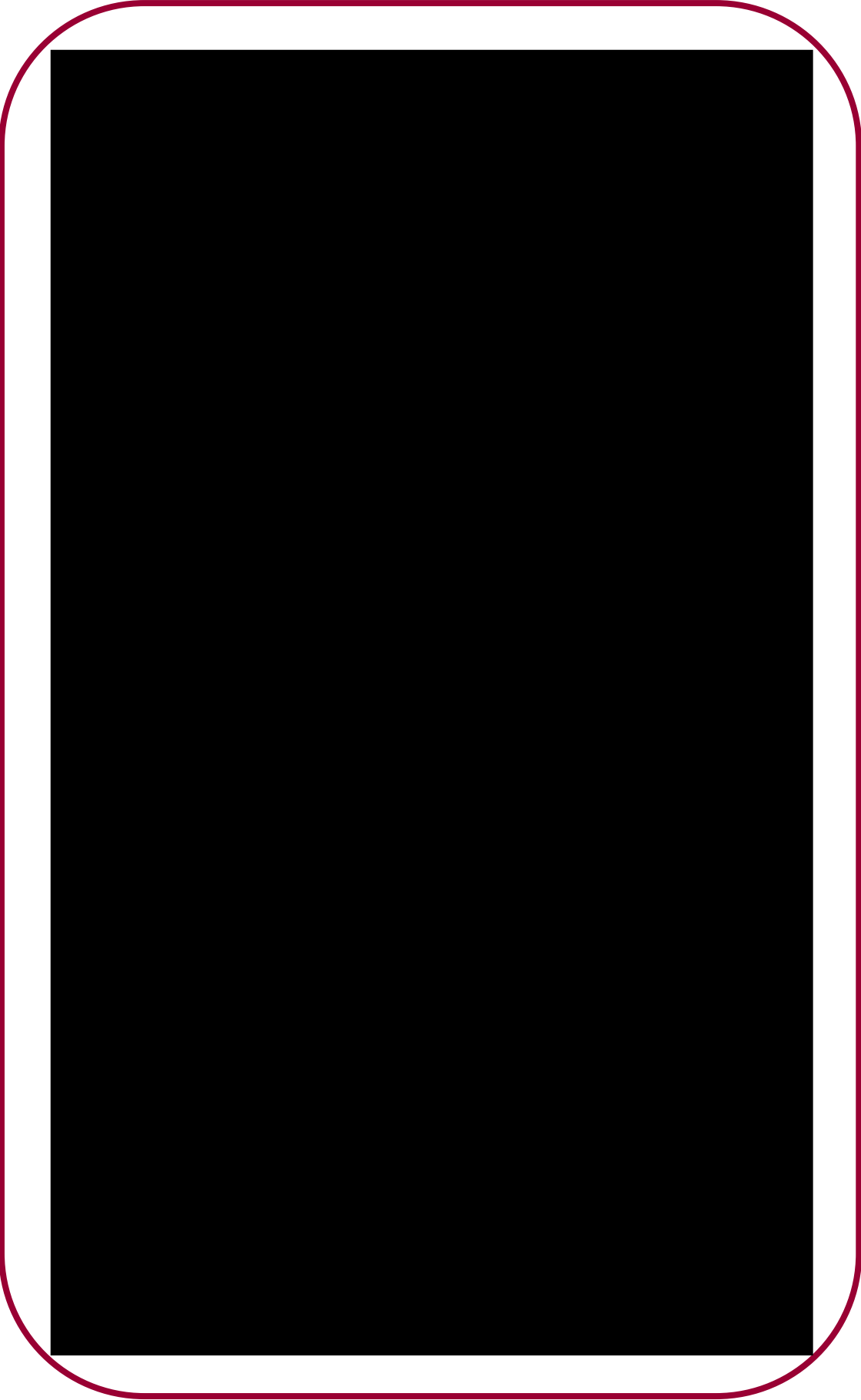
As outlined in section 3, the dedicated core team we propose to lead the Food Standards Scotland account includes:

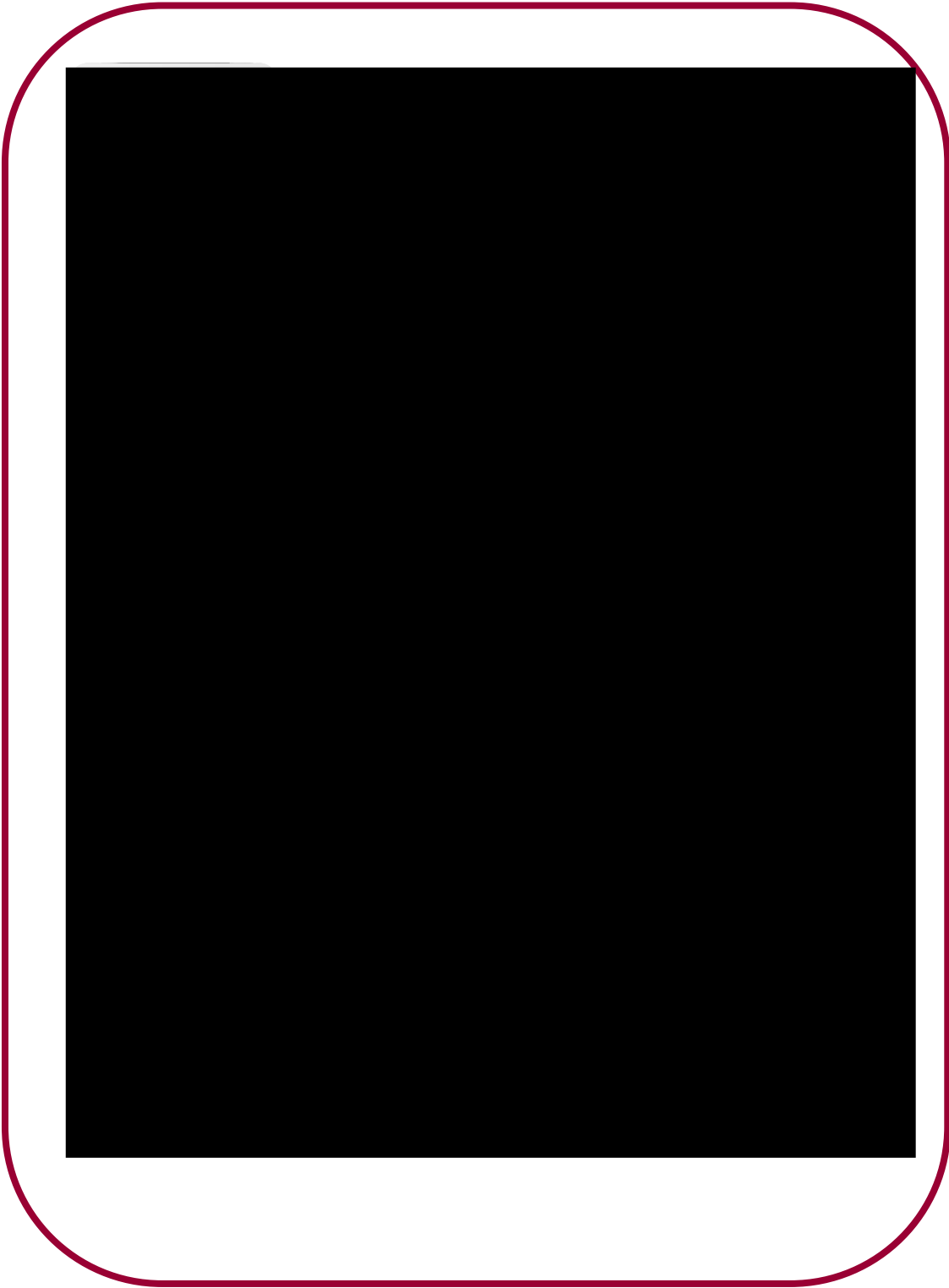


A full CV for each team member is shown on the next 4 pages.



