

# 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-1613125285870				
Auction name: 79342200-5. Services for creating the positioning of the country wine brand “Wine of Moldova. A legend Alive”. Creating the creative and strategic concept of international communication (visualization, messages, content).				
Cod CPV	Name of services	Full technical specification required by the contracting authority	Full technical specification proposed by the bidder (this col. will be complete by the bidder/tenderer)	Time of execution
1	2	3	4	5
LOT 1: 79342200-5. Services for creating the positioning of the country wine brand “Wine of Moldova. A legend Alive”. Creating the creative and strategic concept of international communication (visualization, messages, content).				
1.1	WoM Strategic Positioning Document	<p>Production of a Positioning Document (<i>hereinafter referred to as PD</i>) for Wines of Moldova to act as a central reference for activity in all markets globally.</p> <p>The purpose of the PD is the answer the single core question: Why would someone buy a Moldovan wine over anything else?</p> <p>The PD will be developed in collaboration with an Advisory Panel (AP) comprising 5 Moldovan wine producers, members of the ONVV and approximately 5 international experts selected from 3-5 different countries.</p> <p>The PD will comprise, but not be limited to, the following:</p> <ul style="list-style-type: none"> <li>• Background and historical snapshot</li> <li>• Vision, Objective and Strategic Pillars</li> <li>• Headline statements/slogans and key messages (minimum 5 options – 1 will be chosen)</li> <li>• Attitude and Tone of voice</li> <li>• Reasons to Believe</li> <li>• Target Audience</li> <li>• Mission</li> <li>• Key grapes/varieties</li> <li>• Key regions with USPs and key characteristics</li> </ul> <p>NB - basic recommendations for the 4Ps Marketing Mix will be developed as part of this Lot but since the 4Ps are largely market</p>	<p>Production of a Positioning Document (<i>hereinafter referred to as PD</i>) for Wines of Moldova to act as a central reference for activity in all markets globally.</p> <p>The purpose of the PD is the answer the single core question: Why would someone buy a Moldovan wine over anything else?</p> <p>The PD will be developed in collaboration with an Advisory Panel (AP) comprising 5 Moldovan wine producers, members of the ONVV and approximately 5 international experts selected from 3-5 different countries.</p> <p>The PD will comprise, but not be limited to, the following:</p> <ul style="list-style-type: none"> <li>• Background and historical snapshot</li> <li>• Vision, Objective and Strategic Pillars</li> <li>• Headline statements/slogans and key messages (minimum 5 options – 1 will be chosen)</li> <li>• Attitude and Tone of voice</li> <li>• Reasons to Believe</li> <li>• Target Audience</li> <li>• Mission</li> <li>• Key grapes/varieties</li> <li>• Key regions with USPs and key characteristics</li> </ul> <p>NB - basic recommendations for the 4Ps Marketing Mix will be developed as part of this Lot but since the 4Ps are largely market</p>	Term and place of services will be realised according the conditions stipulated in the participation notice

		<p>specific and are an essential part of the Business Plan, they will not be developed in great detail as part of this PD.</p> <p><b>Deliverable:</b></p> <p><u>Stage 1:</u></p> <p>-Will be proposed at least 3 options of PD's</p> <p><u>Stage 2:</u></p> <p>-An attractive business document suitable for internal use, incorporating existing Wine of Moldova creative materials and additional images as appropriate.</p> <p>The document will be coordinated and accepted in advance by the contracting authority.</p>	<p>specific and are an essential part of the Business Plan, they will not be developed in great detail as part of this PD.</p> <p><b>Deliverable:</b></p> <p><u>Stage 1:</u></p> <p>-Will be proposed at least 3 options of PD's</p> <p><u>Stage 2:</u></p> <p>-An attractive business document suitable for internal use, incorporating existing Wine of Moldova creative materials and additional images as appropriate.</p> <p>The document will be coordinated and accepted in advance by the contracting authority.</p>
1.2	<b>Three Year Communications Strategy</b>	<p>Development of a three-year (2022-2025) Communications Strategy for the UK as a trend setting market, and that would be used as a template for activity in different markets as and when appropriate.</p> <p>The strategy will comprise;</p> <p>An over-arching strategic approach for the three-year period (2022-2025);</p> <p>Identification of key targets (B2B, B2C, Influencers/KOLs) and how best to engage with them;</p> <p>Top-Line Annual Communications Plans (Year 1, 2 and 3) with Objectives, Potential Tactics and KPIs .</p> <p>NB! detailed plans will be created annually, so that adjustments can be made and appropriate tactics planned relevant to progress and market conditions.</p>	<p>Development of a three-year (2022-2025) Communications Strategy for the UK as a trend setting market, and that would be used as a template for activity in different markets as and when appropriate.</p> <p>The strategy will comprise;</p> <p>An over-arching strategic approach for the three-year period (2022-2025);</p> <p>Identification of key targets (B2B, B2C, Influencers/KOLs) and how best to engage with them;</p> <p>Top-Line Annual Communications Plans (Year 1, 2 and 3) with Objectives, Potential Tactics and KPIs .</p> <p>NB! detailed plans will be created annually, so that adjustments can be made and appropriate tactics planned relevant to progress and market conditions.</p>

**Name of company: CUBE Communications (UK) Ltd**

**Name, surname of authorized person : James Gabbani**

**Signature:**

**Stamp**