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9 May 2016

**MEDIA PLANNING, BUYING AND ASSOCIATED SERVICES FRAMEWORK – REF(SP-14-03)
PROVISION OF MEDIA BUYING AND PLANNING FOR THE FOOD STANDARDS SCOTLAND**

Thank you for your tender for the above requirement.

Having evaluated all the tenders received in response to the mini-competition for this contract, I am writing, on behalf of Food Standards Scotland, to inform you that on this occasion your tender has not been successful. The contract has been awarded to Republic of Media Ltd.

The table below shows the individual scores given against the published criteria in respect of your submission and those of the winning tenderer.

Criteria	Criteria Weighting	The Media Shop	Winning Tenderer
1 – General Understanding of Requirement	30%	15.00	26.25
2 – Expertise and Experience	10%	7.50	8.75
3 – Operational Proposal	60%	37.50	60.00
Overall Quality Score		60	95
Technical Score award (30:70 Quality/Price Ratio)		42.00	66.50
Commercial Score award; (30:70 Quality/Price Ratio)		23.21	26.50
Total Score		65.21	93.00

I have attached an annex which provides a debrief of you tender relative to the winning tenderer.

May I take this opportunity to once again thank you for your interest in this contract. Other contracting opportunities from the Scottish public sector can be found on the Public Contracts Scotland portal.

Yours sincerely

Tommy McPhelim
Senior Portfolio Specialist
on behalf of
Food Standards Scotland

Criterion	The Media Shop	Winning Tenderer
Understanding the Requirement	<p>The response conveyed limited understanding of the issues and challenges facing FSS, and did not demonstrate in-depth understanding of the organisation and our objectives. There was also a limited insight into our audience and examination to our requirements for the forthcoming Healthy Eating campaign. There was however some good added value e.g. real-time digital dashboard, and had clear processes in place for project management.</p>	<p>Demonstrated excellent understanding of FSS' areas of interest, role and remit. Good understanding of current FSS work with the "4 Cs" and "Eat Well Guide" and related them to our requirements. Clear capacity and availability to meet needs.</p>
Expertise and Experience	<p>The team proposed had good experience and expertise and seemed like a good fit for the scale of the account. A slight concern over how long the core team could be taken off current client responsibilities, and how involved the MD would be. Case studies were helpful but might have benefited from a focus on two or three most relevant ones. The 'snacking profile' element of the CVs were a good idea.</p>	<p>Proposed a strong team, with a good range of relevant experience and expertise and sufficient senior input and support. Very clear lines of responsibility and contacts. Limited use of case studies, however clear detail of previous projects each member of the team has worked on.</p>
Operational Proposal	<p>Clearview method gave a clear structure to the proposed strategy. A good use of research resources, and some useful insights into the issues and audience. Good understanding of behavioural science to underpin media strategy demonstrated. However, there was some concern over loss of editorial control with Bauer competition, and the suggested prize is not on-campaign or on-audience. However, 'trigger moments' approach to media selection strong.</p>	<p>Very insightful response to the Healthy Eating campaign brief. Demonstrated understanding of the key issues the campaign faces, with a strong insight into the target audience and 'snacking moments of weakness', and a strategy and plans with a very strong rationale backing up the recommendations. Channel selection made sense and the identification of the 'tipping point' where excessive TV frequency leads to wastage was particularly helpful and demonstrated the agency would help FSS make best, most cost-effective use of media spend. Digital recommendations were well thought out, with supporting rationale and an innovative approach.</p>