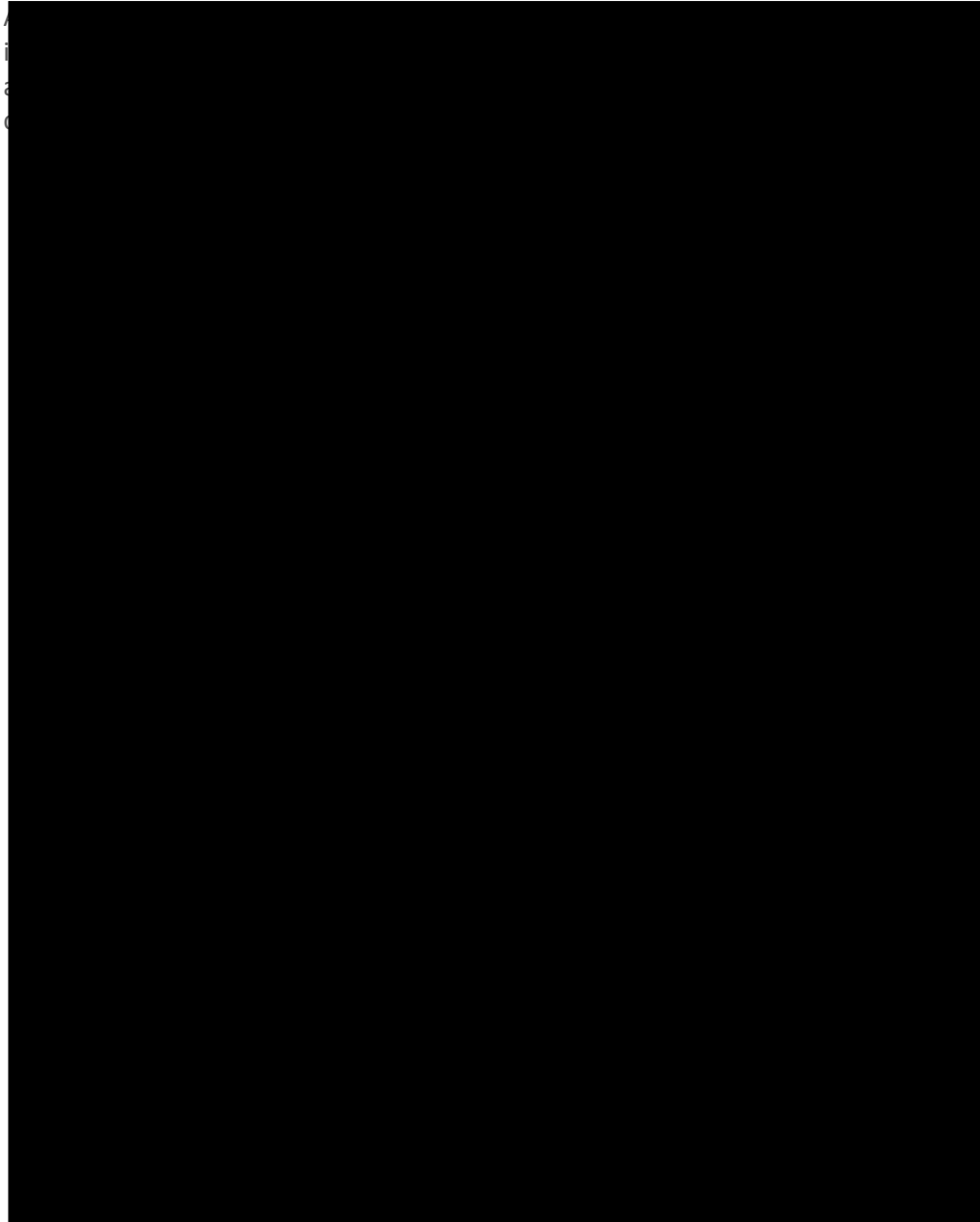




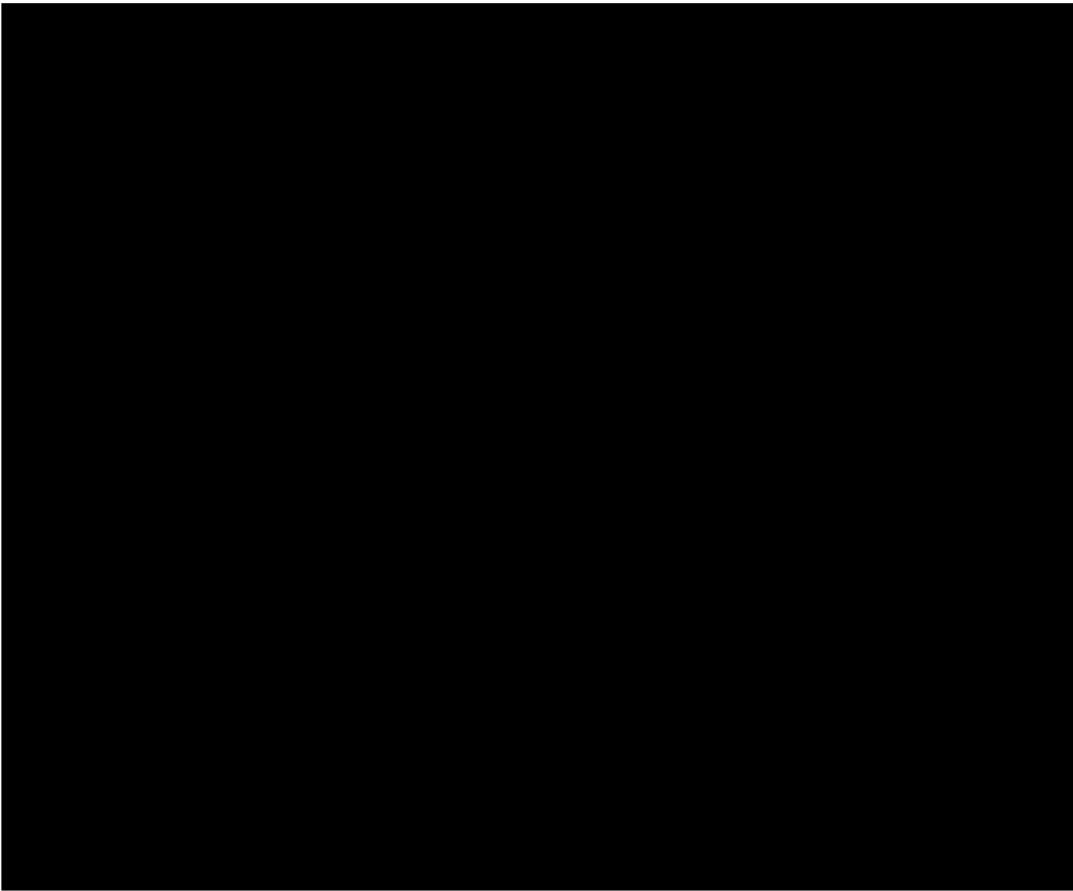


5. Operational Proposals: Healthy Eating / Discretionary Foods Campaign

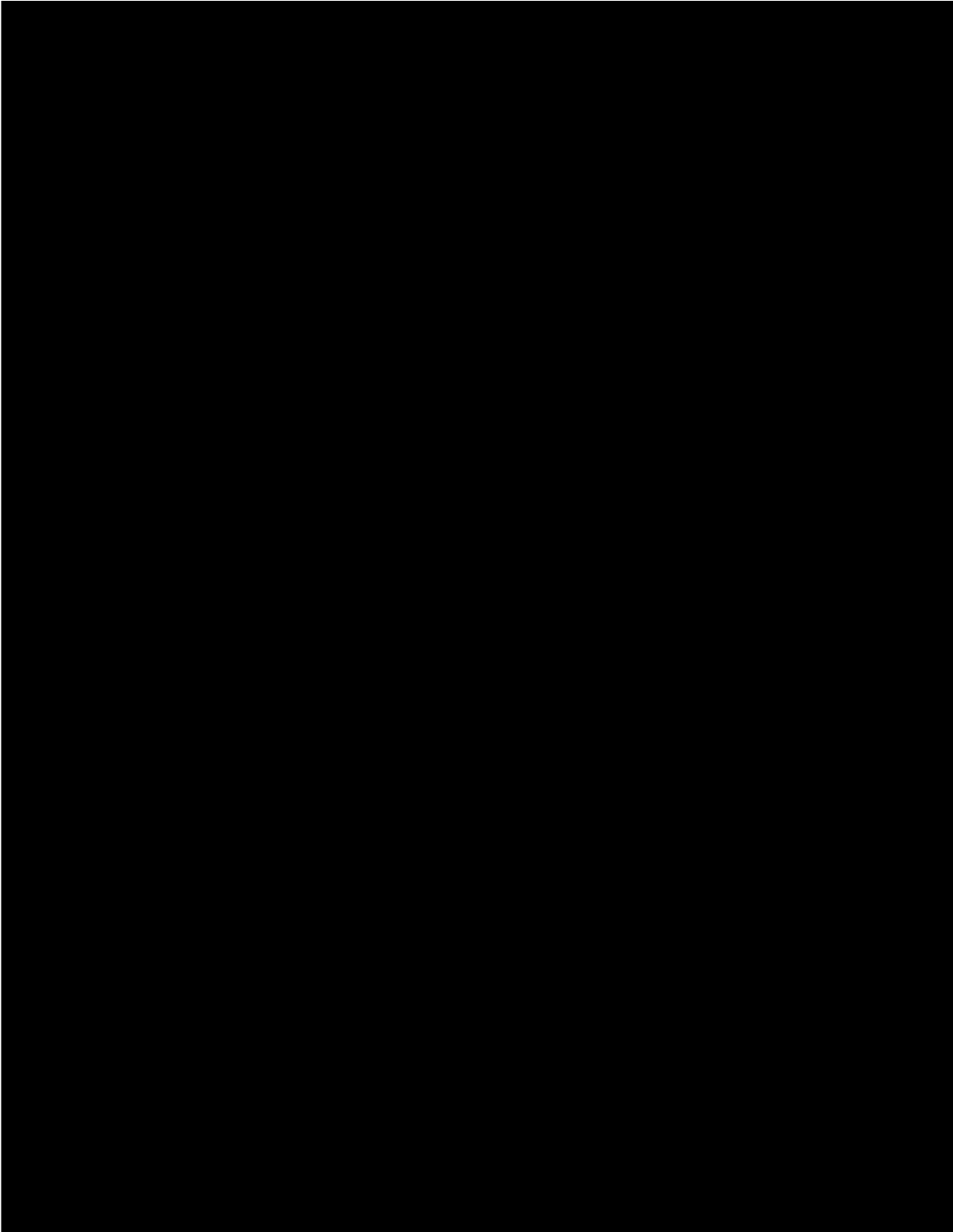
Operational proposal relating specifically to the scenario for the Healthy Eating / Discretionary Food campaign as detailed in paragraphs 12-16 in Schedule 1 (weighting 60%)

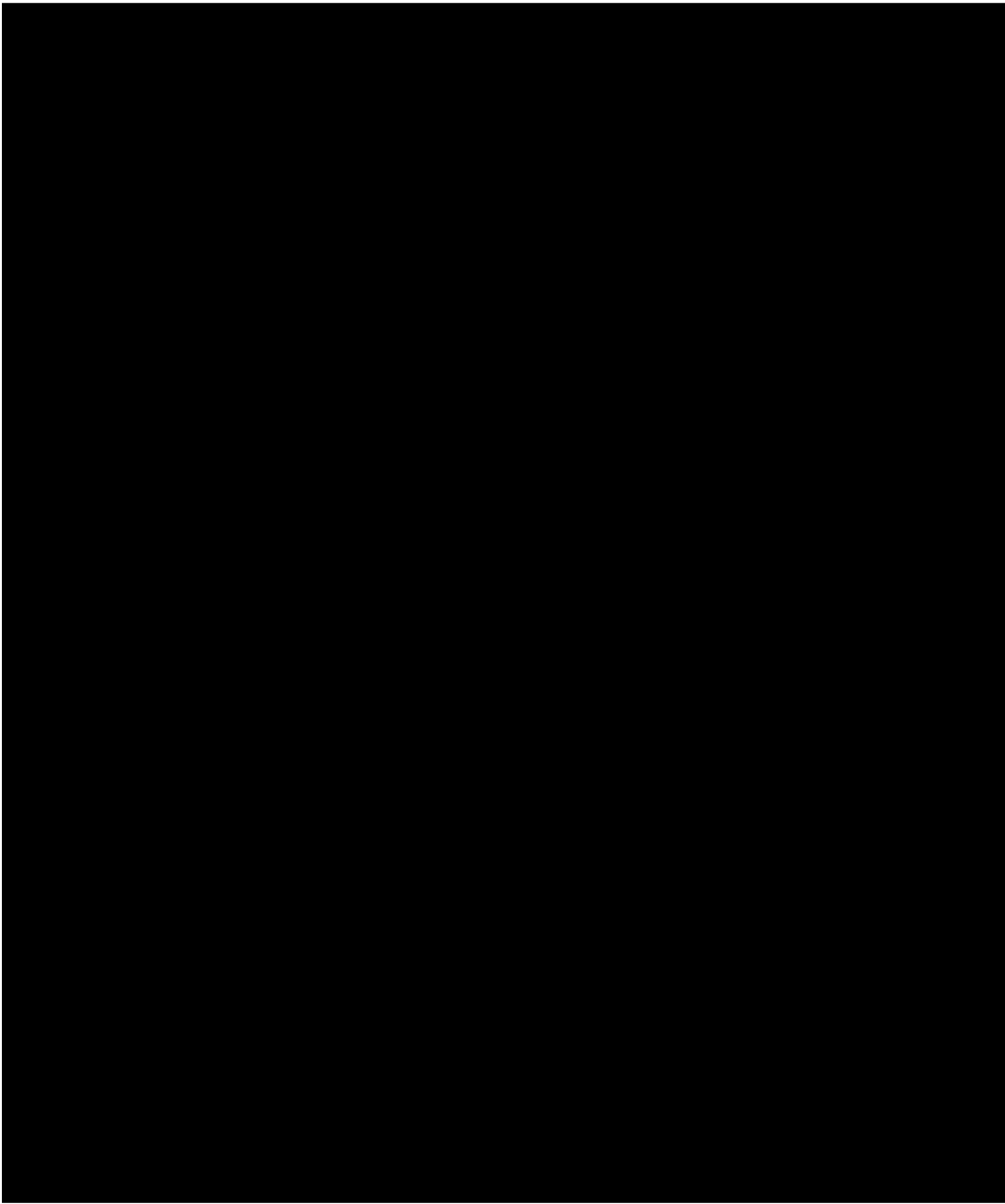


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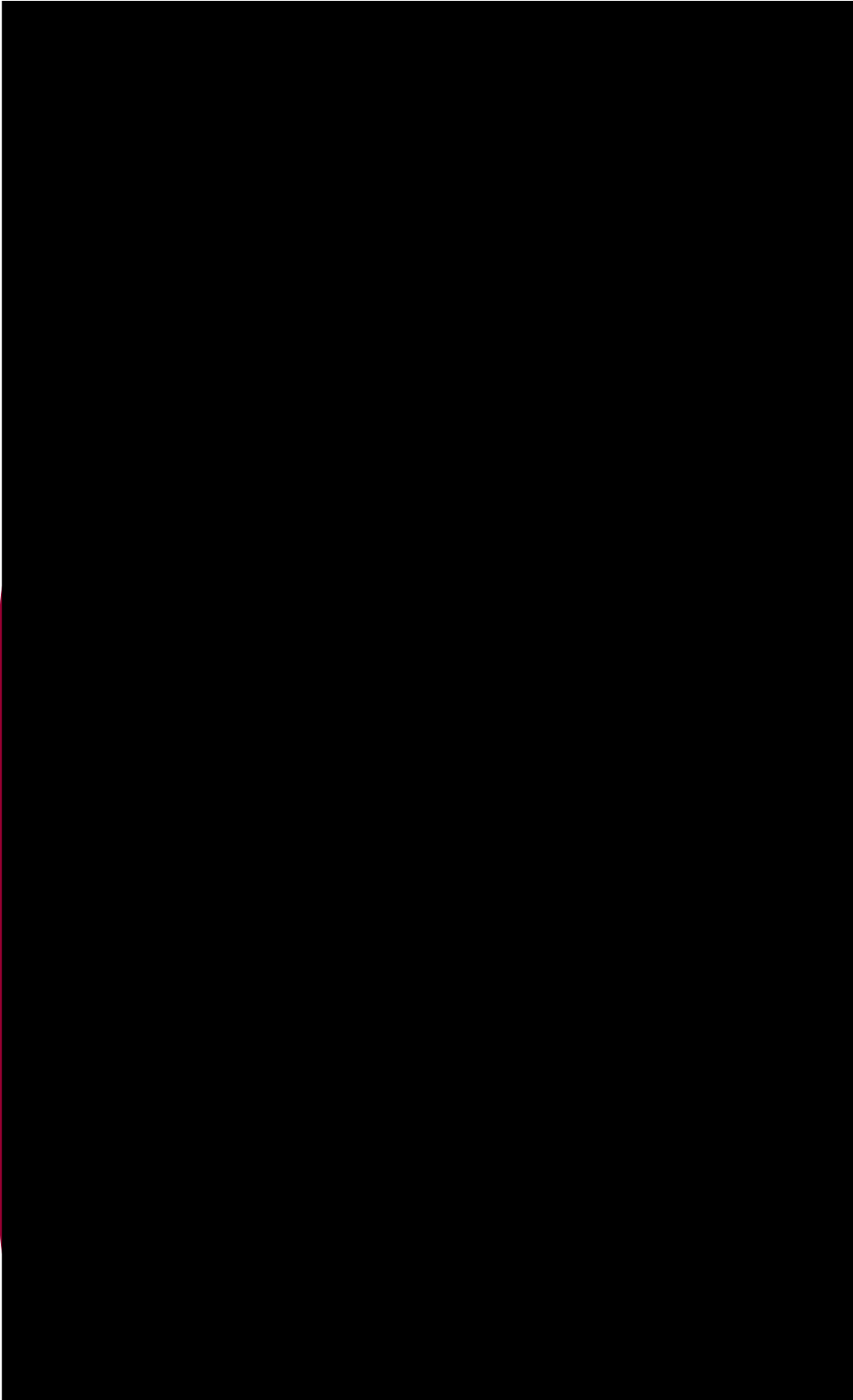




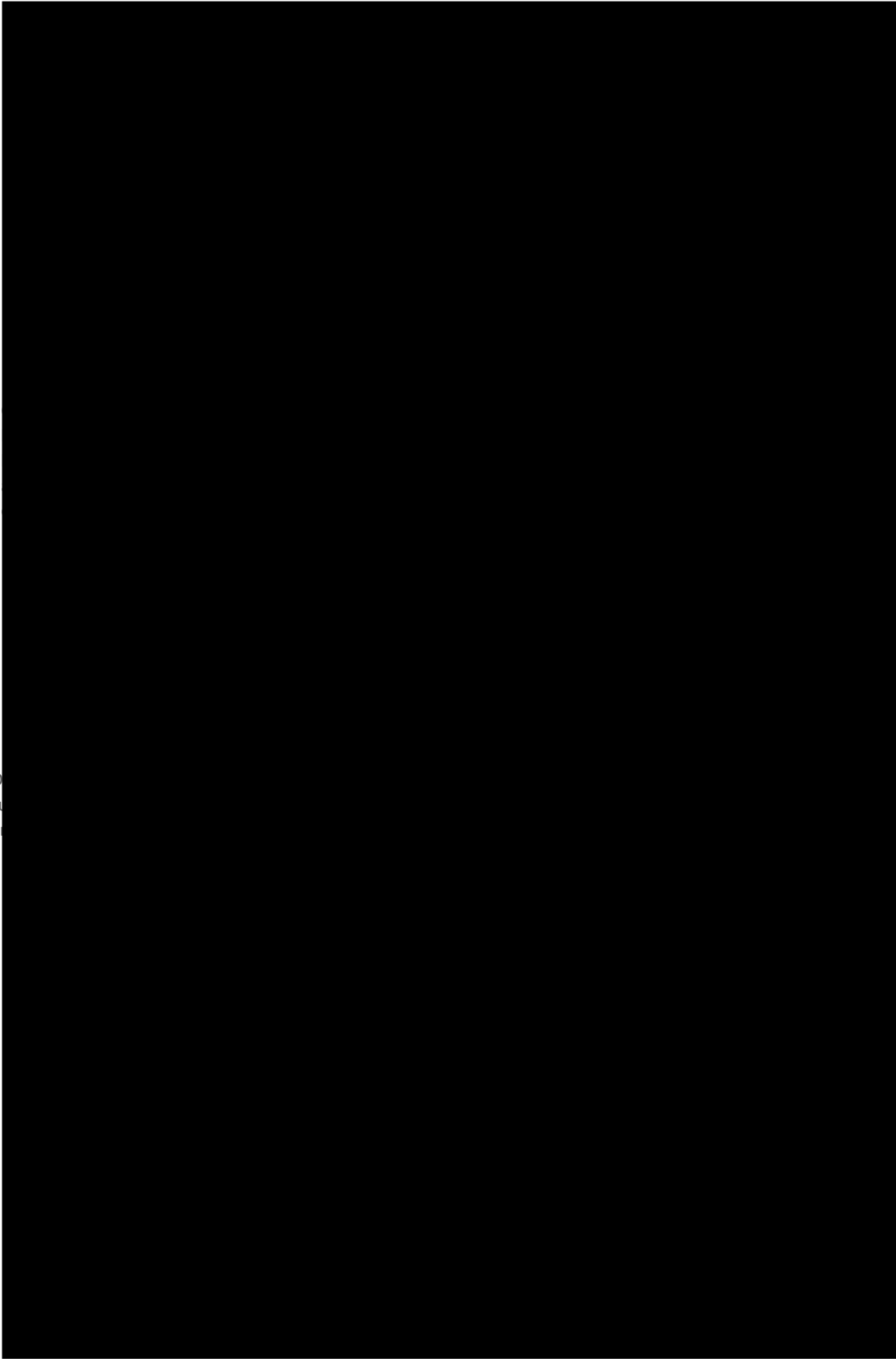


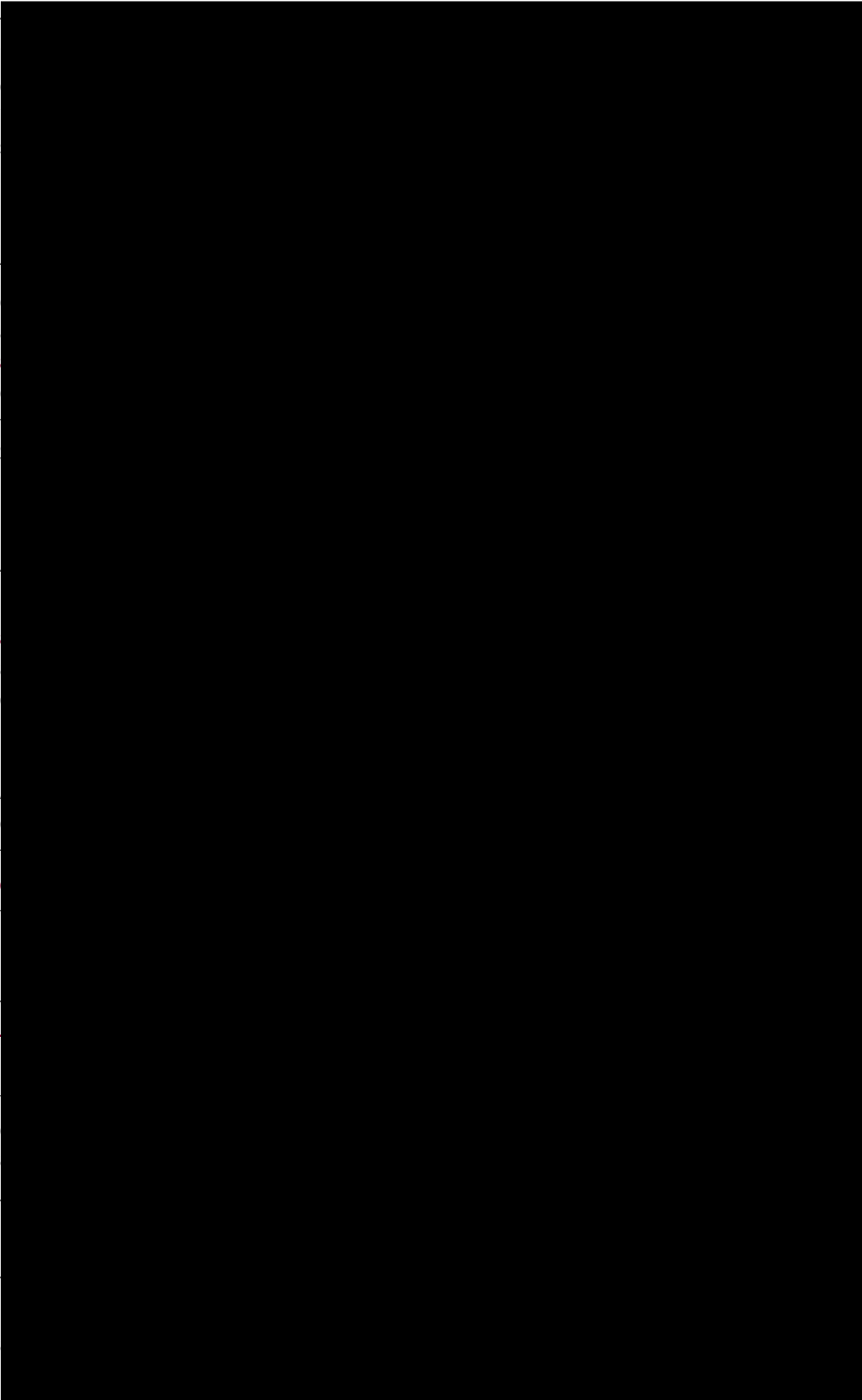


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5.2.1 Background to the Campaign Brief





5.2.2 The 2016 Brief: Specific Campaign Objectives

The specific objectives for this campaign are outlined below:

- Raise awareness of the amount of unnecessary sugar and saturated fats that we are consuming via discretionary foods.



