

Aberdeen & Aberdeenshire Tourism Company Limited
T/A



Invitation to Tender
For
VisitAberdeenshire Media Buyer
Aberdeen & Aberdeenshire Tourism Company Limited
April 2026

1. INTRODUCTION

VisitAberdeenshire is the recognised destination management organisation and lead body for tourism serving Aberdeen and Aberdeenshire. Its primary purpose is to deliver the tourism strategy for the area and its remit embraces both destination marketing and destination development. VisitAberdeenshire's ultimate goal is to lift the economic impact of tourism in the region.

VisitAberdeenshire is a not-for-profit company limited by guarantee; transparent, accountable to its stakeholders and reinvesting any trading surplus in the destination tourism offer. VisitAberdeenshire is open and inclusive in its approach, inviting all those with a strong interest in travel and tourism to be part of their activities and communications network. It is engaged with all parts of the industry and across the region.

VisitAberdeenshire's activity is shaped around four core areas, all of which are informed by customer, market and industry insight. In support of these disciplines VisitAberdeenshire has established a flexible, knowledgeable and professional [team](#).

- **Market development. Increase awareness, visits and associated spend**
 - *Region-wide and year-round promotion including targeting higher value visits and promotion including targeting higher value visits*
- **Foster innovation, growth and collaboration among local businesses**
 - *Insight-driven initiatives to benefit businesses and the visitors experience.*
- **Sector leadership**
 - *An authentic and informed voice for the visitor economy.*
- **Business transition & corporate performance**
 - *Continued operational excellence in a changing environment*

Tourism is one of the engine rooms of the Scottish economy. At its heart, this is a sector that inspires people to enrich their lives by exploring a world beyond their own backyard, and importantly, it enriches the livelihoods of those who serve them across a diverse range of businesses.

Since 2021, the North-east visitor economy has experienced significant growth and is now valued at nearly £1.3 bn pa.

Aberdeen and Aberdeenshire offer fantastic tourism experiences to its visitors, including 263 castles forming part of the longest castle trail in Europe, some 50 golf courses, a host of museums, nine National Trust for Scotland properties, an emerging adventure tourism offer, many gardens and buildings of interest, unique preserved fishing villages, and 165 miles of dramatic coastline.

VisitAberdeenshire values

Collaborative - we work in partnership, internally and externally to work towards our company vision.

Ambitious - we are creative, forward-thinkers and passionate about what we do.

Responsible - we take an environmentally responsible and insights driven approach, operate inclusively and are respectful of others.

Empathetic - we listen and respond to the needs of others.

2. PROJECT BACKGROUND

VisitAberdeenshire is seeking appropriate tenders for a media buyer for the 2026-2027 and 2027-2028 financial years (until 31 March 2028 with the option to extend by a further 12 months if agreed by both parties) to negotiate the purchase of media and advertising space while ensuring best price and quality placement of ads to meet brief objectives.

VisitAberdeenshire visitor campaigns display the very best of what the region has to offer for visitors, and locals.

The successful vendor will not only fulfil the technical requirements of this Invitation to Tender but will also be a great cultural fit for VisitAberdeenshire and have common values (detailed above). Excellent communication skills, a highly skilled account management service, clear and accurate invoicing, and the ability to manage competing demands are essential to the success of the relationship.

VisitAberdeenshire delivers a year-round programme of highly targeted campaigns with a digital bias across the UK. During the year, VA typically delivers several seasonal campaigns (spring, autumn and winter), both standalone and with partners such as Mackie's of Scotland and Loganair.

The successful vendor will also manage and maintain VA's Google Ads activity, including providing monthly or quarterly reporting with recommendations for optimisation.

3. PROCUREMENT SCOPE / SPECIFICATION

To ensure best value, VisitAberdeenshire is inviting quotes from suitably skilled and experienced media buying companies to undertake media buying procurement, management and associated services from June 2026 - March 2028.

This should include monthly 'always on' account management of Google ads/paid search.

Media buy requirements will vary from brief to brief depending on specific campaign objectives and budget. In addition to response to brief/media plan proposals and the management and implementation of media purchase, VisitAberdeenshire requires weekly progress reports (unless otherwise agreed) and benchmarking of campaign performance, including recommendations for optimisation, and full and detailed post-campaign reporting.

Project Scope

Proposals should address, but not be limited by, the following key project components:

- Suggested online channels (social, content partnerships, display adv. Etc) to deliver effective tourism marketing campaigns
- Details of relevant skills and expertise
- Examples of previous work
- Details of live and post campaign reporting
- Details of media buyer/client relationship
- Details of commission process
- Details of any costs payable by VisitAberdeenshire

Budget

Media buy budget for FY 26/27 is estimated to be in the region of £80,000 - £100,000 + VAT

Commission to be discussed, but it is expected that majority of commissions will be paid by media and publishing houses direct to the media buyer.

