

The offer form (F3.1)

[The tenderer shall fill in this form in accordance with the instructions below. No changes shall be allowed to the format of the form, and replacements shall not be accepted in the form.]

The date of the offer submission: "11" May 2020

AuctionNo.: \_\_\_\_\_

Call for tenderNo.: OCDS-b3wdp1-MD-1586962799759

To: National Office of Wine and Vine  
[Full name of the contracting authority]

**Master Brand Sp. z o.o.** declare that:

[The name of the tenderer]

- a) The award documents have been reviewed and there are no reservations thereto, including the changes No.  
b)

[Enter the number and date of each change, if occurred]

b) Master Brand SP. z o.o.

[The name of the tenderer]

Undertakes to supply / provide, in accordance with the award documents and the conditions specified in the  
Technical Specifications and price, the following goods and / or services

[Enter a brief description of the goods and / or services]

- c) The total amount of the VAT-free offer constitutes:

793.585,00 MDL

seven hundred ninety-three thousand and five hundred and eighty-five MDL

[Enter the batch price (where applicable) and the total tender in words and figures, indicating all amounts and currencies]

- d) The total amount of the VAT offer is:

976.109,55 MDL

nine hundred seventy-six thousand and one hundred and nine MDL

[Enter the batch price (where applicable) and the total tender in words and figures, indicating all amounts and currencies]

- e) This offer will remain valid for the time period specified in **PDS3.8.**, Starting with the deadline for submission of the offer, in accordance with **PDS4.2.**, will remain obligatory and will be accepted at any time until the expiration of this period;

- f) If this offer is accepted, Master Brand Sp. z o.o.

[The name of the tenderer]

undertakes to obtain a Performance guarantee in accordance with **PDS6** for the proper execution of the public procurement contract.

- g) We are not in any conflict of interest, in accordance with art.74 of the Law 131 of 03.07.2015 on public procurement.

- h) The signing company, its affiliates, or its branches, including each partner or subcontractor that is part of the contract, have not been declared ineligible under the provisions of applicable law or regulations with an impact on public procurement.

Signed: \_\_\_\_\_

[The signature of the person authorised to sign the tender]

Name: Lukasz Chrzanowski

As: CEO

[The official position of the person signing the offer form]

The tenderer: Master Brand Sp. z o.o.

Address: ul. Ceglowska 29, 01-809 Warsaw, Poland

Date: "11" MAY 2020

Stamp

**Master Brand Sp. z o.o.**  
ul. Ceglowska 29  
01-809 Warszawa  
NIP: 527-264-33-70

**Marcin  
Łukasz  
Chrzanowski**

Elektronicznie  
podpisany przez  
Marcin Łukasz  
Chrzanowski  
Data: 2020.05.10  
21:41:48 +02'00'

[ This table shall be filled in by the tenderer in the columns 5, 6, 7, 8, and by the contracting authority - in the columns 1, 2, 3, 4, 9, 10]

Auction number OCDS-b3wdp1-MD-1586962799759Auction name: **Promotional services on Social Media channels related to the country brand Wine of Moldova for 2020 events in Poland**

CPV Code	List of the goods/services	Unit of measurement	Amount	Unit price (VAT free)	Unit price (VAT included)	The sum VAT free	The sum VAT included	Delivery / performance date
1	2	3	4	5	6	7=4*5	8=4*6	9

**LOT II. Communication and PR services for Summer Event „Modovan Culture Days in Poland”**

2.1	Facebook	Impressions	1 500 000	0,07 MLD	0,086 MLD	105250 MLD	129457,5 MLD	According to the technical specification (F4.1)
2.2	YouTube	Completed Views	1	84200 MLD	103566 MLD	84200 MLD	103566 MLD	
2.3	Google	Clicks	20 000	3,16 MLD	3,883725 MLD	63150 MLD	77674,5 MLD	
2.4	Programmatic	Clicks	20 000	2,74 MLD	3,365895 MLD	54730 MLD	67317,9 MLD	
2.5	Look a-like	clicks	20 000	0,21 MLD	0,258915 MLD	4210 MLD	5178,3 MLD	
2.6	Radio - spot campaign	units	100	1263 MLD	1553,49 MLD	126300 MLD	155349 MLD	
2.7	e.g. ticket service cooperation	Impressions	35 000	2,41 MLD	2,96 MLD	84200 MLD	103566 MLD	
2.8	Video production	unit	2	31575 MLD	38837,25 MLD	63150 MLD	77674,5 MLD	



2.9	Photo service	session	1	50520 MLD	62139,6 MLD	50520 MLD	62139,6 MLD		
2.10	Media relations	Impressions	2 000 000	0,032 MLD	0,039 MLD	63150 MLD	77674,5 MLD		
2.11	Traffic management	Service	1	75780 MLD	93209,4 MLD	75780 MLD	93209,4 MLD		
2.12	DMP	Service	1	18945 MLD	23302,35 MLD	18945 MLD	23302,35 MLD		
TOTAL				262.291,61 MLD	322.618,68 MLD	793.585 MLD	976.109,55 MLD		
1,00 PLN = 4,21 MLD For Day 11.05.2020									

Name of company: Master Brand Sp. z o.o.