- Help people understand the impact the retail and marketing environment has on encouraging us to eat more of these foods, through promotions, marketing strategies, advertising campaigns, retail positioning strategies and so on.

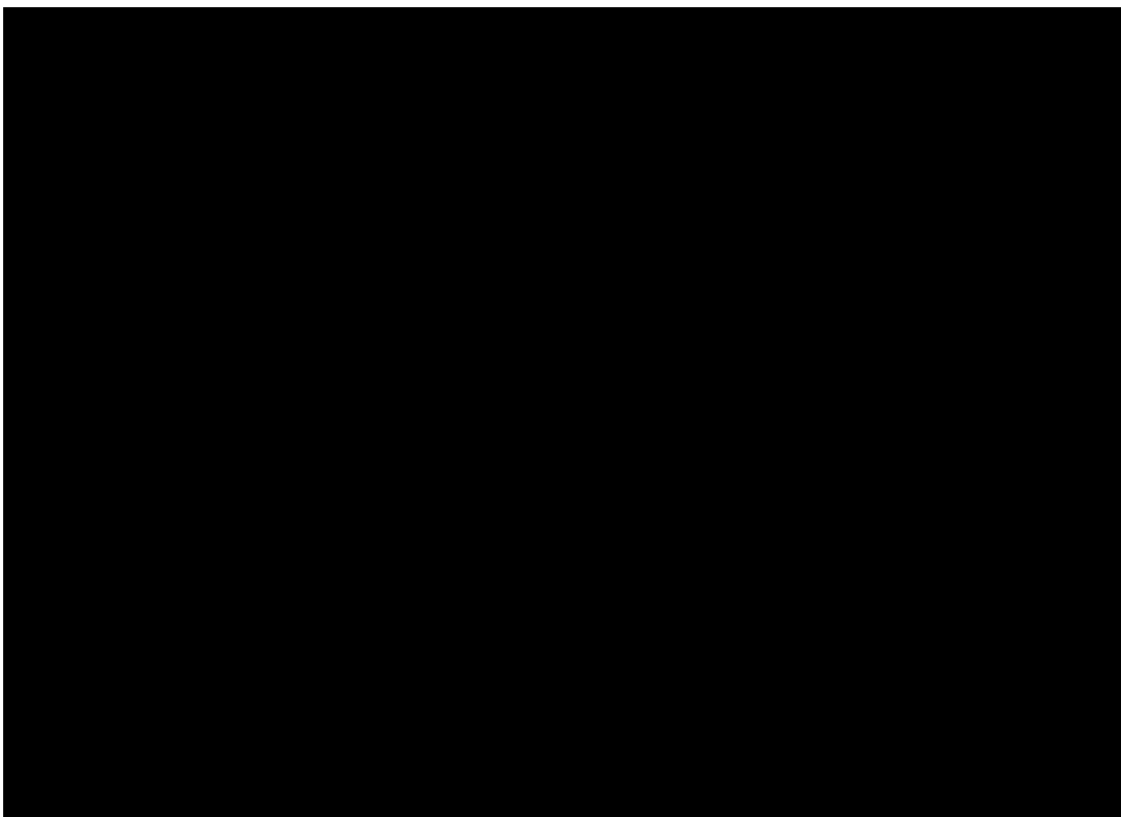


- Encourage people to reduce the amount of discretionary foods we consume, persuading and supporting people to make small incremental changes.

AND

- Position Food Standards Scotland at the heart of the diet and nutrition landscape in Scotland.

5.2.3 The 2016 Brief: Campaign Target Audiences & Other Parameters



The other campaign planning parameters are summarised below:

Geography:

Cover all of Scotland

Timing:

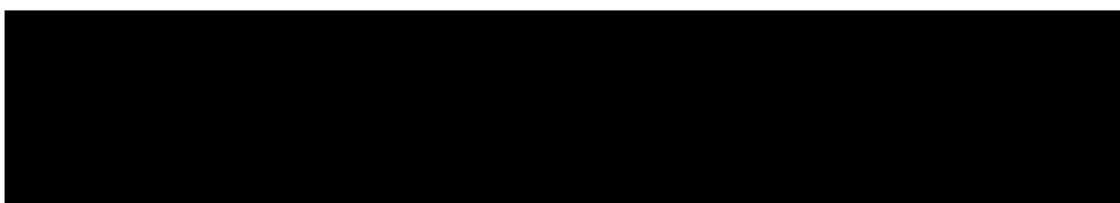
September 2016

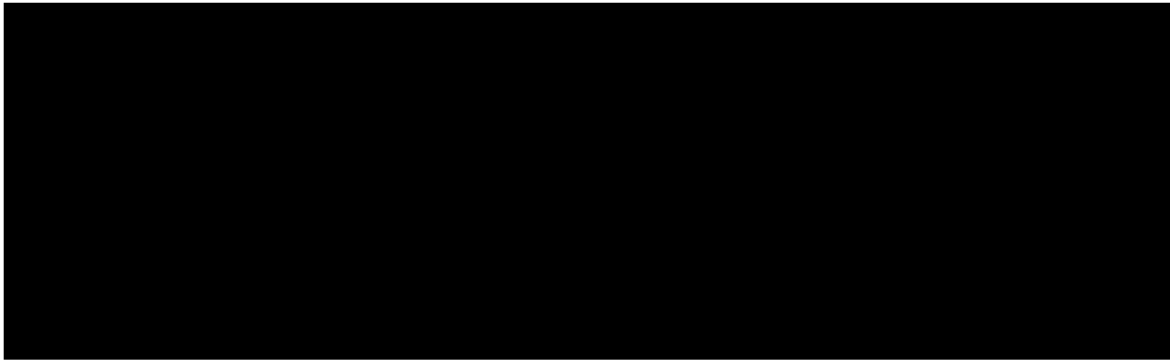
Media Budget:

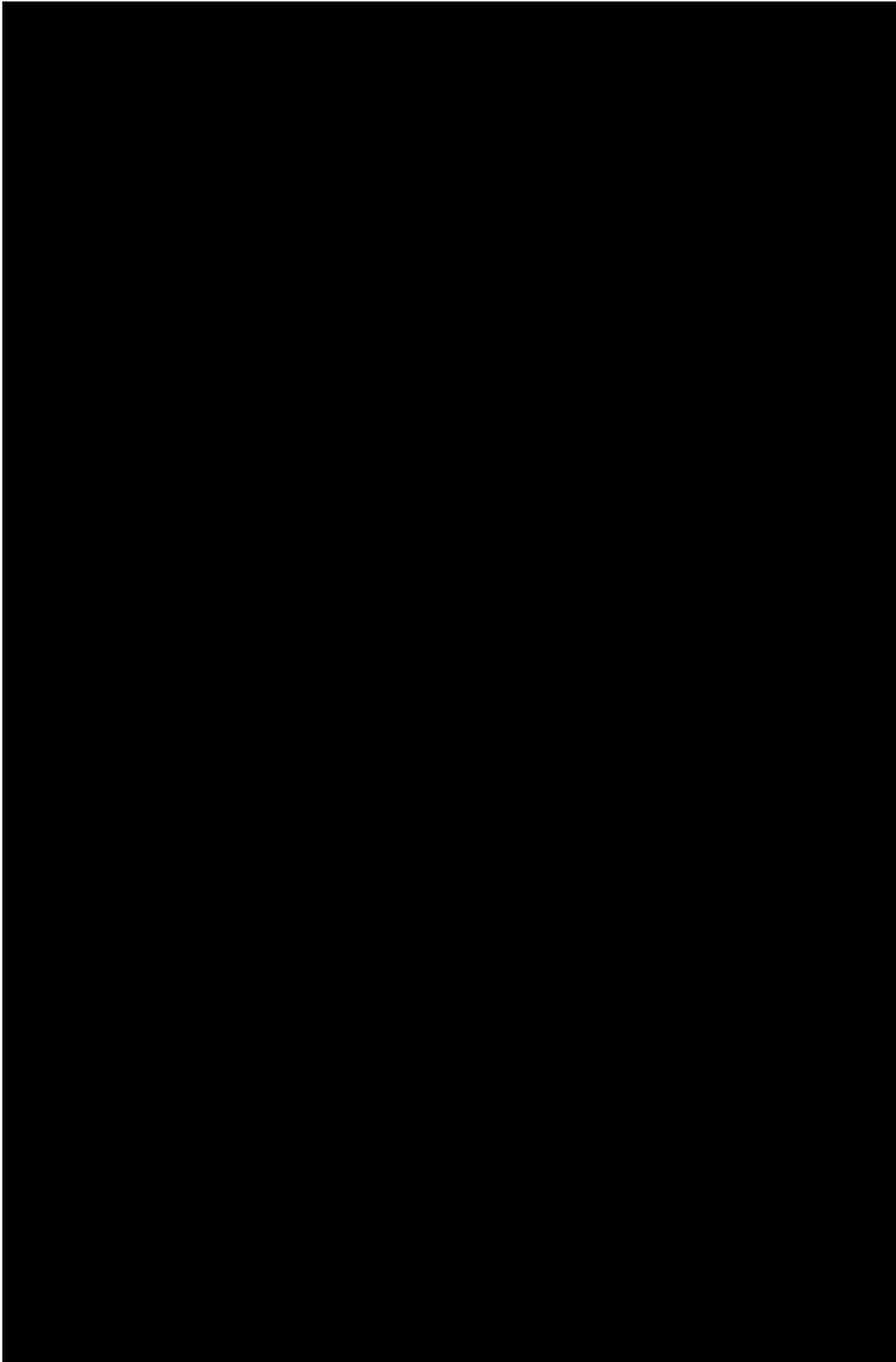
£200,000 to include outdoor production

Key Messages:

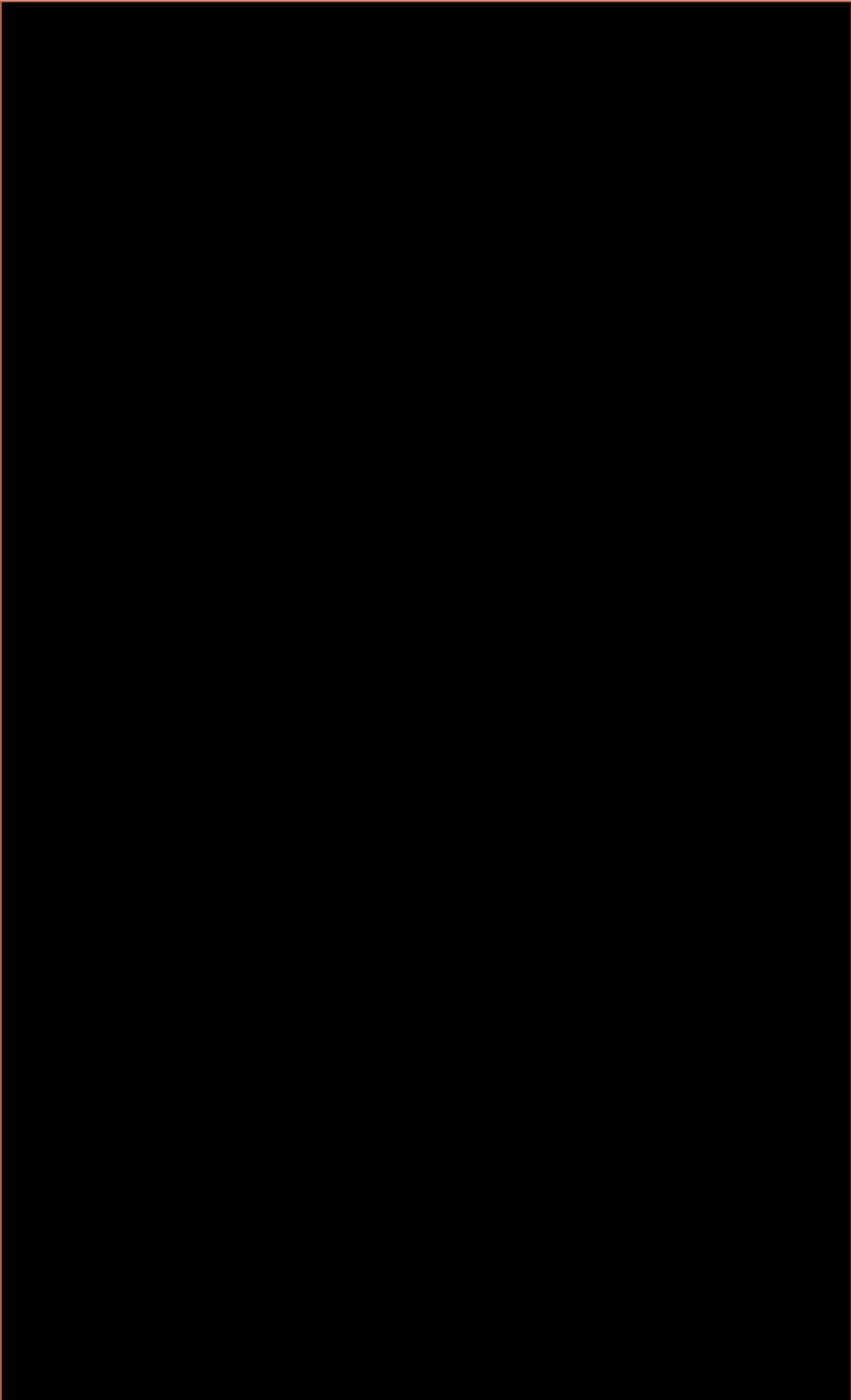
1. We are treating ourselves and our children too often with snacks we don't need, without even realising we're doing it, and it's making us fat and unwell.
2. The environment makes the problem worse, but we all have responsibility for changing our snacking culture.

