

14 February 2025

Your request for information under the Freedom of Information (Scotland) Act 2002 (“the Act”)

Thank you for your request for information which was received by VisitScotland on 28 January 2025, requesting information regarding video and animation production contracts:

*I am requesting information about video and animation production contracts and tender exercises conducted by VisitScotland between 17th January 2022 and 17th January 2025.
I would prefer to receive this information by email please.*

This request covers all contracts/tenders for:

- *Live action video production*
- *Animation and motion graphics*
- *Brand/corporate films*
- *Training videos*
- *Documentary content*
- *Social media video content*
- *Educational films*
- *Promotional videos*
- *Event filming*
- *Aerial/drone filming*
- *Interactive video content*
- *Any combination of the above*

Specifically, I am requesting:

1. *Contract Information:*
 - *Names of successful suppliers awarded contracts*
 - *Contract values awarded*
 - *Duration of contracts*
 - *Contract start and end dates*
 - *Brief description of production requirements*
 - *Whether the successful supplier was an incumbent or new supplier*
2. *Tender Process Details:*
 - *Number of bids received for each tender*
 - *Advertised budget (if different from final contract value)*
 - *Highest and lowest bid values received*
 - *Evaluation criteria weightings used (e.g. quality/price split)*
3. *Procurement Information:*
 - *Whether any tenders were cancelled or reissued in this period*
 - *If cancelled/reissued, the reasons why (if this can be shared)*
 - *Number of clarification questions received per tender*
 - *Whether contracts were delivered on time and on budget*

VisitScotland's response

Please see attached the answers to your queries above.

Please note that the line items from page 2 onwards are contracts made with social media influencers. This is content that is not provided for or hosted on VisitScotland's own website or social media channels, but which is posted to the influencer's own channels, tagging VisitScotland appropriately to signal that this is sponsored content. While this is therefore not a contract directly for video production, we felt that this information fell within the scope of your request.

Separately, we consider that some of the information contained within our response is exempt from disclosure in terms of Section 33 of the Act. It is our position that disclosure of every individual fee paid to an influencer would, or would be likely to, prejudice substantially the interests of both VisitScotland and the influencers in terms of Section 33 (1)(b) of the Act, and therefore we have redacted this from our response. We have included a note of the fee where this is above £25,000.

Your right to request a review

If you wish to request a review of your application under either the Freedom of Information (Scotland) Act 2002 or the Environmental Information (Scotland) Regulations 2004, your request should be submitted to us in writing, or another permanent format (for example e-mail or voice recording) to:

Ms Vicki Miller
Chief Executive
VisitScotland
Waverley Court
4 East Market Street
Edinburgh
EH8 8BG

Telephone: 0131 473 3603
E-mail: vicki.miller@visitscotland.com

The request for a review should be received by us within 40 days of the date of this letter. Any request for a review should also set out, in as much detail as possible, the reasons why you are not satisfied with our response or the manner in which we have dealt with your application

If you are not satisfied with the result of the review, then you have the right to appeal to the Scottish Information Commissioner.

You can contact the Scottish Information Commissioner at:

Scottish Information Commissioner
Kinburn Castle
Doubledykes Road
St Andrews
Fife
KY16 9DS

Telephone: 01334 464610

Fax: 01334 464611

Email: enquiries@itspublicknowledge.info

You also have the right to appeal to the Court of Session in Scotland on a point of law concerning our response.

Names of successful suppliers	Union Advertising	Rob McDougall Photography Ltd	Whitespace
Contract value awarded	£500,000.00	£28,123.00	full value not applicable. This particular Purchase Order £34,590
Duration of contract	2 years	9 months	full duration of contract 24 months
Start date of contract	01/09/23	20/04/22	15/07/21
End date of contract	31/08/25	01/02/23	14/07/23
Brief description of production requirements	Provision of Content Production for Brand and Global Marketing	To capture filmed footage and photography at a selection of scotland's Year of Stories 2022 Events	To appoint a single supplier who will work with the in-house Content Team at VisitScotland to design, develop and deliver digital and creative content to support owned, earned (including partner) and paid media activity, including innovative recommendations.
Successful supplier incumbent or new?	New	New project, so no incumbent	Incumbent
Number of bids received per tender	3	2	1
Advertised budget	£750,000 (inc extras, day rates etc)	£30,000.00	n/a
Highest bid received	£239,579.68 + extras (day rates etc)	£29,938.00	n/a
Lowest bid received	£44,158 + extras (day rates etc)	£28,123.00	n/a
Weightings used in evaluation	Technical 60%; Cost 40%	Technical: 60%; Price 40%	technical 60%; Cost 40%
Were any tenders cancelled or reissued in this period	No	No	No
Reasons why	n/a	n/a	n/a
Number of clarification questions received per tender	0	1	0
Contract delivered on time?	Contract not ended	Yes	Yes
Contract delivered on budget?	Contract not ended	Yes	Yes