Supporting Material

Upon appointment, VisitAberdeenshire will provide further supporting material, to include previous campaign delivery.

4. PROCUREMENT PROCEDURE & DELIVERY REQUIREMENTS

VisitAberdeenshire are issuing an invitation to quote based on the following timeline:

The ITT will be issued by Ashleigh Pirie	2 April 2026
Note of Interest to be with VA by	14 April 2026
Last date for questions will be	22 April 2026
Tenders should be submitted by	28 April 2026
Shortlist of applications	1 May 2026
Interviews with shortlisted suppliers	6 & 7 May 2026
Media buyer will be appointed by	12 May 2026
Initial project meeting between VA and the successful media buyer	19 May 2026
Work Period	12 May 2026 – 31 March 2028

To respond to this request, please send a written tender proposal by 5pm on 28 April 2026 with your electronic submission to include:

- description of how you propose to deliver media buy (the earlier Project Scope section should inform this narrative)
- an outline of the team who will be responsible for the project, including details of any third-party sub-contractors
- a summary of previous similar work
- contact details of at least two relevant referees where similar work has been undertaken; and
- detailed costs of payment/commission process

Tender proposals should be submitted electronically to Ashleigh Pirie, Marketing Manager Ashleigh.pirie@visitabdn.com by 5pm on 28 April 2026. Tenders submitted after this date will not be considered.

All tender proposals submitted will be assessed, in conjunction with all other proposals submitted, against the evaluation criteria detailed below.

Any questions relating to the ITT (Invitation to Tender) should be submitted electronically to Ashleigh Pirie, Marketing Manager, ashleigh.pirie@visitabdn.com. The last date for questions is by 5pm on 22 April 2026. Questions submitted after this date will not be reviewed.

5. EVALUATION CRITERIA

The following evaluation criteria will be applied to all proposals received:

All submissions will be scored on both price and quality. The contract will be awarded to the supplier who receives the highest total score. The overall Price: Quality split for this project will be 40%:60% respectively.

Any mandatory requirements or thresholds identified in the brief must be met before the submission will be evaluated further. You must address each of the evaluation criteria in your submission in order to receive a score.

Price Criteria	Weighting %
Overall Price reflecting value for money	100%
Total	100%

Quality Criteria	Weighting %
Demonstrate understanding of the specific project requirements detailed in the scope of services and methodological options presented	40%
Evidence relevant experience, including details of at least 2 previous examples of work that are relevant to this tender	20%
Demonstrate understanding of project timescales and linkages between each project component	40%
Total	100%

Each of the criteria will be scored using the scale below:

- 0 – Unacceptable – Nil or inadequate response. Fails to demonstrate an ability to meet requirement;
- 1 – Poor – Partially relevant but generally poor response. Demonstrates some understanding of the requirement but contains insufficient/limited detail or explanation to demonstrate how the requirement will be met;
- 2 – Acceptable – Relevant and acceptable response. Demonstrates a broad understanding of the requirement but lacks detail or explanation to demonstrate how the requirement will be met in certain areas;
- 3 – Good – Relevant and good response. Sufficiently detailed to demonstrate a good understanding of the requirement and provides an explanation of how the requirement will be met;
- 4 – Excellent – Completely relevant and excellent overall response. Comprehensive and clear and demonstrates a thorough understanding of the requirement and provides a concise and persuasive explanation of how the requirement will be met in full.

6. LEGAL & CONTRACTUAL

Any contract to follow from this procurement process will be between Aberdeen & Aberdeenshire Tourism Company Limited (T/A VisitAberdeenshire) and the successful tenderer. This procurement and the legal form of any contract to follow therefrom will be in accordance with this Invitation to Quote, and shall be governed by the Law of Scotland, and Aberdeen & Aberdeenshire Tourism

Company Limited (T/A VisitAberdeenshire) standard terms and conditions of business, (which will be supplied).

Tenderers must ensure that they are fully aware of all relevant statutory, regulatory and other requirements and should seek necessary advice before submitting a response.

The contract to follow from this procurement process shall continue for the period identified in the tender, however Aberdeen & Aberdeenshire Tourism Company Limited reserves the right to terminate the contract prior to the expiry of the Term in certain situations in accordance with this Invitation to Quote. In particular, Aberdeen & Aberdeenshire Tourism Company Limited shall be entitled to terminate the contract prior to the expiry of the Term if, in its sole discretion, it considers that the selected tenderer is not performing the contract in a satisfactory manner (including without limitation poor performance and progress on the part of the selected tenderer). For the avoidance of doubt, the continuation of the contract for the full Term shall be dependent on the satisfactory performance of the contract by the selected tenderer, which shall be determined at Aberdeen & Aberdeenshire Tourism Company Limited sole discretion.