

NOTICE OF PARTICIPATION

On procurement: PR&Communication services for Romania2023

1. Name of contracting authority: PI "National Office for Vine and Wine
IDNO: 1013620012945
2. Address : RM. mun. Chişinău, str. Sfatul Ţării, 59
3. Telephone number :+373 22 105 560/ 37360012327
4. E-mail address: ccebotari@wineofmoldova.com, www.wineofmoldova.com
5. The e-mail address or the official web page from which access to the award documentation can be obtained: the award documentation is attached within the procedure in SIA RSAP
6. Type of contracting authority and main object of activity (if applicable, mention that the contracting authority is a central purchasing authority or that the procurement involves another form of joint procurement):
7. The buyer invites interested economic operators, who can satisfy his needs, to participate in the procurement procedure regarding the delivery/provision of the following goods/services:

No. d/o	Code CPV	Name of the goods	Unit of measurement	The amount	Full technical specification requested
LOT 1. DEVELOPMENT SERVICES OF THE ANNUAL COMMUNICATION STRATEGY, THE IMAGE STRATEGY, THE CALENDAR COMMUNICATION PLAN WITH THE CREATION OF COMMUNICATION MATERIALS NECESSARY FOR THE PROMOTION OF THE WINE OF MOLDOVA COUNTRY BRAND ON THE ROMANIAN MARKET					
1.1		Services for the development of the annual communication strategy and the communication calendar plan on the Romanian market	Serv.	1	The agency will analyze the communication possibilities of the Wine of Moldova country brand on the Romanian market and will develop: 1. Annual communication strategy; 2. The communication calendar plan for the period April 2023-December 2023. 3. Communication lines and messages 4. Communication channels (PR, digital, media, influencers) 5. Micro campaigns dedicated to events The annual communication strategy will be coordinated and approved by the contracting authority. Execution 10 days after signing the contract.
1.2.		PR services and realization of the annual communication strategy and the communication calendar plan on the Romanian market	Serv.	1	Development of communication tactics and implementation during the contracted period. Content development of press materials (advertorials, interviews). The development of press releases (minimum 4 materials and the creation of press monitoring & follow-up reports to generate appearances. Media trip organization services.

					<p>Continuous mass media relations – The agency will be responsible for questions received from mass media representatives, provision of photo/video content. Sending Adhoc wine samples to the press with logistics costs covered for delivery in Bucharest.</p> <p>The agency will also analyze other communication possibilities of the Wine of Moldova country brand on the Romanian market based on the marketing plan offered by ONVV and will identify:</p> <p>a. PR events for association and/or support, as a result of which Wine of Moldova will have the possibility to benefit from image and visibility in the mass media in Romania (minimum 3 events with a minimum of 3 free appearances in the mass media each (online, TV, radio, written). Note: All the sources necessary to ensure the support of the events (promotional materials and or other type of materials) will be provided by ONVV additionally.</p> <p>b. possibilities to negotiate and conclude free media partnerships with Romanian mass media (with media where no advertising will be placed), where the country brand will get free visibility and free placements of any communication materials (articles , press releases, interviews, video reports, etc.) *The agency will ensure at least 2 media partnerships with each of the following categories of media sources: print media, online, radio and TV. The media partners will be nationally known publications from various media: economic, business, HORECA, food, lifestyle, a radio and a television with national coverage: (for example Ziarul Financiar, Forbes, Wall-Street Journal, România Libera, Adevărul , Radio Europa FM, DigiTV, National Jurnal, HO RE CA etc). **Targeted media will be from the top 10 media with national coverage. ***The economic agent will justify its offer by presenting the BRAT report with the audience of each media medium. The agency will follow media appearances, content creation to ensure partnerships, delivery of online, radio, TV materials.</p> <p>The agency will send monthly during the mentioned period the action plan for each of the requested tasks and will execute the necessary communication materials for their proper implementation.</p>
1.3		Advertisements & Interviews (print & online)	serv	8	<p>The agency will analyze possibilities to negotiate and conclude free media partnerships with Romanian mass media (with media where no advertising will be placed), where the country brand will get free visibility and free placements of any communication materials (articles, press releases, interviews, video reports, etc.) *The agency will ensure at least 2 media partnerships with each of the following categories of media sources: print media, online, radio and TV. The media partners will be nationally known</p>