John Duncan Filmmaker	Black Scottish Adventurers	The Press Association Limited	TBH Digital Limited
n/a	n/a	n/a	REDACTED
n/a	n/a	n/a	Three months
n/a	n/a	n/a	18/12/24
n/a	n/a	n/a	31/03/25
Brand content footage of Calanais Standing Stones for use in campaign outputs	Filming services for hillwalking content	Filming package for opening of Unboxed programme in Paisley	A winter break in Scotland, showcasing things to do, where to stay and what to eat in Edinburgh, as well as ease of travel to get here and a countryside escape as per the Full Itinerary
n/a	n/a	n/a	n/a
n/a	n/a	n/a	n/a
n/a	n/a	n/a	n/a
n/a	n/a	n/a	n/a
n/a	n/a	n/a	n/a
n/a	n/a	n/a	n/a
n/a	n/a	n/a	n/a
n/a	n/a	n/a	n/a
Yes	Yes	Yes	Yes
Yes	Yes	Yes	No

Brockmoller, Anna; Roth, Yannik
GbR

PVJ

Lawlor Outdoors Ltd

Niamh Mackinnon

REDACTED
Two months
10/10/24
31/12/24

REDACTED
Three months
03/10/24
31/12/24

REDACTED
Three months
19/09/24
01/02/25

REDACTED
Four months
27/05/24
30/09/24

German autumn influencer activity
2024. Promotion of autumn breaks
in Perthshire.

French autumn activity 2024.
promotion of autumn breaks in
Perthshire

Promoting nighttime kayaking in the
Cairngorms

Promoting outdoor adventures in
Loch Lomond

n/a

n/a

n/a

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Yes
Yes

n/a
Yes
Yes

n/a
Yes
Yes

Thread Talent Limited

Thread Talent Limited

MVE Management Ltd

Philippa Perriam

REDACTED

REDACTED

REDACTED

REDACTED

Three months

One month

One month

One month

08/05/24

20/02/24

06/02/24

05/02/24

31/08/24

01/03/24

23/02/24

15/03/24

Capture of video footage promoting a stay on Shetland

Capturing Uist to promote a trip to the island

Promo of cosy stays in Scotland

Visit to Tea with Naughty Sheep

n/a

n/a

n/a

n/a

n/a

n/a

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Yes

Yes

Yes

Yes

Yes

Yes

Yes

Yes

Lauren Mackenzie-Smith

Get Stuff Done Ltd

History with Beth

Lawlor Outdoors Ltd

REDACTED

REDACTED

REDACTED

REDACTED

One month

One month

Two months

One month

22/01/24

19/12/23

30/11/23

26/09/23

25/01/24

08/01/24

22/01/24

11/10/23

Promo of Burns Night and Gaelic

Promo of V&A and Dundee as a family friendly day out

History of Rabbie Burns around Alloway and Brig O'Doon

Showcasing Scotland's landscapes, with a view on protecting for future generations

n/a

n/a

n/a

n/a

n/a

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Yes

Yes

Yes

Yes

Yes

Yes

Yes

Yes

Carolyn Stritch

Sixteenth Limited

Isle of Skye Media

Sauce Management Ltd

REDACTED

REDACTED

REDACTED

REDACTED

Four months

Five months

Two months

One month

29/08/23

22/05/23

10/05/23

17/04/23

17/12/23

31/10/23

11/07/23

31/05/23

Promotion of short breaks in Scotland to show how easy it is to get around, the amazing experiences on offer and how easy it is to plan a break in Scotland

Promotion of wellbeing breaks in Scotland

Content to support July marketing of "support local"

