

## **Terms of Reference**

### **for contracting Promotion services for Moldovan brands – Germany and Switzerland**

#### **1. General Overview**

Invest Moldova Agency aims to promote Moldovan exports by supporting local producers in accessing international markets and enhancing the visibility of national products and services. In this context, Germany and Switzerland are considered strategic markets for Moldovan exports, given their advanced economies, strong trade ties, and potential for long-term commercial partnerships.

To achieve this objective, Invest Moldova Agency intends to contract a communication and public relations company with relevant international experience to develop and implement a focused promotional campaign in these two markets during the fourth quarter of 2025.

#### **2. Objectives of the Contract**

To implement a short-term, targeted, and impactful promotional campaign focused on:

2.1. Enhancing Moldova's visibility as a supplier of high-quality export products and services;

2.2. Supporting Moldovan producers in sectors with export potential (e.g., wine, dried fruits, processed agri-food etc.);

2.3. Creating opportunities for visibility in trade and business media;

2.4. Aligning all communication actions with the broader strategic objectives of the Invest Moldova Agency;

2.5. Delivering an integrated communication campaign (placement of articles in the media and LinkedIn digital campaign) tailored to the German and Swiss markets, including but not limited to the listed activities, and providing strategic recommendations and creative input to ensure maximum campaign impact.

#### **3. Scope of Work – Activities, Deliverables, and KPIs by Market**

##### **3.1. Germany – Targeted Communication Package**

**Objective:** Enhance Moldova's visibility in the German media and position it as a credible source of quality products, particularly in the agri-food and wine sectors.

##### **Key Activities and Deliverables:**

### 1. Media Placement & Editorials

- Research and selection of relevant German-language trade and business publications (e.g., *Fresh Plaza*, *Lebensmittel Zeitung*, *Agrarheute* etc);
- Drafting of 3 promotional or editorial articles in English and German;
- Coordination and facilitation of article placement;
- Delivery of publication links or screenshots.

#### KPIs:

- Minimum 3 published articles in reputable German trade or economic media (e.g., *Fresh Plaza*, *Lebensmittel Zeitung*, *Agrarheute*), or an equivalent platform;
- distribution of those articles through PR Wire for a broader audience

### LinkedIn Digital Campaign

- Development and management of a paid LinkedIn campaign targeting German retail and food sector professionals;
- Design of visuals and messaging aligned with Moldova's export brand;
- Campaign monitoring and performance reporting.

#### KPIs:

- Minimum 500,000 impressions;
- **Click-through rate (CTR)  $\geq 1.5\%$** ;
- Minimum 20% increase in engagement (likes, shares, comments) compared to baseline (pre-campaign average).

#### Deliverables:

- 3 published articles in reputable German trade or economic media
- An integrated communication campaign tailored to the German retail and food sector professionals

### 3.2. Switzerland – Targeted Communication Package

**Objective:** Introduce Moldovan export potential to Swiss business audiences and increase visibility for specific sectors such as wine and dried fruits or other sectors.

#### Key Activities:

### **1. Media Article in Swiss Business Press**

- Preparation of a promotional article about Moldova's export profile;
- Identification and targeting of premium Swiss business media outlets for publication, such as BILANZ (German) or Bilan (French), or equivalent, to be proposed by the contractor.
- Final delivery of English and translated versions;
- Coordination with publication and submission of the article for publishing.

#### **KPIs:**

- At least 2 articles published in a premium Swiss economic or business media outlet, to be proposed by the contractor (e.g., BILANZ, Bilan, or equivalent to be proposed by the contractor).
- Minimum estimated media reach of 100,000 readers.
- distribution of those articles through PR Wire for a broader audience

### **2. LinkedIn Digital Campaign for Swiss Market**

- Sponsored campaigns targeting Swiss food importers, HORECA professionals, and retail decision-makers;
- Design and delivery of visuals and text adapted to the Swiss market;
- Performance tracking and campaign evaluation.