					<p>publications from various media: economic, business, HORECA, food, lifestyle, a radio and a television with national coverage: (for example Ziarul Financiar, Forbes, Wall-Street Journal, România Libera, Adevărul , Radio Europa FM, DigiTV, National Jurnal, HO RE CA etc). **Targeted media will be from the top 10 media with national coverage. ***The economic agent will justify its offer by presenting the BRAT report with the audience of each media medium. The agency will follow media appearances, content creation to ensure partnerships, delivery of online, radio, TV materials.</p> <p>1. Forbes Magazine (print&online) – an article/interview with ONVV management for an elevated business audience to present the evolution of Wine of Moldova and the wine industry over time. 2. Libertatea (print & online) – an online article on libertatea.ro and a printed page in the newspaper. 3. Hotnews (online) - an article on g4media.ro and post in Social Media.</p> <p>The agency will send monthly during the mentioned period the action plan for each of the requested tasks and will execute the necessary communication materials for their proper implementation.</p>
1.4.		Articles in specialized publications (online&print)	serv	4	<p>1. TrendsHRB (print&online) – an online article on trendshrb.ro & a page in the magazine (print) 2. Piața magazine (print&online) – an online article on piata.ro magazine and a page in the magazine 3. Vinul.ro – an online article 4. Vinuripovestite.ro – an online article</p>
II.COLLABORATION SERVICES WITH INFLUENCERS & PRESS TRIP					
2.1		Collaboration with influencers	serv	2	<p>Identifying and collaborating with 4-5 renowned Romanian influencers, nano and micro-influencers who have over 50 thousand followers in the field of wine&food pairing, travel&cooking, etc., among which the partnership with Chef Florin Dumitrescu and Sonia Argint, who will ensure the following online content, should preferably be ensured and participation in the event: - 2 posts on Social Media (feed) with redistribution rights - 2 IG stories and redistribution rights - Participation in the press/media trip in Moldova. All list of influencers will be agreed and approved by ONVV.</p>
III.SOCIAL MEDIA MAINTENANCE					
3.1		Social Media Management	serv	8	<p>The agency will be responsible for managing the dedicated Social Media pages as follows: Wine of Moldova Romania FACEBOOK page: The agency will develop a monthly B2C posting plan - Content plan at least 12 units per month of which 8 dedicated to wine + 4 posts dedicated to wine tourism;</p>

					<ul style="list-style-type: none"> - Copywriting 12 units monthly - Ads management 4 units monthly - Monitoring and reporting 1 unit monthly - Creating visuals for Social Media and providing visual content during events. - Preparation of proposals for visuals and content for Social Media depending on the engagement of the pages and their approval by ONVV - Organization of a photographer at the events organized in RO, to provide pictures and video from the event to be used for promotion purposes. - Contests and organic community activation mechanisms <p>INSTAGRAM:</p> <ul style="list-style-type: none"> - Realization of the monthly plan of B2C posts; - 4 posts per week, 3 of which are dedicated to wine + 1 post dedicated to wine tourism; - Instagram Ads for 15 posts/month; <p>KPIs:</p> <p>Estimated monthly reach: +100 thousand; New followers per page annually: +15 thousand; Contests and organic community activation mechanisms.</p> <p>LinkedIn:</p> <ul style="list-style-type: none"> - Realization of the monthly plan of B2B posts; - At least 8 posts per month - Carrying out corporate interviews, 1 per month
3.2		Organization of the Communication Campaign "National Wine Day"	serv	1	<p>Press release – 2</p> <p>Organization and management of the digital campaign</p> <p>Media coverage – at least 10</p> <p>Post on FB, Instagram, Influencer Posts – 6.</p> <p>Impressions – 2 mil impressions</p> <p>40,000 clicks</p> <p>>450,000+ Romanians (reach, at a display frequency of at least 4 x per cookie)</p> <p>>700,000+ Romanians (reach, at a display frequency of at least 2.5 x per cookie)</p>
IV. PROMOTION EVENTS (PR, radio promotion campaigns, media partnerships)					
4.1		Podcast collaboration	serv	1	<p>Presence/Mention of ONVV and recommendation of brands from the portfolio. The promotion will take place within a minimum of 4 episodes. ONVV will approve the podcast integration action.</p>
4.2		Radio collaboration	serv	1	<p>Organization of radio contests (eg Radio Guerilla or Europa FM) in online & radio format. The ONVV promotion will take place for 2 weeks. A listener contest will be held and the winner will be awarded.</p>
4.3		Collaboration events	serv	5	<p>Creation & production of Wine of Moldova stands for placement at events as a partner with the participation of wineries from the Republic of Moldova at a minimum of 5 events. Creative proposals, activation proposals during events, booth & production simulations. The stand must</p>