Showcasing attendance at Food & Drink Scotland Tourism Conference in Glasgow and food and drink locations in Glasgow

n/a

n/a

n/a

n/a

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Yes

Yes

Yes

Yes

Yes

Yes

No

Yes

James Campbell

TBH Digital Limited

Greig McBride

Bryan Walker

REDACTED
One month
17/04/23
08/05/23

REDACTED
Two months
22/03/23
05/05/23

REDACTED
One month
14/03/23
27/03/23

REDACTED
Two months
14/03/23
30/04/23

Visit East Lothian campaign

Promotion of May marketing theme
of Slow Travel

Promo of UNESCO sites - New
Lanark World Heritage Site; Wester
Ross Biosphere

Promotion of Scotland's UNESCO
trail

n/a

n/a

n/a

n/a

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Yes

Yes

Yes

Yes

Yes

Yes

Yes

Yes

Gabrielle Secomb-Flegg

Girls around Scotland

Viktorija Peculyte

The Artists Partnership Limited

REDACTED

REDACTED

REDACTED

REDACTED

One month

One month

One month

One month

06/03/23

23/02/23

17/02/23

16/01/23

12/03/23

30/03/23

20/03/23

20/01/23

Shetland promo as part of the Spirit of the Highlands & Islands

Focus on visit to GoMA and Glasgow Women's Library; Visit to Dunfermline Carnegie Library and Galleries & Carnegie Birthplace Museum

Showcasing how easy it is to visit East Lothian from Edinburgh

Burns Supper recipe video

n/a

n/a

n/a

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Yes

Yes

Yes

Yes

No

Yes

No

Yes

Rebecca Lamb

Sixteenth Limited

Just Jess Food Limited

Hayley Phillips

REDACTED

REDACTED

REDACTED

REDACTED

One month

Four months

One month

One month

14/12/22

05/12/22

12/10/22

13/10/22

16/12/22

31/03/23

27/10/22

23/10/22

Spotlight on Aberdeen - short breaks

Content to feature Scotland as a great destination for a cosy winter escape

Citylink partnership to showcase flexibility and ease to take short day trips around Scotland

Citylink partnership to showcase flexibility and ease to take short day trips around Scotland

n/a

n/a

n/a

n/a

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n/a

n/a

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Yes

Yes

Yes

Yes

Yes

Yes

Yes

Yes

Becca Barr Management Ltd	The Fifth, News UK & Ireland Ltd	Sixteenth Limited	Somewhere Wilder
REDACTED	REDACTED	REDACTED	REDACTED
Three months	Four months	Four months	One month
29/09/22	26/08/22	24/08/22	18/07/22
31/12/22	31/12/22	31/12/22	08/08/22
Content to capture the Spirit of the Highlands, including the natural and cultural heritage	Promotion of a trip around Arran, Clyde coast, Mull, Stornoway, Islay with Calmac ferries	Promotion of Autumn Escapes in Scotland	Promotion of Visitor Management capaign inc Scottish Outdoor Access Code, Wild Camping, Hiking/Walking/Responsible Dog Walking
n/a	n/a	n/a	n/a
n/a	n/a	n/a	n/a
n/a	n/a	n/a	n/a
n/a	n/a	n/a	n/a
n/a	n/a	n/a	n/a
n/a	n/a	n/a	n/a
n/a	n/a	n/a	n/a
Yes	Yes	Yes	Yes
Yes	Yes	Yes	Yes

Insanity Talent Management Ltd c/o Postcardsbyhannah Limited	The Life of Hadia	Girls around Scotland	Exploring Edinburgh
REDACTED	REDACTED	REDACTED	REDACTED
Twelve months	One month	One month	One month
12/07/22	24/06/22	24/06/22	16/06/22
03/07/23	31/07/23	31/07/22	30/06/22
Promo of ease of using Caledonian Sleeper to get away to Scotland	Content created as part of Museum Galleries Scotland campaign to support museums's and galleries in Scotland's cities	Content created as part of Museum Galleries Scotland campaign to support museums's and galleries in Scotland's cities	Content created as part of Museum Galleries Scotland campaign to support museums's and galleries in Scotland's cities
n/a	n/a	n/a	n/a
n/a	n/a	n/a	n/a
n/a	n/a	n/a	n/a
n/a	n/a	n/a	n/a
n/a	n/a	n/a	n/a
n/a	n/a	n/a	n/a
n/a	n/a	n/a	n/a
n/a	n/a	n/a	n/a
Yes	Yes	Yes	Yes
Yes	Yes	Yes	Yes

