

Technical specifications (form F4.1)

[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-1555328258411](#)

Auction name: **Lot 1. Acquisition of PR and media relations services on international markets.**

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
1.1	Communication plan with the international press	Develop a communication plan with the international press for 2019 (France, Great Britain, United States, Belgium, Denmark, Canada, Germany, Netherlands, Switzerland). The communication plan, which will be based on the ONVV Wine of Moldova (WOM) activity plan, will include the following: a) key messages of communication; b) proposing the most appropriate price offer and the best communication opportunities. Note! The plan will be coordinated and approved in advance with the contracting authority.	Develop a communication plan with the international press for 2019 (France, Great Britain, United States, Belgium, Denmark, Canada, Germany, Netherlands, Switzerland). The communication plan, which will be based on the ONVV Wine of Moldova (WOM) activity plan, will include the following: a) key messages of communication; b) proposing the most appropriate price offer and the best communication opportunities. Note! The plan will be coordinated and approved in advance with the contracting authority.	
1.2	Communication strategy with the international press	Develop a Communication Strategy for 2020 on international markets: France, Great Britain, United States of America, Belgium, Denmark, Canada, Germany, the Netherlands, Switzerland, which will include the following: a) a proposal for at least 5 international events, to which the WOM country brand will participate; b) minimum 5 key messages of communication; c) proposing the most appropriate price offer and the best communication opportunities. The strategy developed will help create a new WOM positioning on the above-mentioned international markets.	Develop a Communication Strategy for 2020 on international markets: France, Great Britain, United States of America, Belgium, Denmark, Canada, Germany, the Netherlands, Switzerland, which will include the following: a) a proposal for at least 5 international events, to which the WOM country brand will participate; b) minimum 5 key messages of communication; c) proposing the most appropriate price offer and the best communication opportunities. The strategy developed will help create a new WOM positioning on the above-mentioned international markets.	
1.3	PR services and press relations	I. To create and / or hold a general database, which will include a total of at least 240 of: - international journalists; - international opinion leaders; - international influences; - People with a positive attitude / openness to the WOM country brand, internationally recognized.	I. To create and / or hold a general database, which will include a total of at least 240 of: - international journalists; - international opinion leaders; - international influences; - People with a positive attitude / openness to the WOM country brand, internationally recognized.	

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		<p>II. To contact international journalists, confirm and approve by the contracting authority, at least 20, in order to awaken and support the interest of the Wine of Moldova (WOM) country brand in maintaining relations with them and presenting / co-operating with the ONVV team.</p> <p>III. Proposals for direct placements in the top international specialty press. Minimum 5 proposals.</p> <p>IV. Informing journalists, from the list of the database elaborated in section I, about events such as: National Wine Day and Wine Vernissages.</p> <p>V. Supporting the participation of the WOM country brand at international events, with and for the press. Minimum 1 international event.</p> <p>VI. Monitoring the international press and informing ONVV about emerging / current news:</p> <p>a) digitally - any reference;</p> <p>b) in print media - the top 20 specialty magazines.</p> <p>Note: Monitoring will be coordinated in advance and approved with the contracting authority.</p>	<p>II. To contact international journalists, confirm and approve by the contracting authority, at least 20, in order to awaken and support the interest of the Wine of Moldova (WOM) country brand in maintaining relations with them and presenting / co-operating with the ONVV team.</p> <p>III. Proposals for direct placements in the top international specialty press. Minimum 5 proposals.</p> <p>IV. Informing journalists, from the list of the database elaborated in section I, about events such as: National Wine Day and Wine Vernissages.</p> <p>V. Supporting the participation of the WOM country brand at international events, with and for the press. Minimum 1 international event.</p> <p>VI. Monitoring the international press and informing ONVV about emerging / current news:</p> <p>a) digitally - any reference;</p> <p>b) in print media - the top 20 specialty magazines.</p> <p>Note: Monitoring will be coordinated in advance and approved with the contracting authority.</p>	
1.4	<p>Copywriting and editing services</p>	<p>1. Copywriting and editing of texts in English (articles, invitations, various information) at the request of the contracting authority.</p> <p>2. Writing press releases in French and English - no less than 2 per / quarter.</p>	<p>1. Copywriting and editing of texts in English (articles, invitations, various information) at the request of the contracting authority.</p> <p>2. Writing press releases in French and English - no less than 2 per / quarter.</p>	
1.5	<p>Press-trip organization services (Summit of Journalists)</p>	<p>1. To propose the idea / concept of the press-trip (Summit of Journalists) organized by WOM in Moldova.</p> <p>2. Organization of the press-trip (Summit of journalists) together with the contracting authority, in the second decade of August 2019, in the Republic of Moldova, coordinating the following:</p> <p>-guest list;</p> <p>-taking and sending invitations;</p> <p>-prepare the agenda and its presentation;</p> <p>- maintaining relations and communication throughout the collaboration with the contracting authority.</p> <p>Note: The economic agent will ensure the presence of 10 of Top 20: journalists, influential, Masters of Wine - internationally recognized.</p>	<p>1. To propose the idea / concept of the press-trip (Summit of Journalists) organized by WOM in Moldova.</p> <p>2. Organization of the press-trip (Summit of journalists) together with the contracting authority, in the second decade of August 2019, in the Republic of Moldova, coordinating the following:</p> <p>-guest list;</p> <p>-taking and sending invitations;</p> <p>-prepare the agenda and its presentation;</p> <p>- maintaining relations and communication throughout the collaboration with the contracting authority.</p> <p>Note: The economic agent will ensure the presence of 10 of Top 20: journalists, influential, Masters of Wine - internationally recognized.</p>	

Name of company: SARL VINCONNEXION

Name, surname of authorized person : PIRON Michèle

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Signature: 

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