					be elegant, modular, which can be assembled and disassembled for each event. At events, the agency will provide sufficient resources for activations, promotional materials, hostesses, etc.
4.4		Organization service Press visits	serv	1	The agency will be responsible for organizing a press and influencer visit for a number of 8-10 influencers/media representatives. Deliverable: Ensuring at least one article from each participant In total, a minimum of 1.5 - 2 million impressions
V. SPECIAL PROJECTS					
5.1		Special Radio&Editorial projects	serv	5	The economic operator will provide Radio Guerilla Intervention through Radio transmissions with the mention ONVV in the context of events in which Wine of Moldova will participate; - Extended influencer collaboration (Mitos Micleusanu) by creating photo and text content (interviews with specialists present at the event and people from the public, dialogues with exhibitors on topics of interest, news presented during the event, recommendations for consumers, tips&tricks for wine pairing. - Collaborations with famous Romanian sommeliers. They will create insight&creation of photo and text content. - Establishing an editorial project with Vinul.ro. Content publication on Vinul.ro (specialist publication) – 2 extended articles. - Collaborations with VRTW (Wine, Rum, Tapas&Wine). Creative ideas, corner production within the events (photobooth) will be proposed. - Wines for events will be provided by ONVV.
Total Cost : 64 500 EURO					

8. In the case of pre-selection procedures, the minimum number of candidates and, if applicable, their maximum number are indicated. _____

9. If the contract is divided into lots, an economic operator can submit the offer (to be selected):

- 1) For a single lot;
- 2) For several lots;
- 3) For all batches;
- 4) Other limitations regarding the number of lots that can be assigned to the same tenderer _____

10. Admission or prohibition of alternative offers: _____ is not allowed _____

11. Terms and conditions of delivery / delivery / execution requested:

12. Term of validity of the contract: 31.12.2023.

13. Purchase contract reserved for protected workshops or that it can be executed only in protected employment programs (if applicable): NO

(indicate yes or no)

14. The provision of the service is reserved to a certain profession under certain laws or regulations (as the case may be): _____

(the respective laws, regulations and administrative acts are mentioned)

15. Short description of the criteria regarding the eligibility of the economic operators that can determine their elimination and the selection criteria; the minimum level (s) of the requirements imposed; the requested information is mentioned (DUAE, documentation):

Description of the criterion / requirement	Method of demonstrating the fulfillment of the criterion / requirement:	Mandatory
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Tehcnical Form anex.22	the bidder will complete and apply the electronic signature. (signature and stamp)	Mandatory
Price Form anex 23	the bidder will complete and apply the electronic signature. (signature and stamp)	Mandatory
Form ESPD (DUAE)	the bidder will complete and apply the electronic signature. (signature and stamp)	Mandatory
Guarantee Bid offer	<p>The guarantee for the offer will be confirmed documentary. This can be done by:</p> <p>1- transfer to the bank account of the contracting authority according to the requisites annexed to the procedure. The economic operator will be obliged to attach this guarantee scanned within the electronic platform and the electronic signature applied.</p> <p>2- or it can be a bank guarantee (issued by the banking institution). In this case, the economic operator will be obliged to attach this guarantee scanned within the electronic platform, together with the other requested documents, and the electronic signature applied. NOTE! At the same time, the bank guarantee will be presented in the original (in envelope) at the headquarters of the institution of the contracting authority until the deadline for submission of tenders.</p> <p>The guarantee amount for the offer constitutes 1% of the value of the offer without VAT.</p>	Mandatory
Guarantee of good execution	<p>The guarantee of good performance is to be presented only by the tenderer declared the winner, until the contract is signed. This can be done by:</p> <p>1- transfer to the bank account of the contracting authority according to the requisites annexed to the procedure. The confirmation of the payment / transfer made will be presented.</p> <p>2- or it can be a bank guarantee (issued by the banking institution). In this case, the economic operator declared winner will be obliged to present the original of the document at the headquarters of the contracted authority.</p> <p>The guarantee amount for the offer constitutes 1% of the value of the offer without VAT.</p>	Mandatory
Proven Experience	<ul style="list-style-type: none"> <input type="checkbox"/> Communication & advertising agency with over 10 years of experience on the Romanian market, internationally affiliated; <input type="checkbox"/> Presentation of the portfolio with similar promotion activities in the last 5 years, international projects; <input type="checkbox"/> Experience in international promotion of alcoholic products. Presentation of the portfolio of well-known Romanian alcoholic brands, top 10 brands and campaign results. <input type="checkbox"/> Collaboration experience with Romanian wine producers. <input type="checkbox"/> Presentation of nominations as the best/efficient Media Agency in Romania, other national distinctions, will be an advantage in selecting the Agency. <input type="checkbox"/> Presentation of 3 letters of recommendation from representatives of the notorious Media in Romania (magazines, journals, publications). <input type="checkbox"/> Presentation of the team of specialists through documents certifying experience and similar completed projects. <input type="checkbox"/> Multidisciplinary team with solid experience in strategic communication consulting, print journalism, advertising, radio, social media and 	