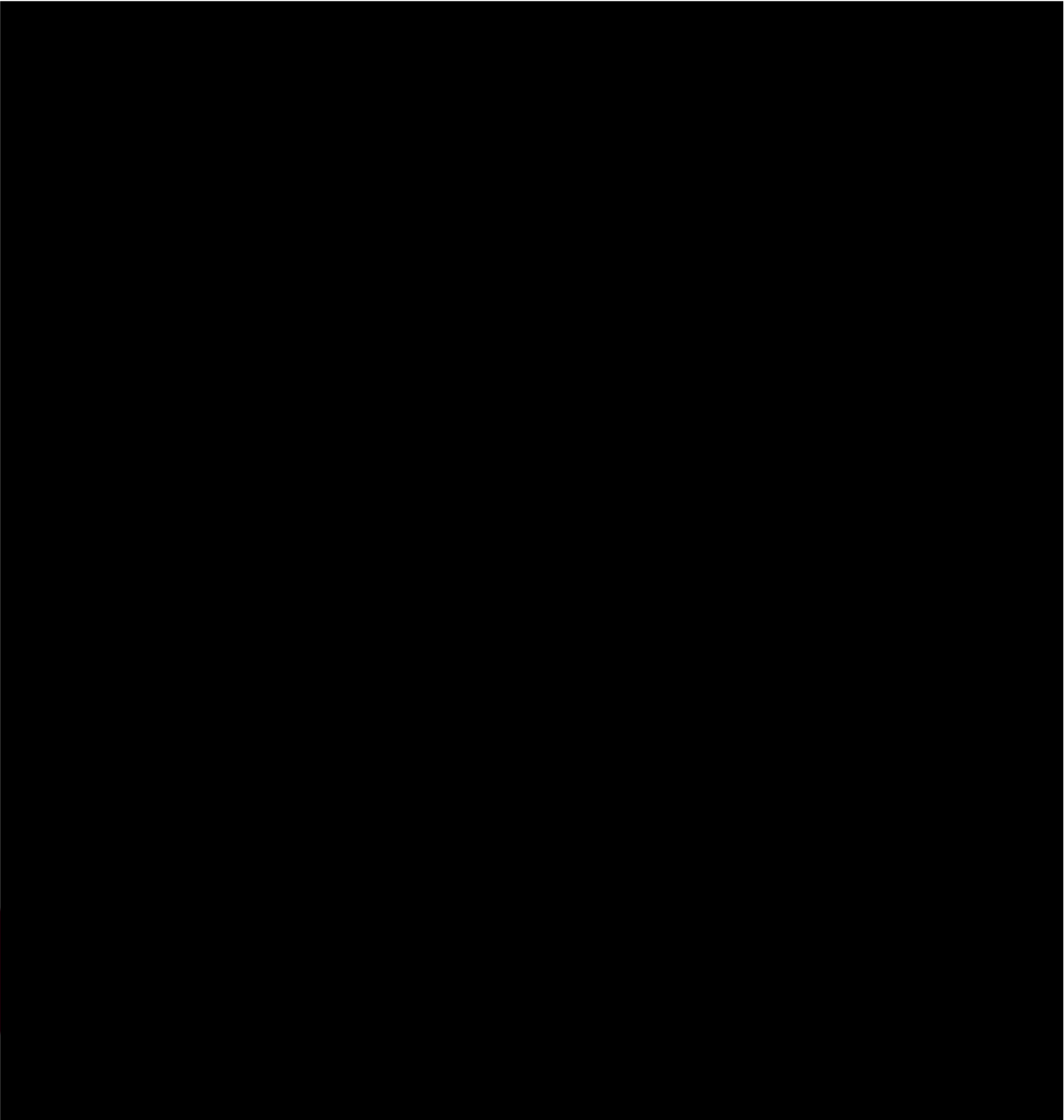


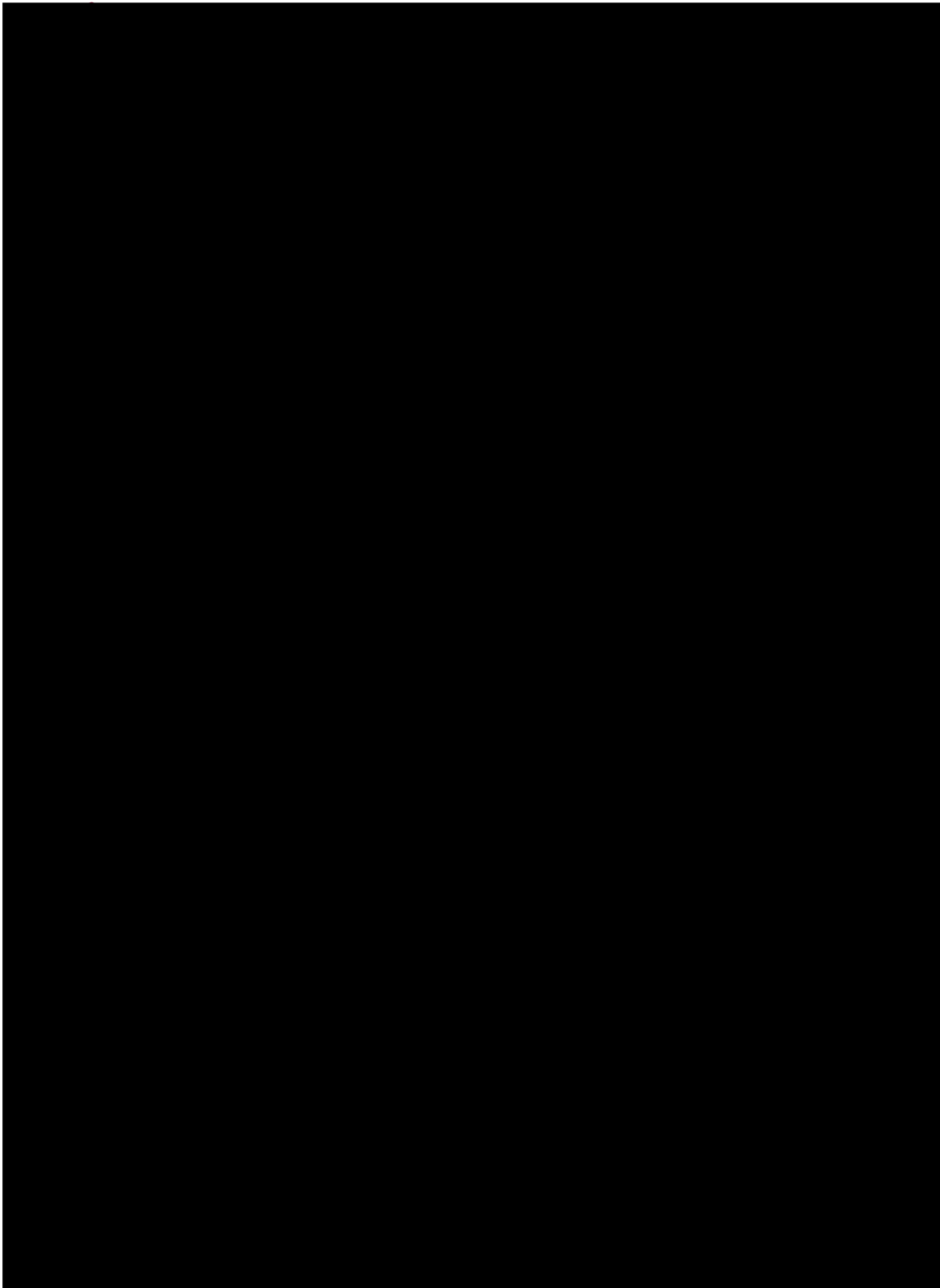


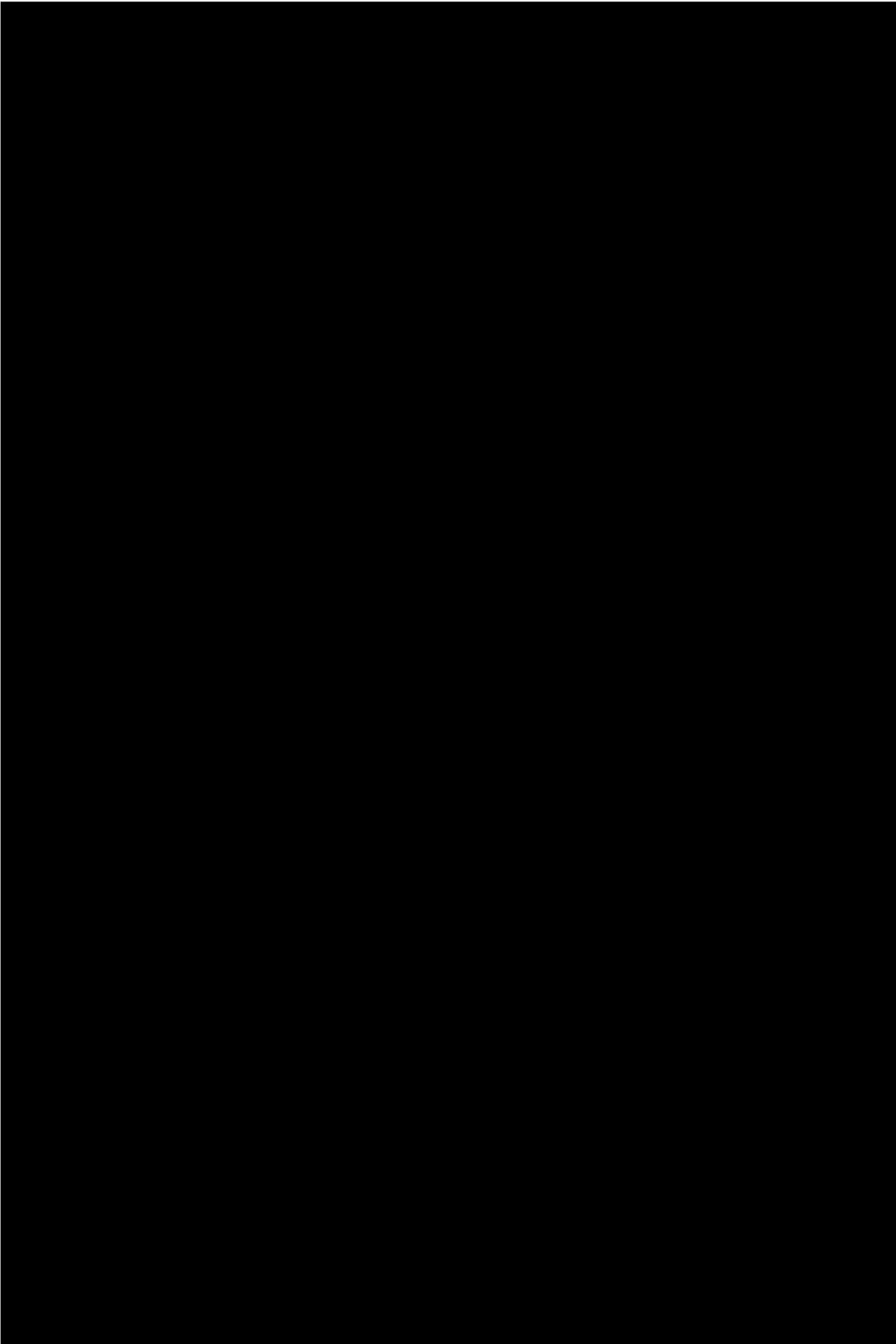


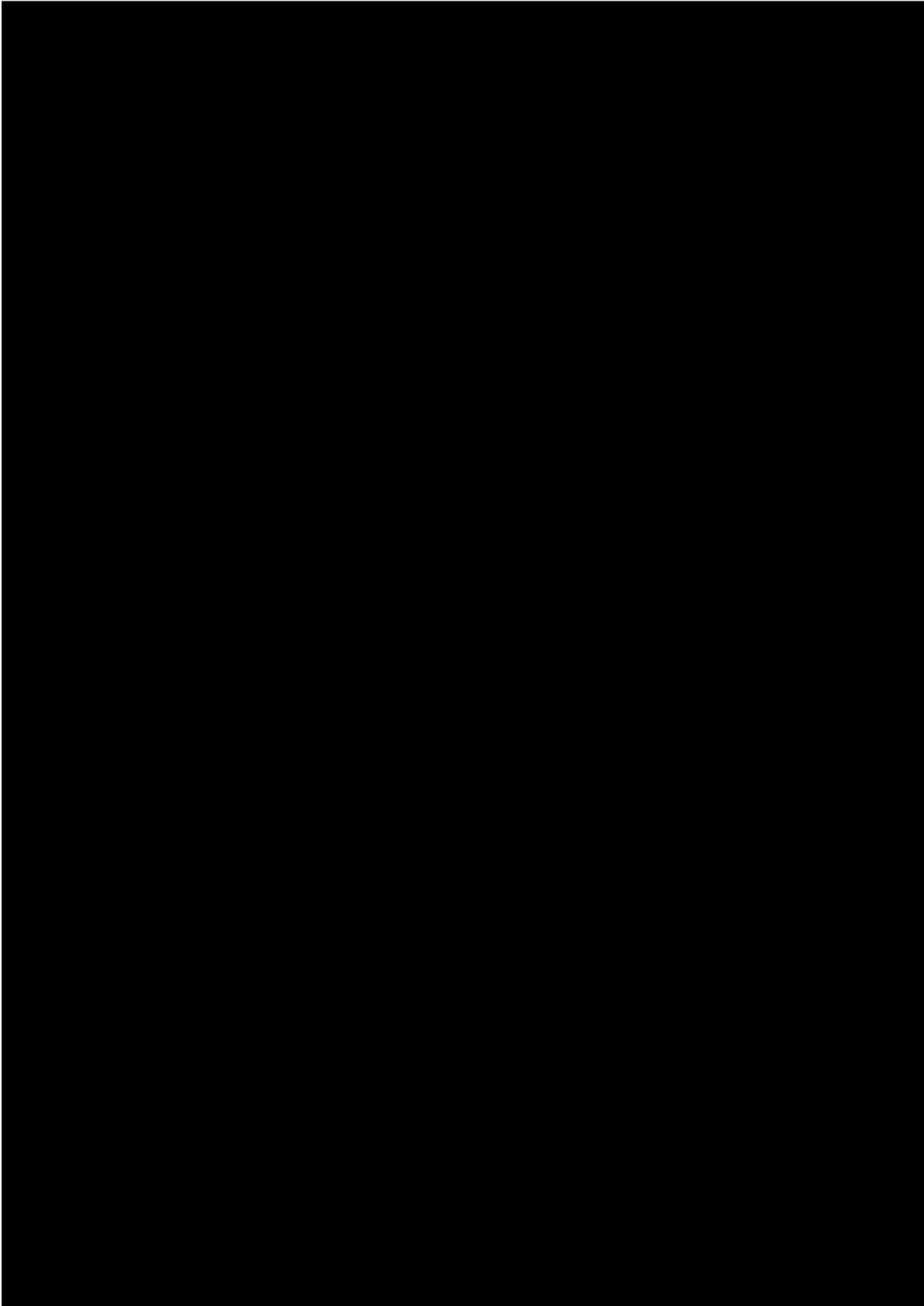
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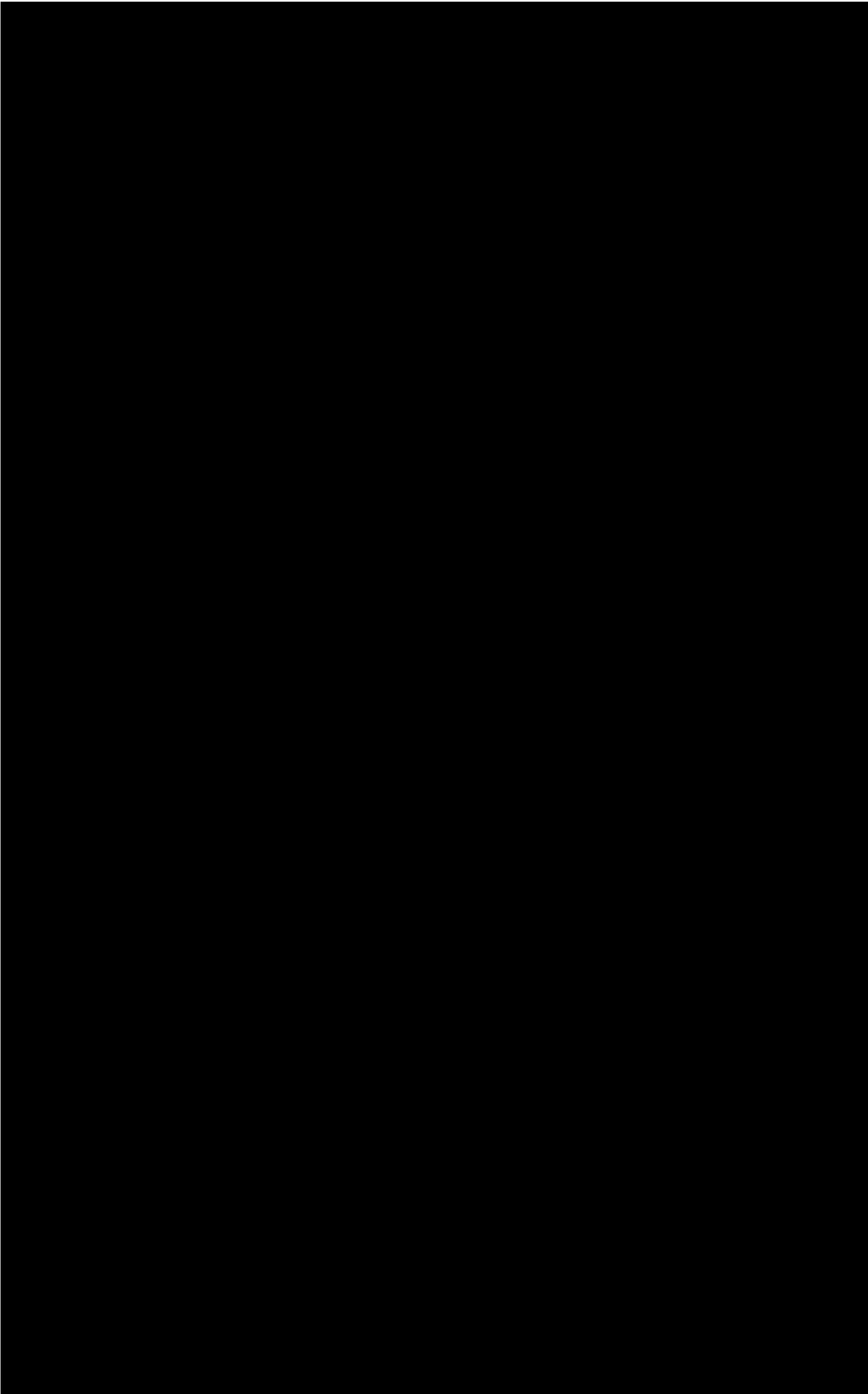