#### **KPIs:**

- Minimum 500,000 impressions;
- Achieve a click-through rate (CTR) of at least 1.5%;
- Engagement rate increase by minimum 20% compared to baseline.

#### **Deliverables:**

- 2 published articles in reputable Swiss economic or business media outlets
- An integrated communication campaign tailored to the Swiss retail and food sector professionals

*Note: The contractor will develop and propose a tailored communication strategy and action plan, leveraging their expertise and understanding of the target markets. This plan will include recommended approaches, creative concepts, and tactical steps designed to maximize impact and achieve the project objectives effectively. Specific implementation timelines for each*

*activity will be coordinated in consultation with Invest Moldova Agency and depending on the availability of external partners (e.g., media outlets, event organizers).*

#### **4. Team & Capacity Requirements**

**The contracted company must demonstrate:**

- Proven experience in international communication and PR, with relevant projects carried out **within the last 3 (three) years prior to the bid submission date;**
- Direct or subcontracted operational capacity to implement activities in Germany and Switzerland;
- Documented experience in export promotion, media placement, and digital advertising **within the last 3 (three) years prior to the bid submission date;**
- Ability to deliver professional-level materials in English and German (French is considered an asset for the Swiss market).

#### **Required Team Roles:**

- At least 1 senior copywriter
- Media relations specialist with proven press contacts in Germany or Switzerland;
- Digital campaign manager (LinkedIn experience required);
- Graphic designer (to adapt visuals for campaign and print formats);
- Project coordinator liaising with Invest Moldova Agency.

#### **5. Proposal Content**

##### **5.1 Technical Proposal:**

- Company overview and experience in similar international projects;
- Implementation approach per country;
- Proposed team structure and responsibilities;
- Portfolio with relevant previous campaigns.

##### **5.2 Financial Proposal:**

- Total and final cost, inclusive of all taxes;
- Cost breakdown by market and activity type.

### 5.3 Supporting Materials:

- Examples of media placements, campaign visuals, LinkedIn reports;
- Evidence of previous work in Germany and/or Switzerland.

### 6. Contract Details

- **Contract Period till 31 December 2025;**

**The total available budget for this assignment is:**

1,600,000 (one million six hundred thousand, zero bani) MDL, excluding VAT.

### 7. Evaluation method:

The criterion applied for awarding the contract: *best quality-price ratio*.

Evaluation factors for the most economically advantageous offer, along with their respective weights:

No.	Evaluation criteria	Maximum score
1	Experience in providing similar services	40
2	Capacity to provide similar services	20
3	Financial proposal	40
	Total	100

### Scoring formula:

#### 1. Experience in providing similar services (40 points):

The bidder with the highest number of similar services provided in the last 3 years will receive the maximum score (40 points)

For the other bidders, the score is calculated as follows:

$Po(n) = [\text{number of similar services provided by bidder } n / \text{highest number of similar services among all bids}] \times 40$

**2. Capacity to provide similar services (20 points):**

The bidder who has provided, in the last 3 years, a similar service with the highest budget will receive the maximum score (20 points). For the other bidders, the score is calculated as follows:  
$$Vo(n) = [\text{value of the highest budget for a similar service provided by bidder } n / \text{highest budget value of similar services among all bids}] \times 20$$

**3. Financial offer (40 points):**

The bidder with the lowest financial offer will receive the maximum score (40 points). For the other bidders, the score is calculated as follows:  
$$So(n) = [\text{lowest financial offer} / \text{financial offer of bidder } n] \times 40$$

**Contract**

**award:**

The economic operator with the highest total score, resulting from the sum of the scores obtained according to the three evaluation criteria, will be designated as the winner of the procurement procedure.

In the event that two or more bidders obtain the same total score, the public procurement contract will be awarded to the bidder who demonstrates the most extensive experience in providing similar services, based on the supporting documents submitted.

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