Name, surname of authorized person : Łukasz Chrzanowski CEO

Signature:



**MasterBrand Sp. z o.o.**  
ul. Cegłowska 29  
01-809 Warszawa  
NIP: 527-264-33-70

**Marcin** Elektronicznie  
poddpisany przez Marcin  
**Łukasz** Łukasz Chrzanowski  
**Chrzanowski** Data: 2020.05.10  
21:39:58 +02'00'

# Technical specifications (form F4.1)

**Master Brand Sp. z o.o.**  
ul. Ceglarska 29  
01-809 Warszawa  
NIP: 527-264-33-70

[ This table will be completed by the tenderer in column 4 and by the contracting authority - in columns 1, 2, 3, 5]

Auction number OCDS-b3wdp1-MD-1586962799759

Auction name: **Promotional services on Social Media channels related to the country brand Wine of Moldova for 2020 events in Poland**

Cod CPV	Name of services	Full technical specification required by the contracting authority	Full technical specification proposed by the bidder	Reference standards
1	2	3	4	5
<b>LOT II. Communication and PR services for Summer Event „Moldovan Culture Days in Poland”.</b>				

2.1	Facebook	Page post, carousel ad Minimum 1 500 000 Impressions	0,07 MDL per impression. The campaign will focus on the WoM fanpage fans and their lookalikes. Additionally, we will create a target group of people who are interested in foreign culture, Moldova, and wine culture	Term and place of services will be realised according the conditions stipulated in the participation notice
2.2	YouTube	Preroll and midroll next to tourism and fine food topics. Minimum 750 000 completed views	84200 MDL budget	
2.3	Google	Campaign on Google Ads targeted on Topics and Interests tourism, culture, food	Text ads will be provided for people who are interested in tourism, culture, food, Moldova and foreign cultures.	
2.4	Programmatic	Display campaign targeted on the people with Moldova interest profile	2,74 MDL per click	
2.5	Look alike	Display campaign to the people similar to those who visited campaign LP	Creating lookalike audiences from gathered third party data, lead generation activities, Facebook page fans and Facebook Pixel data, LP data and RLSA Ads	



2.6	Radio - spot campaign	Promotion of the event in top polish radio station – target Warsaw. Spot duration: 15 seconds.	1263 DL per spot emission. We will contact the top radio stations.
2.7	e.g. ticket service cooperation	Promotion of the event on leading Polish ticketing platform	The event will be promoted on the most popular ticketing services with 2,41 MDL per impression
2.8	Video production	The bidder will provide video clips: Duration: - up to 2 minutes. - the video format will be established and adapted according to the needs requested by the contracting authority.	31575 MDL per video.
2.9	Photo service	The bidder will provide a photo session and will provide 100 photos of the event. Session duration (hours): 4.	50520 MDL for the 4 hour photoshoot in the studio
2.10	Media relations	Media relations with the top Polish media Journalists	0.032 MDL per impression
2.11	Traffic management	Dedicated traffic manger and front end developer for implementation tracking codes, activate an setting up dedicated ads server, providing tech stats, managing campaign.	10 hours monthly with 631.5 MDL hourly rate
2.12	DMP	Data Management Platform (DMP) services. Technical requirements: - access to third party data for CEE Market. - access to desktop data (cookies) at least half - Direct integration with two or more DSP platforms - data synchronization with a maximum delay of 24 hours - Licensing the data to the DSP for a certain period of time - the possibility to generate reports with audience information from the data of third parties - a dedicated person to be managed by calculating the agency's attribution.	18945 MDL for the whole service

Name of company: Master Brand Sp. z o.o.

Name, surname of authorized person : Łukasz Chrzanowski CEO

Signature:



**Master Brand Sp. z o.o.**  
ul. Stawpłowska 29

01-809 Warszawa  
NIP: 527-264-33-70

**Marcin**

**Łukasz**

**Chrzanowski**

Elektronicznie

podpisany przez Marcin

Łukasz Chrzanowski

Data: 2020.05.10

21:40:52 +02'00'