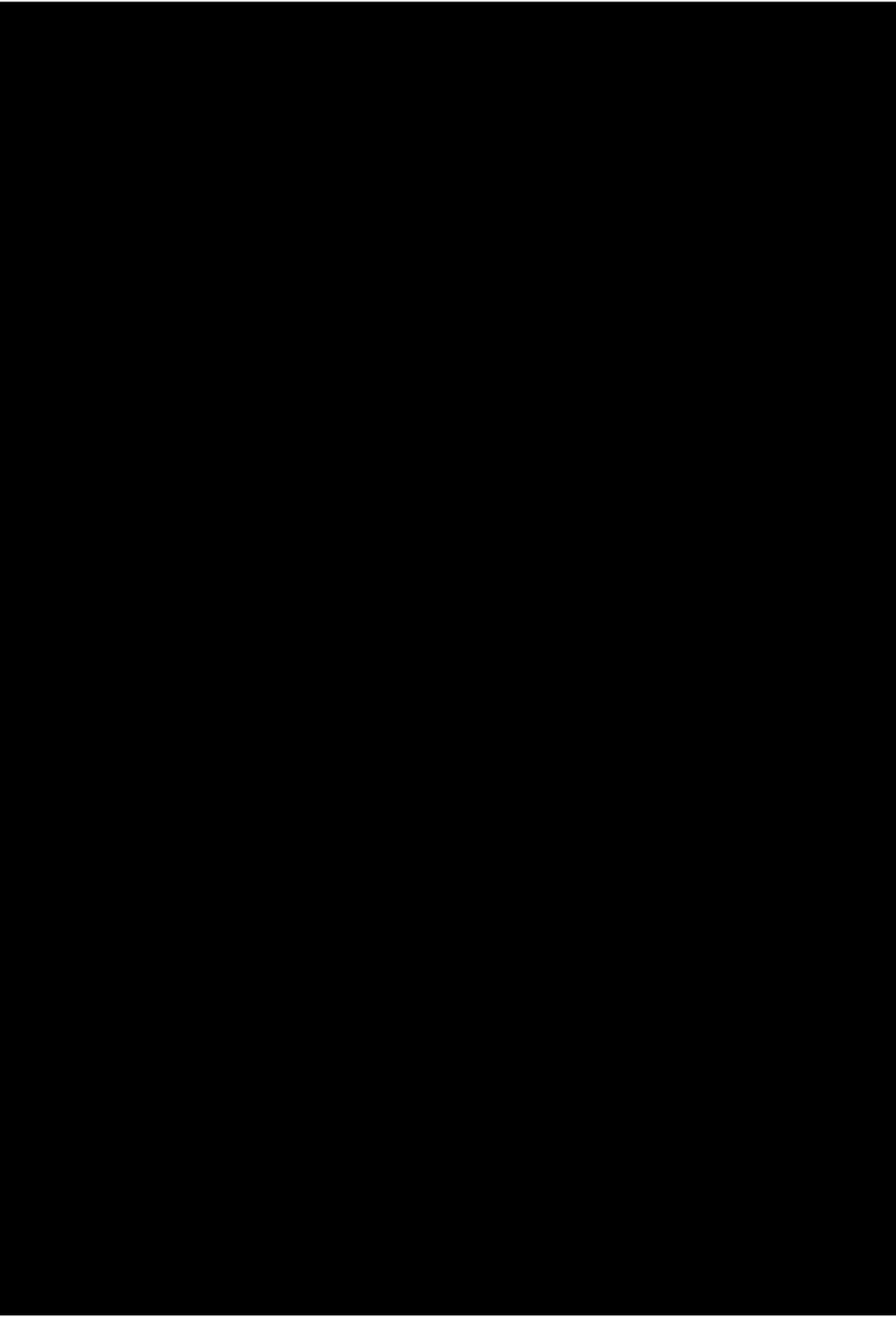


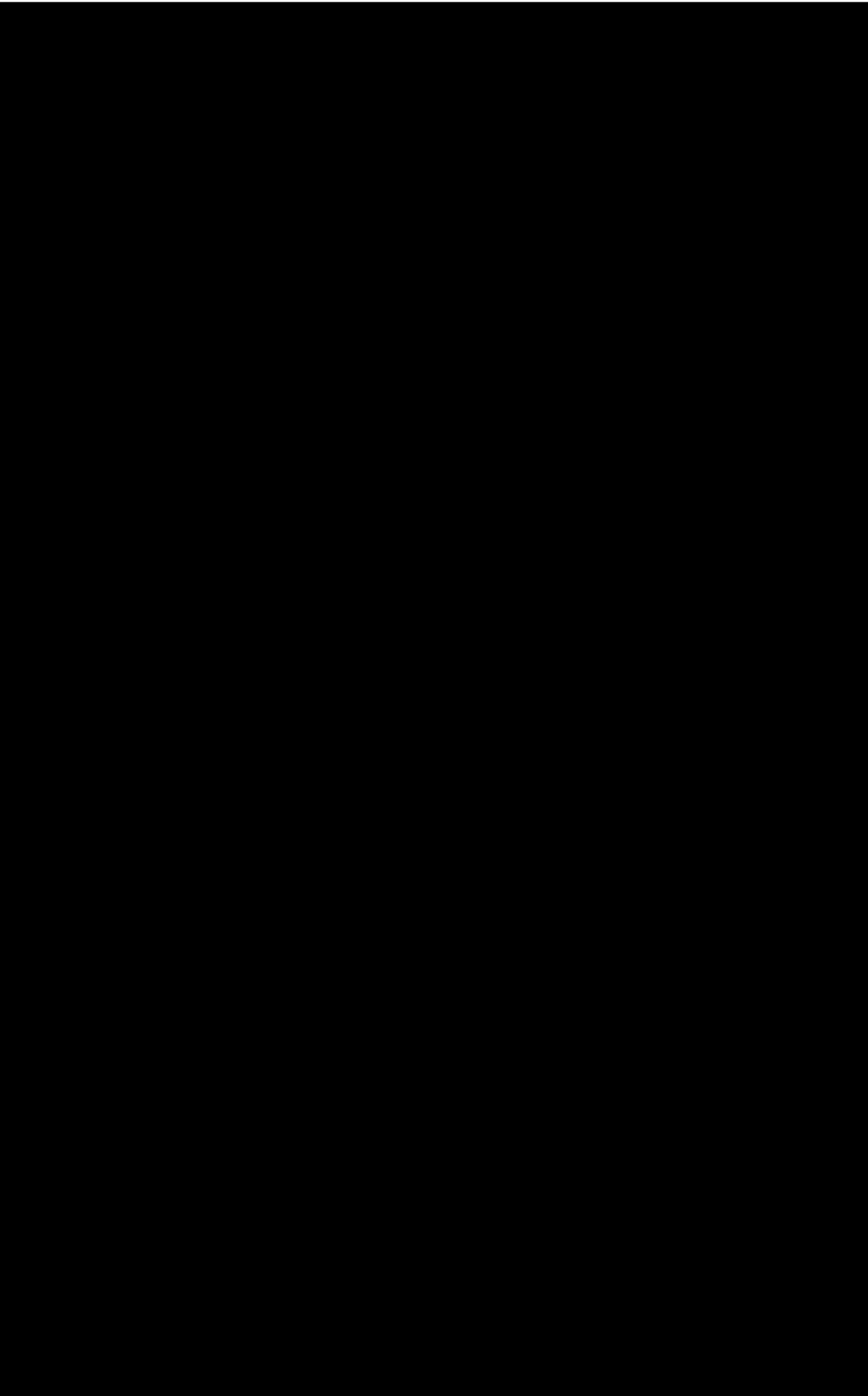


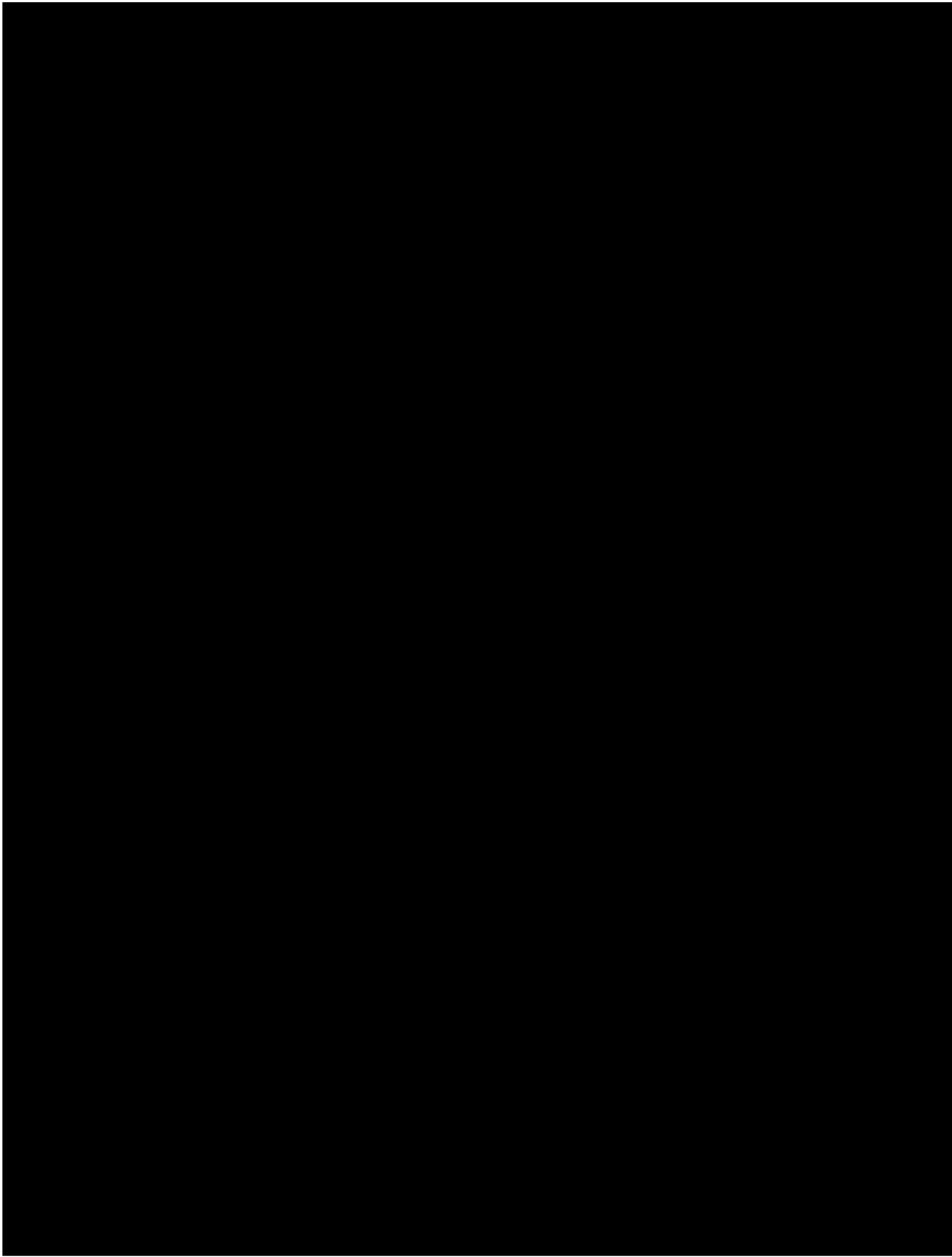


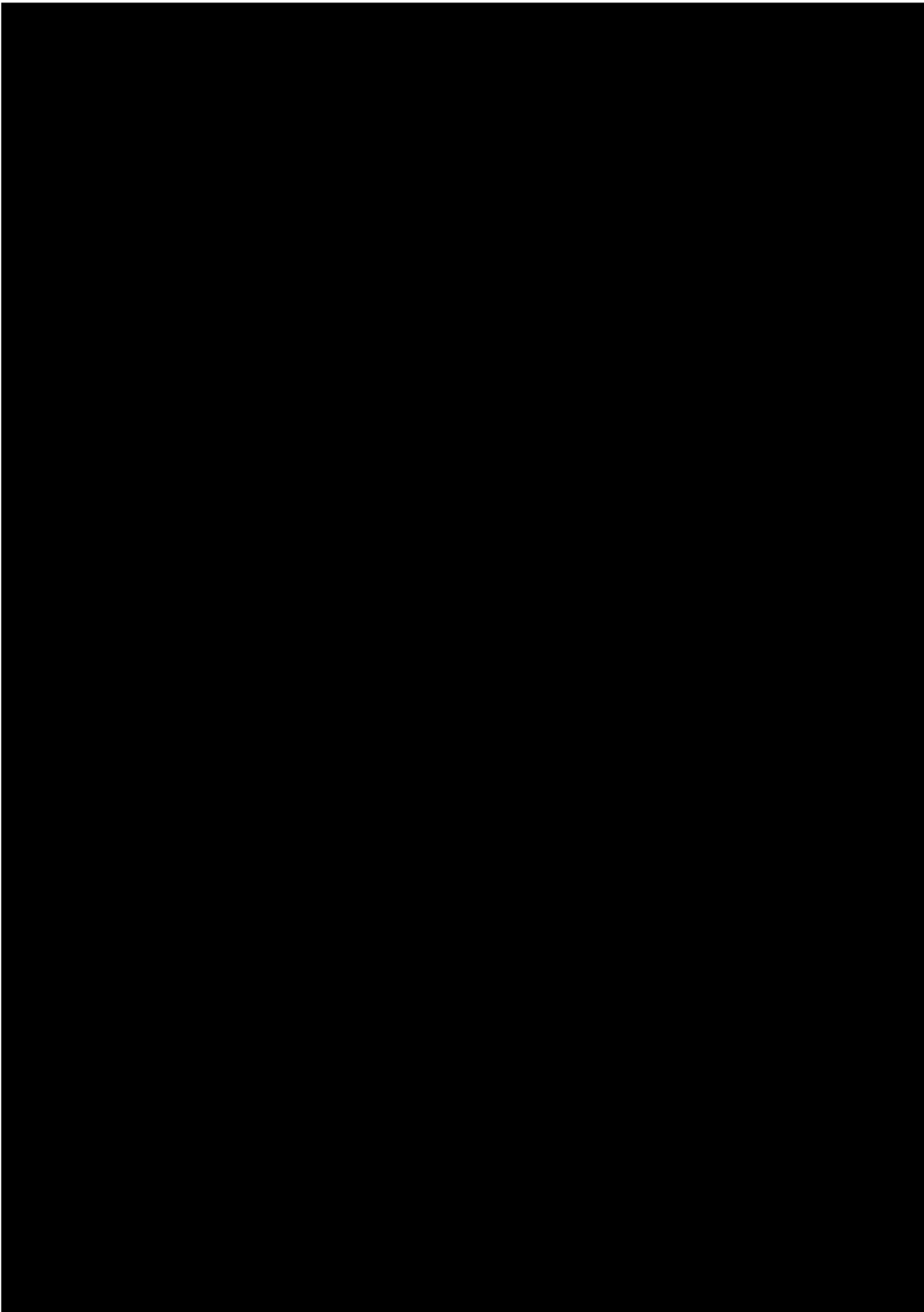


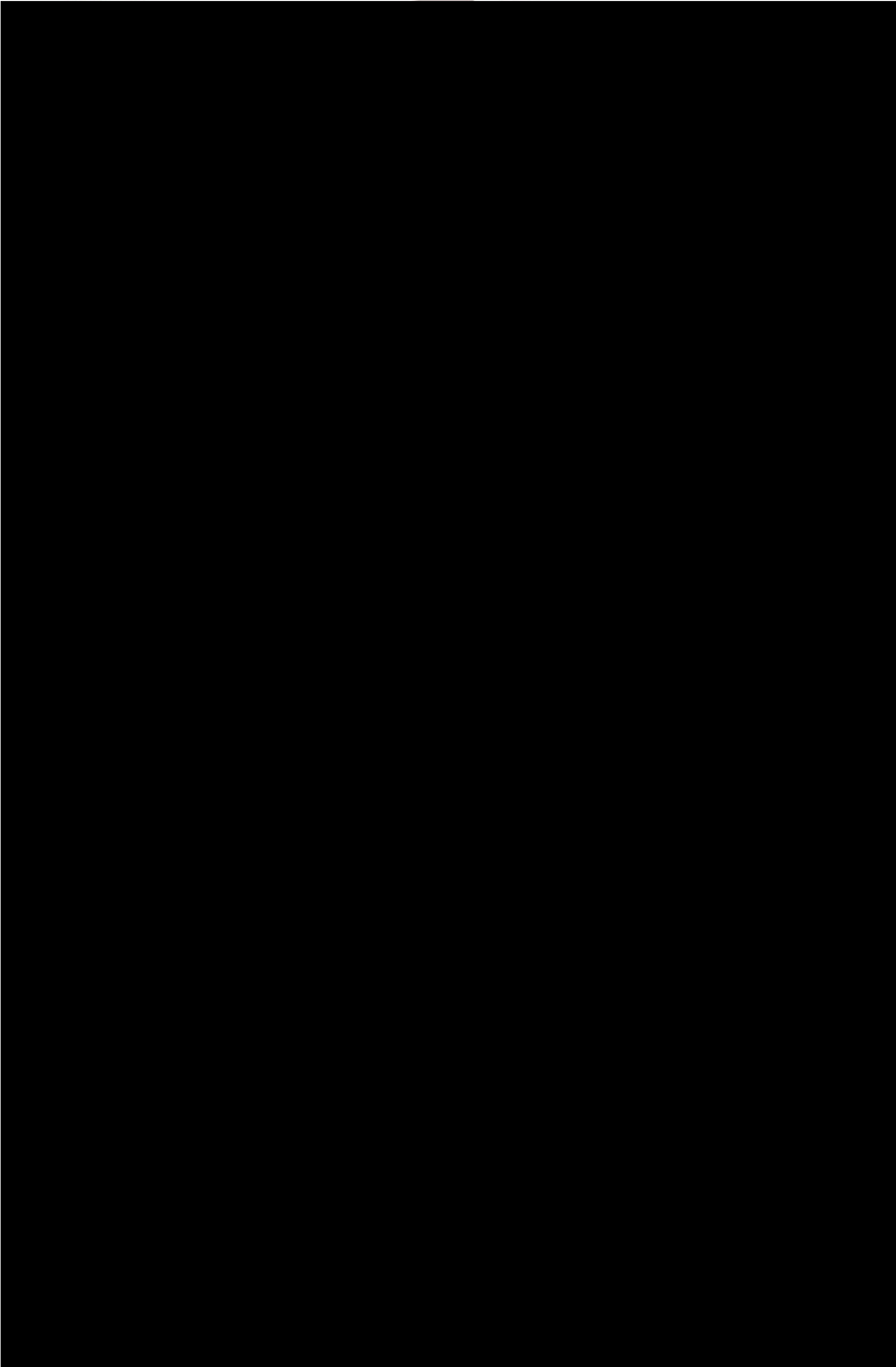


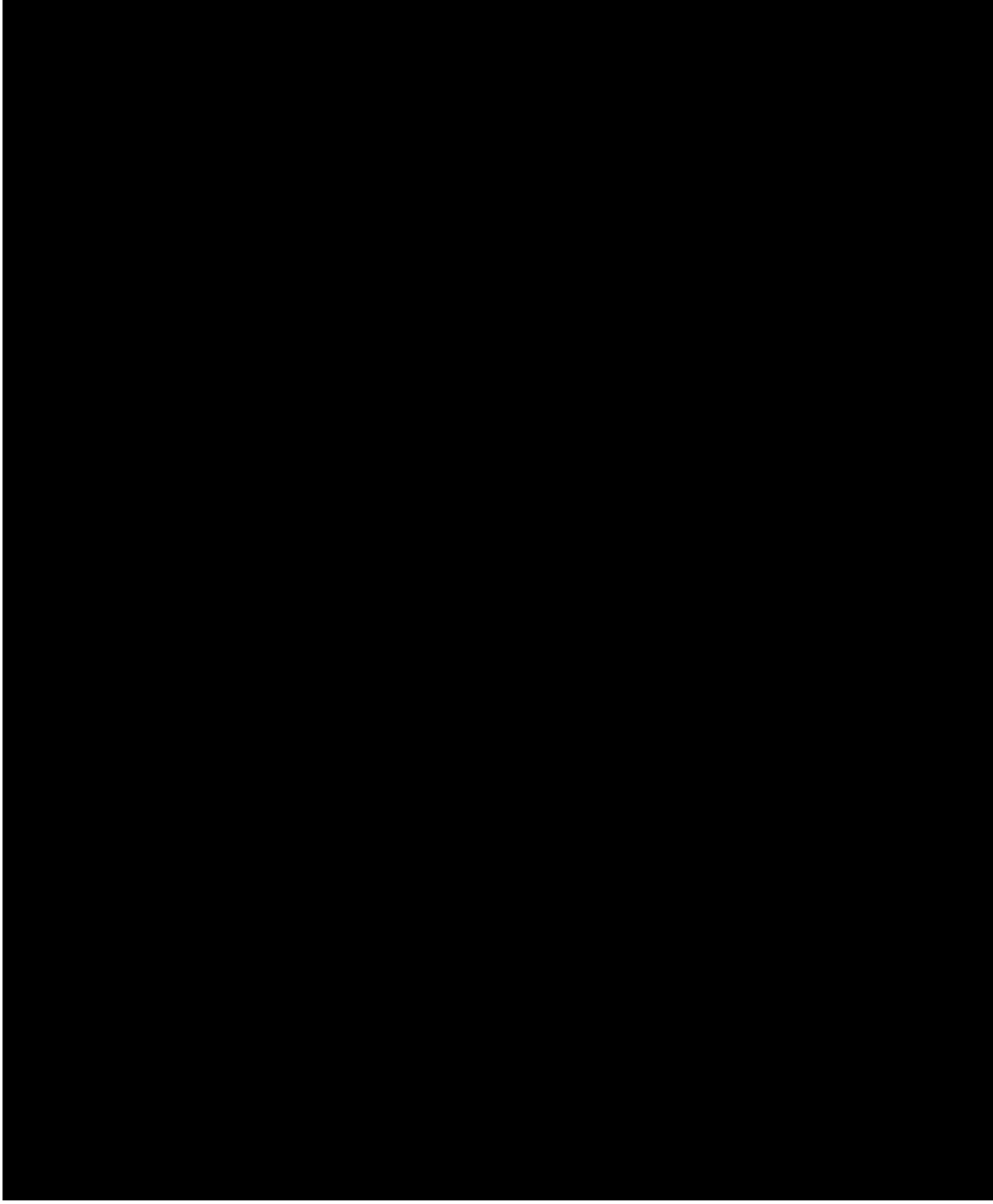


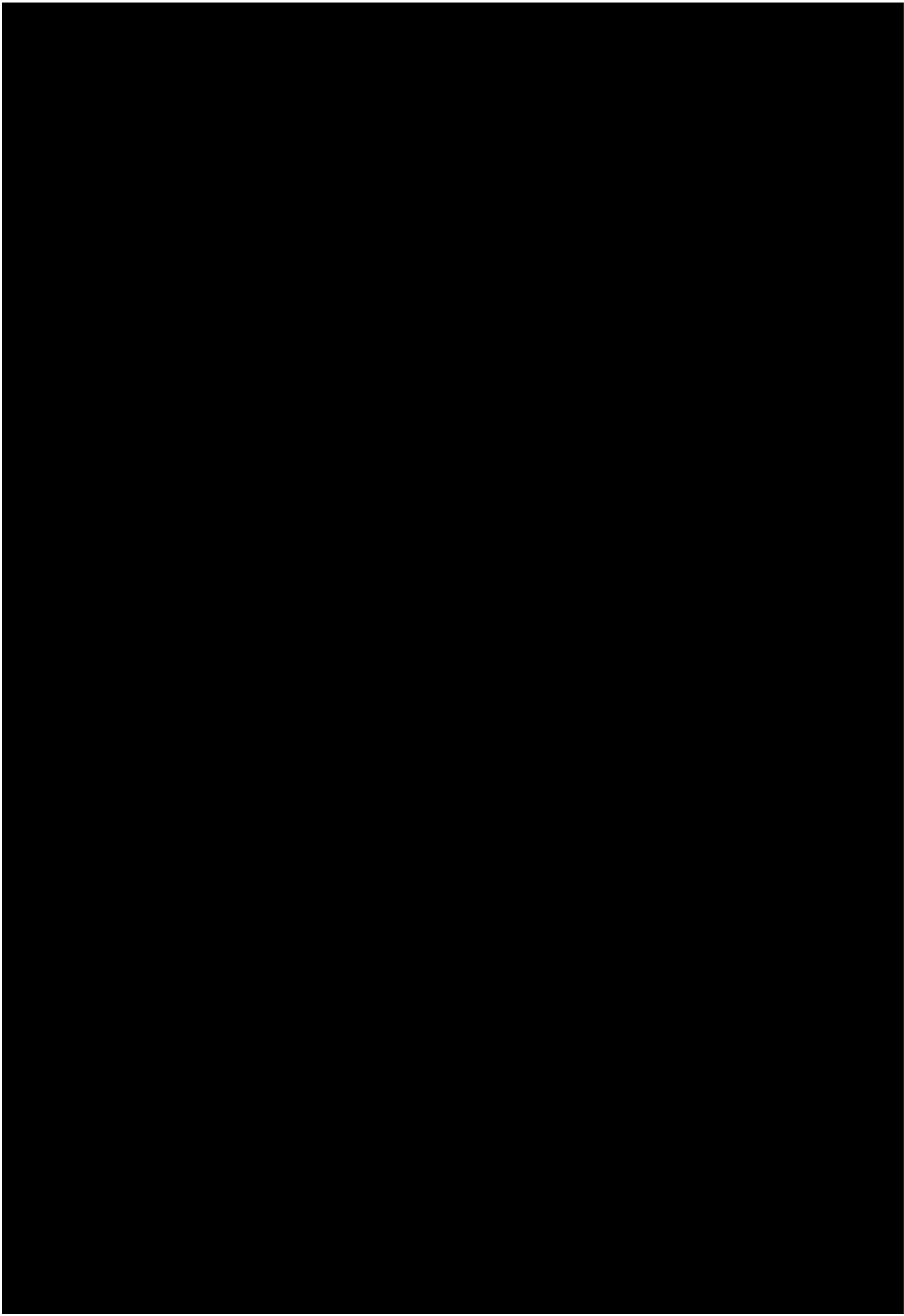


