

## Financial Proposal

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

No.	Deliverable	Description	Cost (MDL)
1	Communication strategy and media plan	Development of an integrated campaign strategy, identification of the target audience, definition of the narrative, and media planning adapted to the German and Switzerland markets/press. Includes strategic consultancy and recommendations.	80,000
2	Media monitoring and image analysis	Qualitative analysis of the image of the Republic of Moldova in international and German and Swiss press over the last 3-5 years. Includes identification of perceptions, opportunities, and recommendations	120,000
3	Promotional articles and media placement – Germany and Switzerland	Drafting of 2-3 editorial/promotional articles in English and German; coordination with industry-specific publications (e.g., Fresh Plaza, Lebensmittel Zeitung, BILANZ, Bilan etc); includes publishing fees	800,000
4	LinkedIn campaign – Germany and Switzerland	Setup, creative design, paid promotion, targeting agri-food, retail, and HORECA.	300,000
5	Creative production (visuals, texts, translations)	Visuals for articles and social media, professional EN/DE translations, infographics, and short video spots.	180,000
<b>TOTAL (excluding VAT):</b>			<b>1,480,000 MDL</b>

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Chisinau