Simply Emma	The Breastest News (aka scottishbeardman)	DearNatashaLou	Derek Mccrimmon Drone Photography
REDACTED	REDACTED	REDACTED	REDACTED
Two months	Two months	One month	Two months
16/06/22	16/06/22	14/06/22	01/06/22
31/07/22	31/07/22	15/07/22	15/07/22
Content created as part of Museum Galleries Scotland campaign to support museums's and galleries in Scotland's cities	Content created as part of Museum Galleries Scotland campaign to support museums's and galleries in Scotland's cities	Paid partnership activity to support the content theme of History & Culture and Edinburgh being a UNESCO City of Literature.	Content created under the theme of History & Culture, with a focus on the following messaging: - Exploring Scottish history helps people make a real connection with the places they visit - Engaging with Scottish history is an enriching experience that lasts beyond your visit
n/a	n/a	n/a	n/a
n/a	n/a	n/a	n/a
n/a	n/a	n/a	n/a
n/a	n/a	n/a	n/a
n/a	n/a	n/a	n/a
n/a	n/a	n/a	n/a
n/a	n/a	n/a	n/a
n/a	n/a	n/a	n/a
Yes	Yes	Yes	Yes
Yes	Yes	Yes	Yes

Sixteenth Limited

Rubber Hobo

William Nesnidal

Devrie Donalson

REDACTED

REDACTED

REDACTED

REDACTED

Seven months

Two months

One month

Two months

25/05/22

30/04/22

14/04/22

12/04/22

31/12/22

16/05/22

30/04/22

30/05/22

Promoting Scotland as a great destination for a Wellness escape

Content created under the broad theme of Family Breaks. Key messages include: o Places to stay in Scotland are family-friendly o Scotland is the perfect place for children to explore the outdoors and be active.

Part of the #ScotlandIsCalling campaign, content including Edinburgh and Highlands

Content to support theme of Off The Beaten Track with key messages of Scotland waiting to be explored and Scotland Offers unique and new experiences

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Yes

Yes

Yes

Yes

Yes

Yes

Yes

Yes

Sixteenth Limited	Just Me Rod, Inc	Kinging-It Ltd	Sixteenth Limited
REDACTED	\$47,822.00	REDACTED	REDACTED
Five months	Three months	Four months	Two months
06/04/22	24/03/22	14/03/22	01/03/22
31/08/22	30/06/22	03/07/23	30/04/22
Promo of Glasgow as a perfect weekend escape	Showcasing Scotland to America audiences	Showcasing the ease of getting to Edinburgh via train and the cultural side of Edinburgh	Promotion of long weekend in Edinburgh and Glasgow from London with vegan food and drink options
n/a	n/a	n/a	n/a
n/a	n/a	n/a	n/a
n/a	n/a	n/a	n/a
n/a	n/a	n/a	n/a
n/a	n/a	n/a	n/a
n/a	n/a	n/a	n/a
n/a	n/a	n/a	n/a
n/a	n/a	n/a	n/a
Yes	Yes	Yes	Yes
Yes	Yes	Yes	Yes

Stephanie Kitching – The wee
Scottish explorer

Iona's Adventures

Rachael McQueen

EI8HT Ltd formerly known as
YELLOWMOTO Ltd.

REDACTED
One month
22/02/22
28/02/22

REDACTED
One month
22/02/22
28/02/22

REDACTED
One month
17/02/22
07/03/22

REDACTED
Two months
17/02/22
30/04/22

Content around Outdoor Adventures	Content around Outdoor Adventures	Content based around golf as part of the "Outdoor Adventures" theme	Content based on Family Breaks
n/a	n/a	n/a	n/a
n/a	n/a	n/a	n/a
n/a	n/a	n/a	n/a
n/a	n/a	n/a	n/a
n/a	n/a	n/a	n/a
n/a	n/a	n/a	n/a
n/a	n/a	n/a	n/a
n/a	n/a	n/a	n/a
Yes	Yes	Yes	Yes
Yes	Yes	Yes	Yes

Bryan Walker

Spaniels Social (Hollie Jenkins)

REDACTED

REDACTED

One month

One month

17/02/22

27/01/22

28/02/22

28/02/22

Content around Outdoor Adventures Content around Outdoor Adventures

n/a

n/a

n/a

n/a

n/a

n/a

n/a

n/a

n/a

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n/a

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Yes

Yes

Yes

Yes