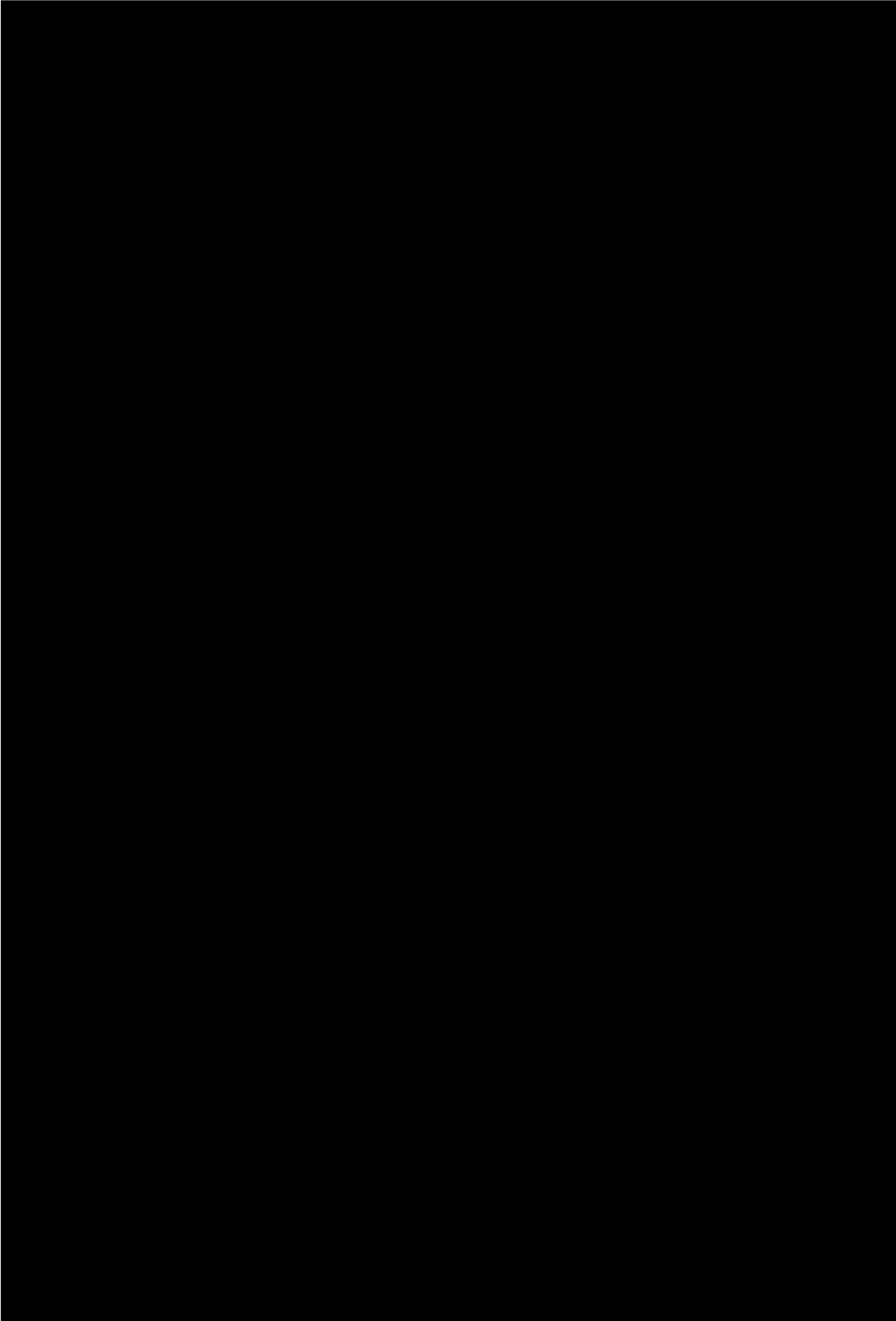


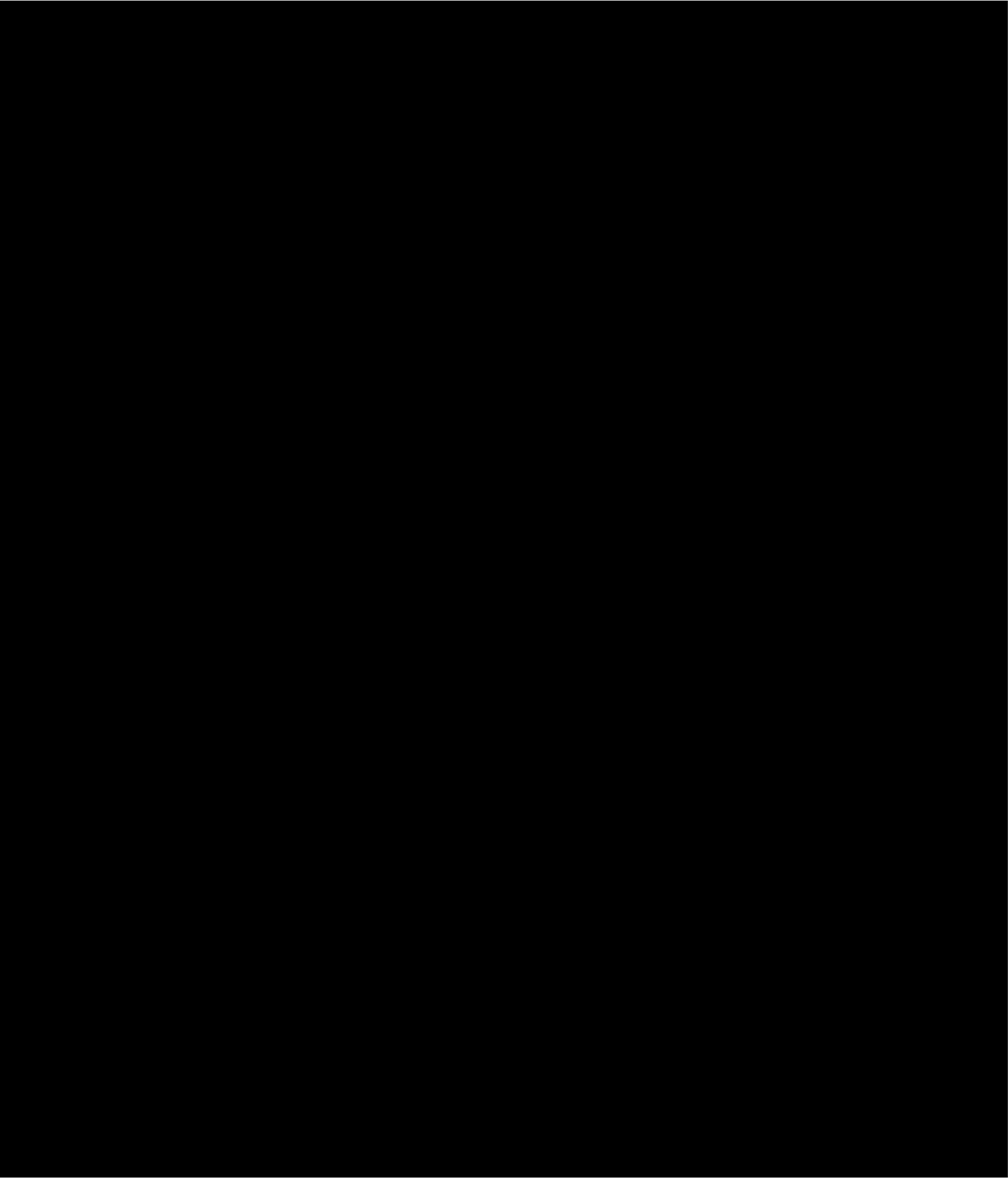


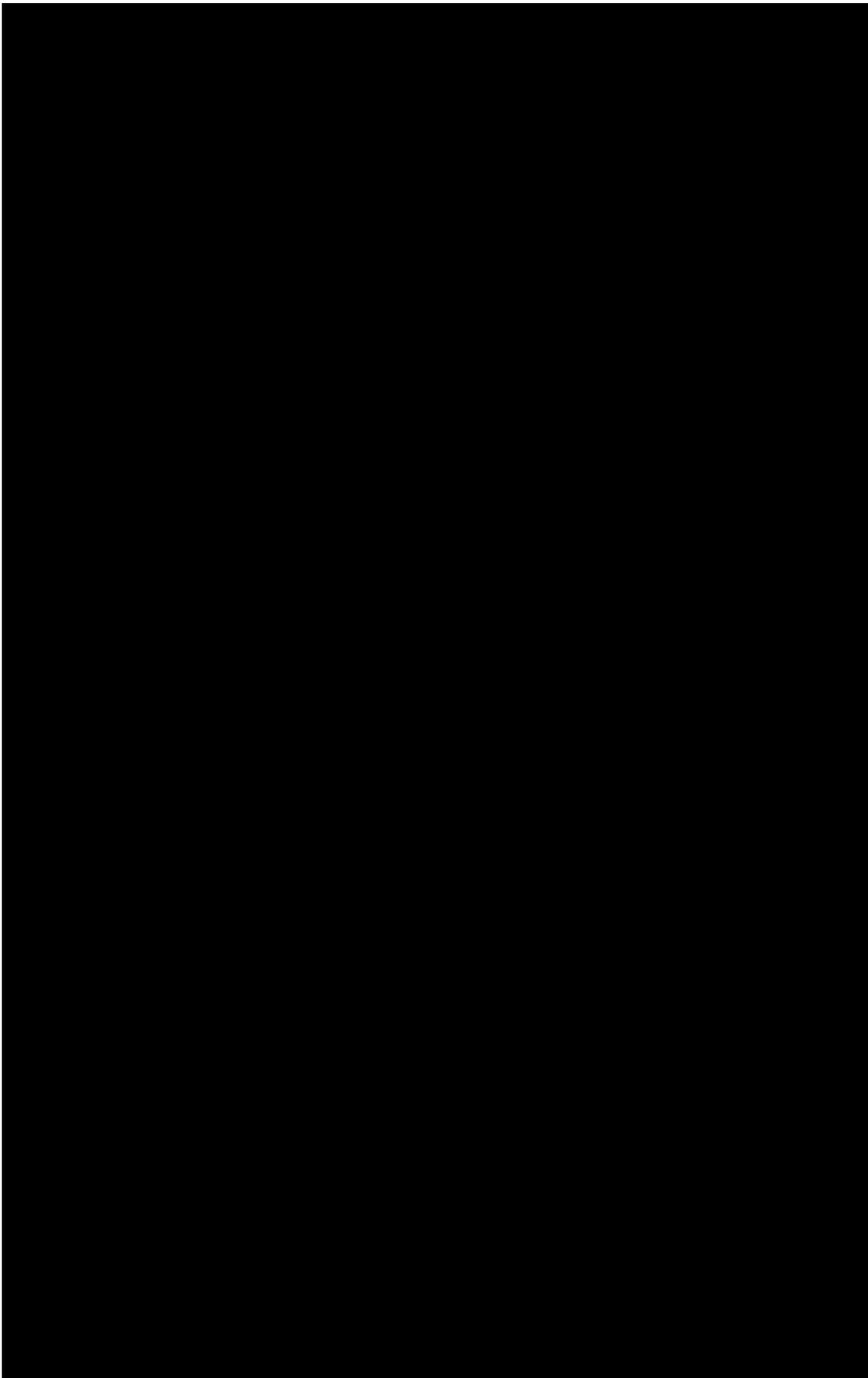


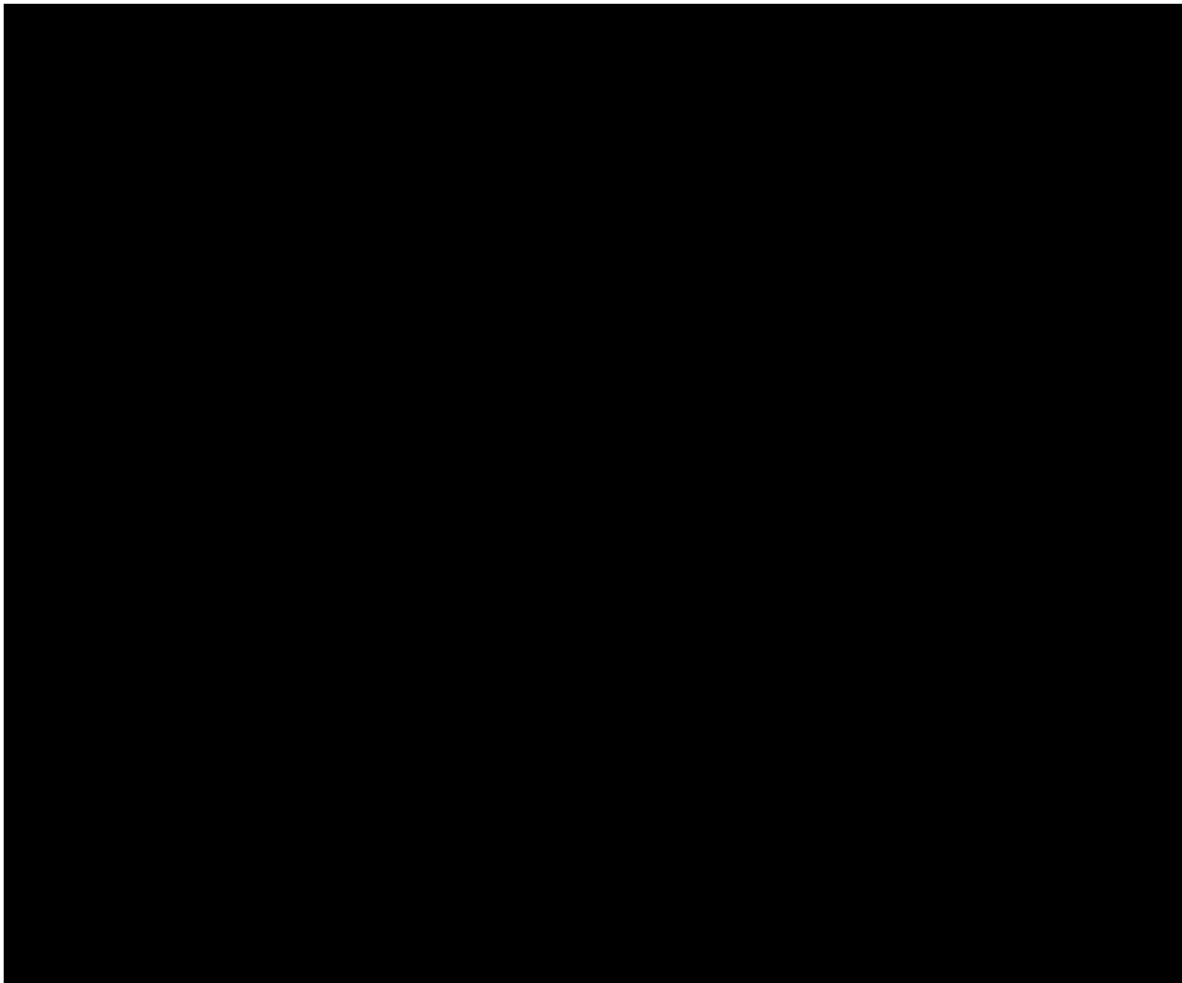


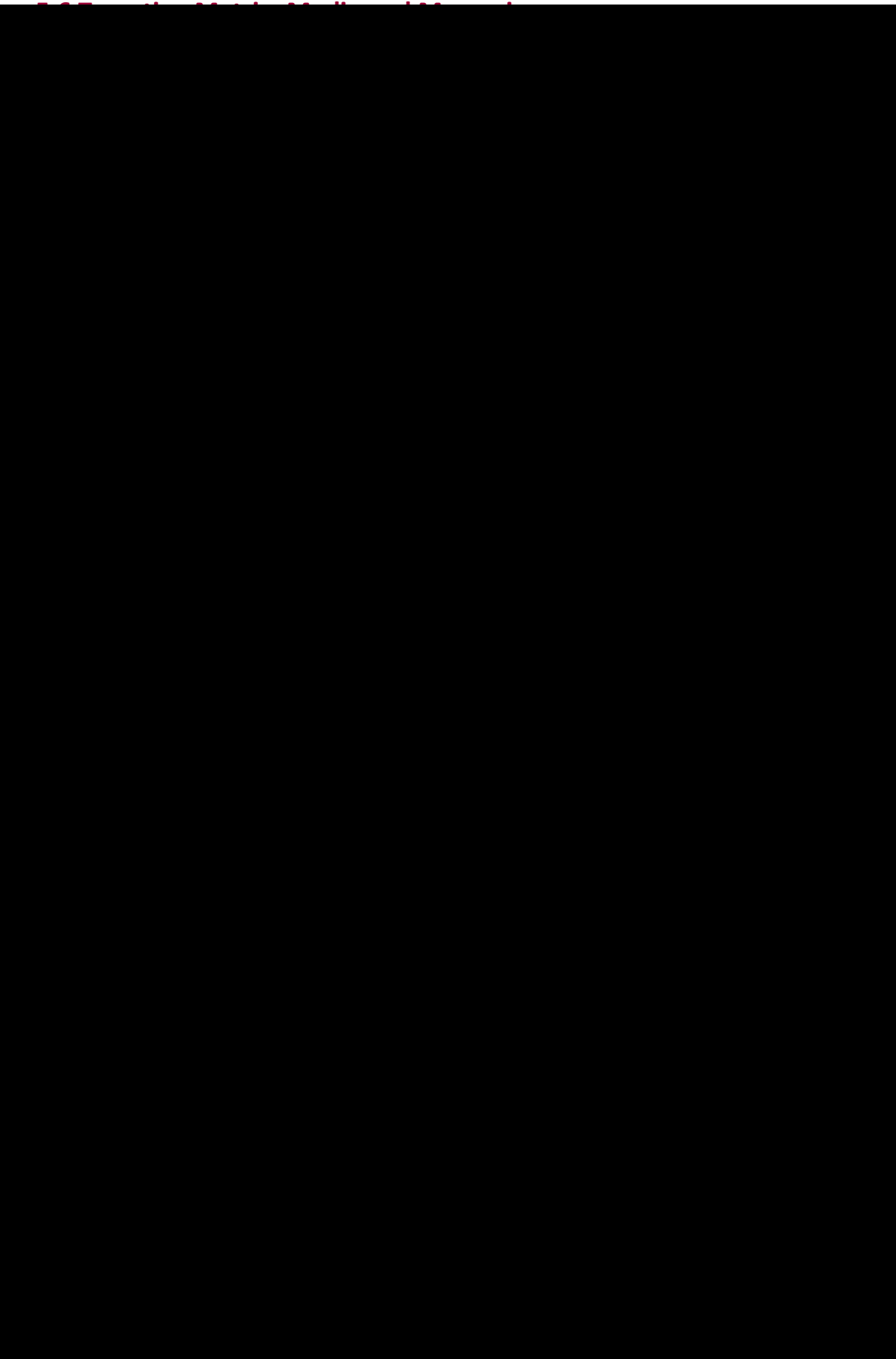






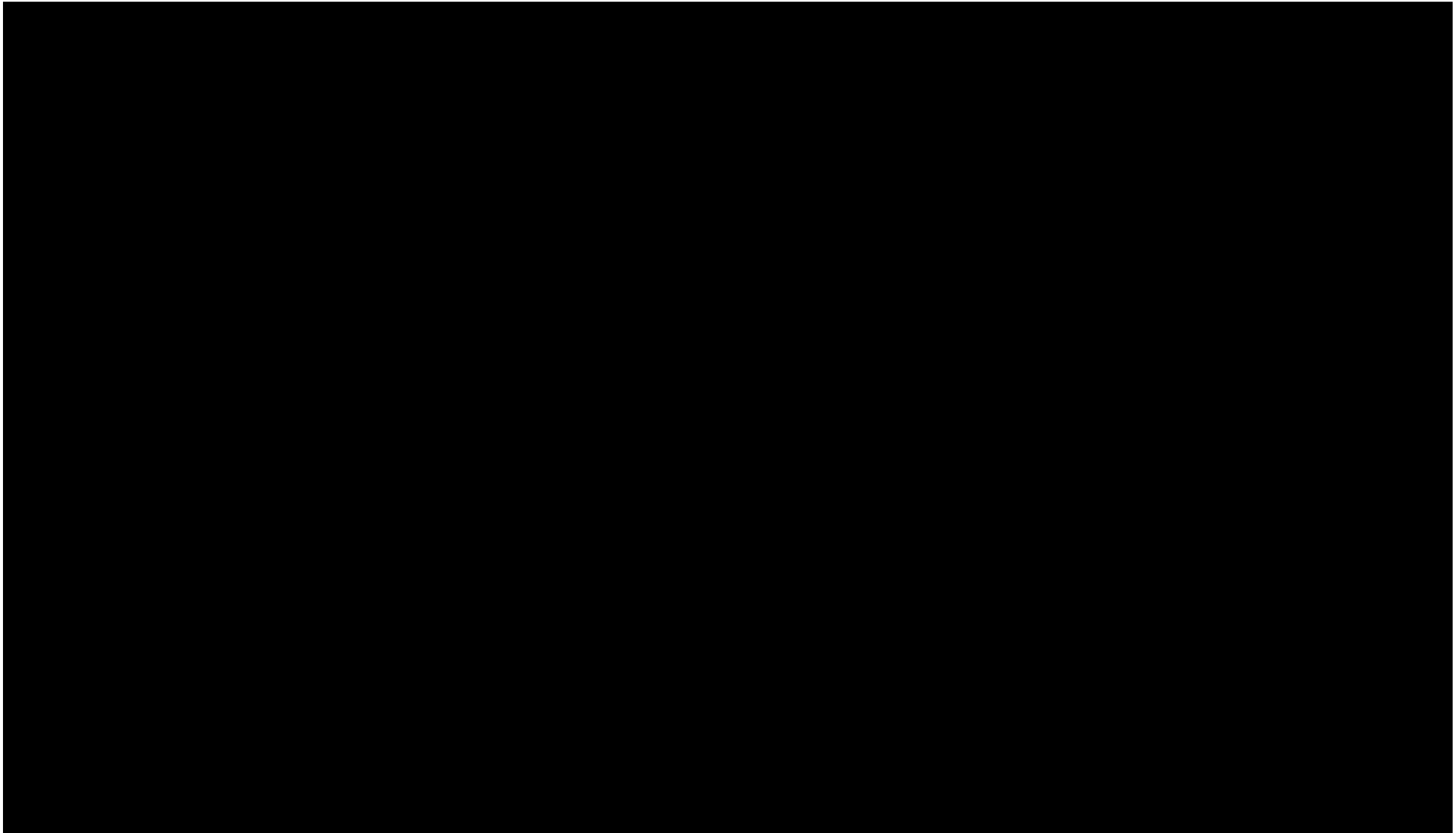