	digital fields, in influencer relations and event organization. The economic operator will demonstrate solid expertise in: - Development of communication strategies in the FMCG area - Media relations - Influencer Marketing - Events organisation - Management of Social Media accounts – Facebook, Instagram, You Tube & LinkedIn	
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16. The guarantee for the offer, if applicable _____ Yes ____, the amount _____ 1% _____.

17. Guarantee of good performance of the contract, as the case may be _____ YES _____, amount _____ 1%.

18. Reason for resorting to the accelerated procedure (in the case of open, restricted and negotiated bidding), as the case may be ____ - _____

19. Specific awarding techniques and tools (if applicable, specify whether the framework agreement, dynamic purchasing system or electronic auction will be used): -

20. Special conditions on which the performance of the contract depends (indicate where appropriate):
- _____

21. The offers are presented in the currency _____ EURO

22. The evaluation criterion applied for the award of the contract: the lowest price and the complete assembly of the specifications.

23. The factors of evaluation of the most economically advantageous offer, as well as their weights

Nr. d/o	Denumirea factorului de evaluare	Pondere %
	-	-

24. Deadline for submission / opening of tenders:

- until: [exact time] _ According to SIA RSAP (Mtender)

- on: [date] According to SIA RSAP (Mtender)

25. Address to which tenders or requests to participate must be submitted:

Offers or requests to participate will be submitted electronically through the SIA RSAP

26. The term of validity of the offers: 30 days.

27. Place of opening of tenders: _SIA RSAP

(SIA RSAP or opening address)

Delayed offers will be rejected.

28. Persons authorized to attend the opening of tenders:

The bidders or their representatives have the right to participate in the opening of the bids, unless the bids were submitted through the "RSAP" SIA.

29. Language or languages in which tenders or requests to participate must be drawn up: _Romanian and English.

30. The respective contract refers to a project and / or program financed from EU funds:

(specify the name of the project and / or program)

31. Name and address of the competent dispute resolution body:

The National Agency for Solving Appeals

Address: Chisinau municipality, bd. Stephen the Great and Holy no. 124 (et.4), MD 2001;

Tel / Fax / email: 022-820 652, 022 820-651, contestatii@ansc.md

32. Date (s) and reference (s) of previous publications in the Official Journal of the European Union regarding the contract (s) to which the notice relates (if applicable):

33. In the case of periodic purchases, the estimated timetable for publication of future announcements: _

34. Date of publication of the notice of intention or, as the case may be, the indication that no such announcement was published: BAP no. 20 of 10.03.2023.

35. Date of submission for publication of the participation notice: according to SIA RSAP.

36. In the public procurement procedure, the following will be used / accepted:

Name of the electronic instrument	will be used / accepted
Electronic submission of tenders or requests to participate	Yes
Electronic order system	
Electronic invoicing	Yes
Electronic payments	Yes

37. The contract is subject to the Agreement on Government Procurement of the World Trade Organization (only in the case of announcements submitted for publication in the Official Journal of the European Union): _____ no _____

38. Other relevant information:

- 1 Communication & advertising agency with over 10 years of experience on the Romanian market, internationally affiliated;
- Presentation of the portfolio with similar promotion activities in the last 5 years, international projects;
- Experience in international promotion of alcoholic products. Presentation of the portfolio of well-known Romanian alcoholic brands, top 10 brands and campaign results.
- Collaboration experience with Romanian wine producers.
- Presentation of nominations as the best/efficient Media Agency in Romania, other national distinctions, will be an advantage in selecting the Agency.
- Presentation of 3 letters of recommendation from representatives of the notorious Media in Romania (magazines, journals, publications).
- Presentation of the team of specialists through documents certifying experience and similar completed projects.
- Multidisciplinary team with solid experience in strategic communication consulting, print journalism, advertising, radio, social media and digital fields, in influencer relations and event organization.

The economic operator will demonstrate solid expertise in:

- Development of communication strategies in the FMCG area
- Media relations
- Influencer Marketing
- Events organisation
- Management of Social Media accounts – Facebook, Instagram, You Tube & LinkedIn

Submission deadline: until the deadline for submission of tenders set within the SIA RSAP (M-tender) electronic platform.

Responsible person: _____