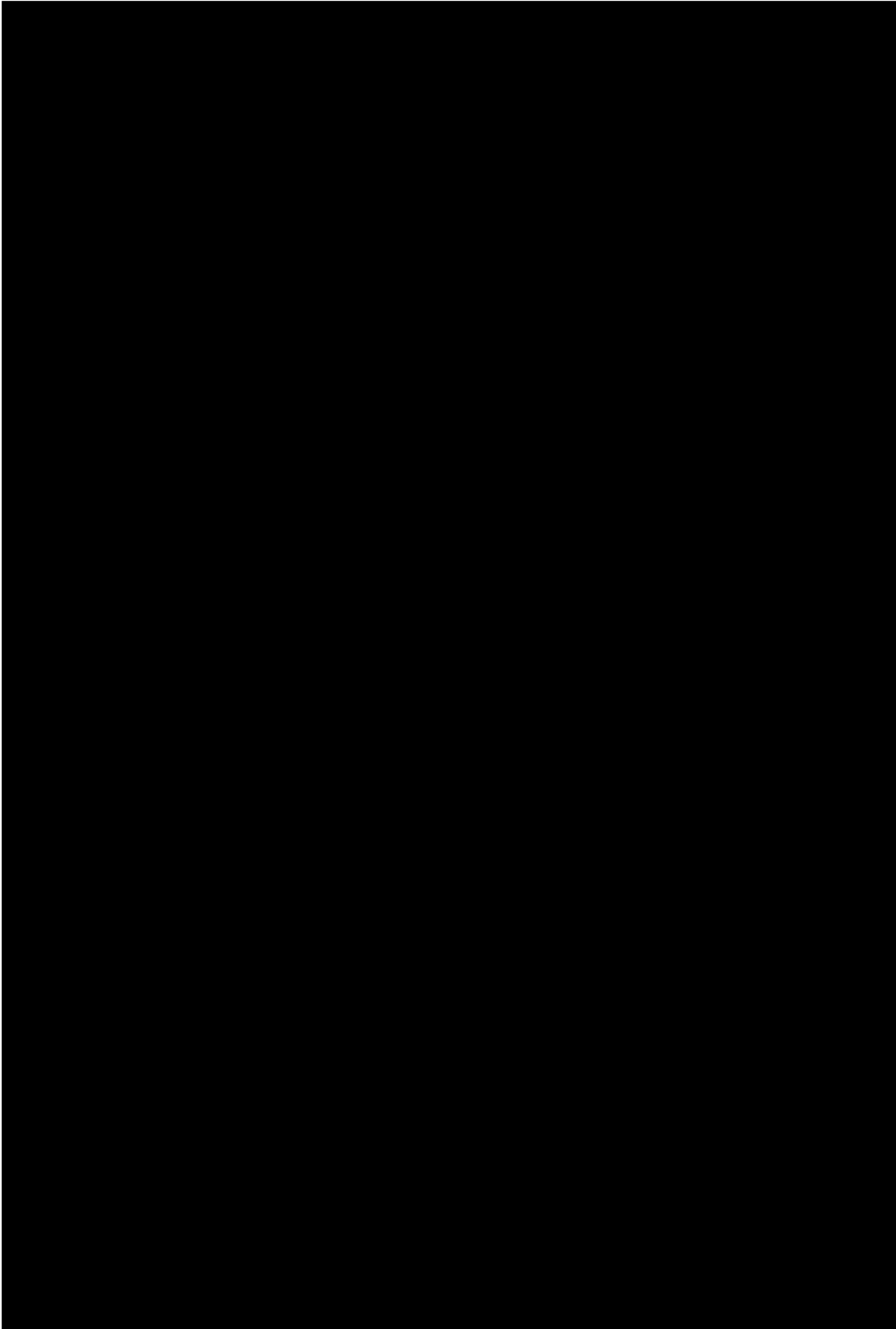


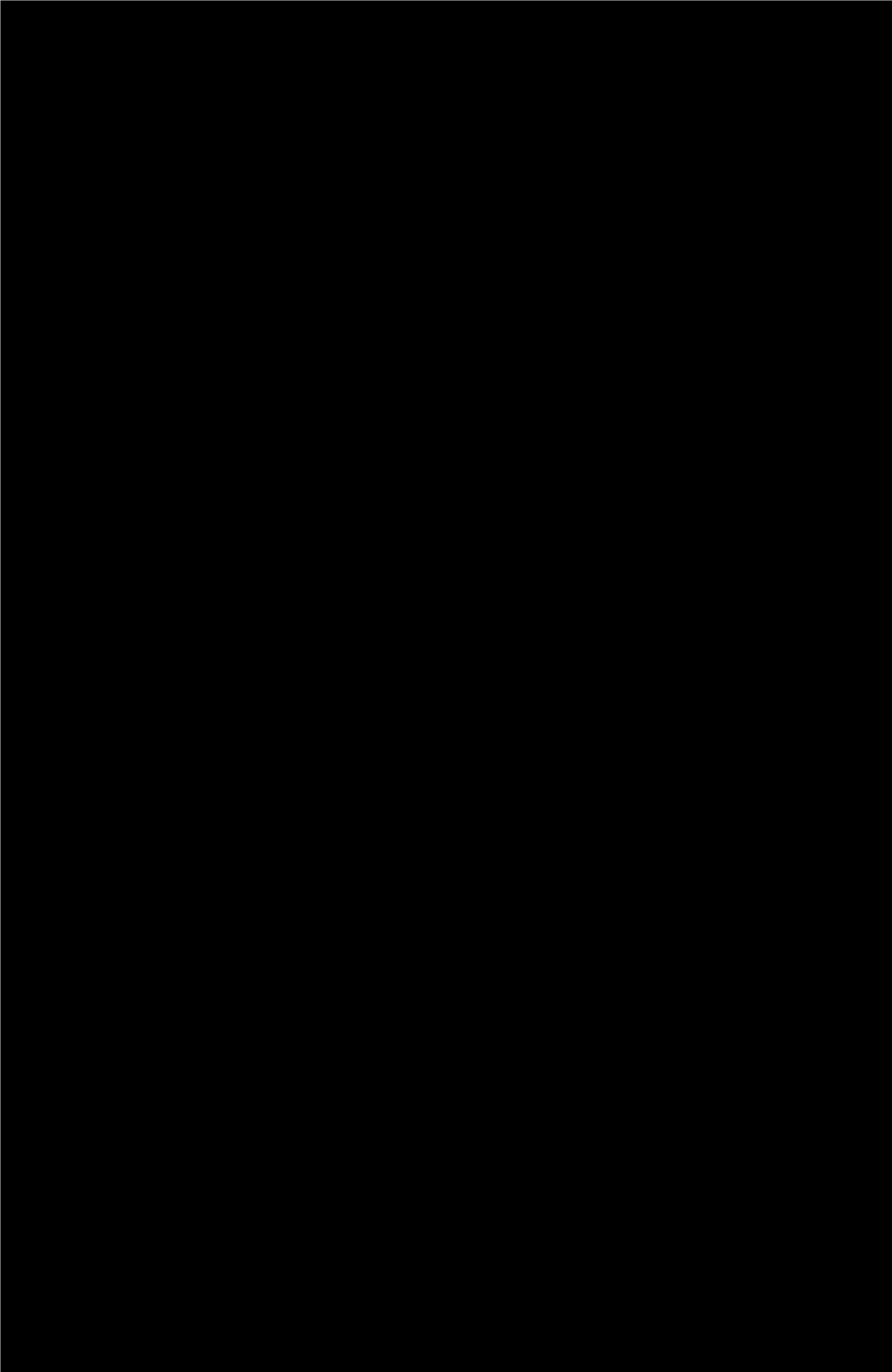
The full proposed media plan for the Healthy Eating / Discretionary Foods campaign is shown overleaf.

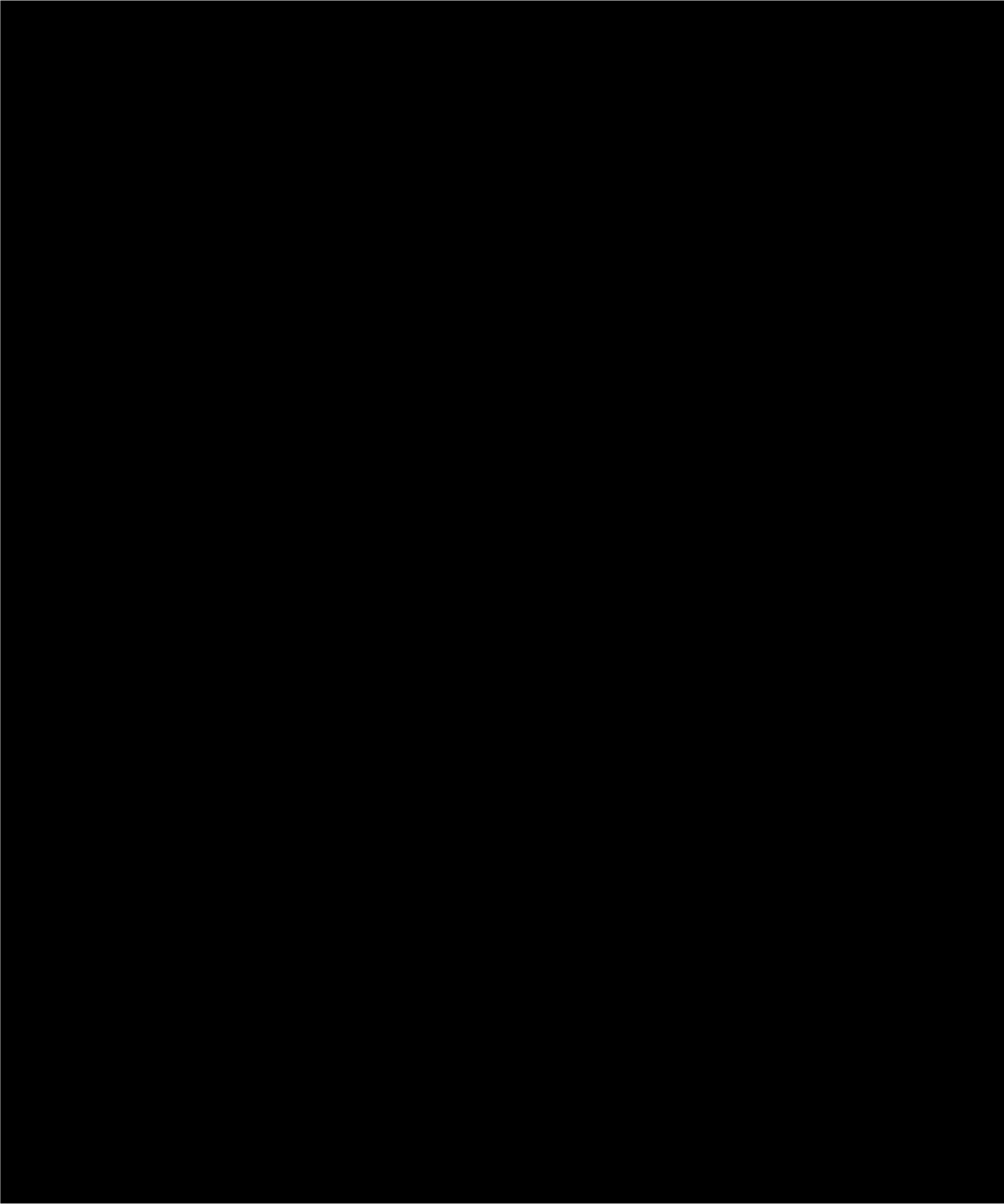
5.7 Food Standards Scotland: Proposed Media Plan



5.8 Campaign Measurement







6. Pricing Comment

We have completed the historic pricing matrix as requested, and which is attached separately.

The costs quoted in the media plan in this document are also all based on the pricing guarantees given in our initial Scottish Government Media Buying Roster tender.