

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]

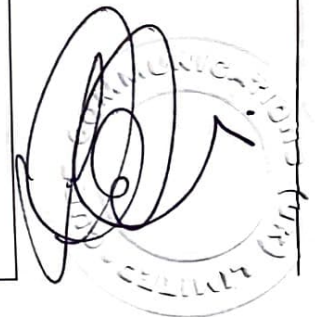
Auction number ocds-b3wdp1-MD-1613038832017				
Auction name: 79342200-5. PR and Communication Services in the UK and other international markets.				
Cod CPV	Name of services	Full technical specification required by the contracting authority	Full technical specification proposed by the bidder (this col. will be complete by the bidder/tenderer)	Time of execution
1	2	3	4	5
<b>LOT 1: 79342200-5. PR and Communication Services in the UK and other international markets.</b>				
1.1	<b>Timeline communication plan 2021-2022</b>	<b>Development of the Communication Plan Timeline 2021-2022.</b> a) Once activity has been agreed and signed off, compilation of a detailed timing plan: 1 document; b) Researching and reporting availability of wines in the UK: on- and of-line -2 times per period.	<b>Development of the Communication Plan Timeline 2021-2022.</b> a) Once activity has been agreed and signed off, compilation of a detailed timing plan: 1 document; b) Researching and reporting availability of wines in the UK: on- and of-line -2 times per period.	Term and place of services will be realised according to the conditions stipulated in the participation notice
1.2	<b>Trade media communication</b>	<b>Project - Year One ( march 2021-june 2022) Communications Plan Planning and Implementation.</b> <b>8 units of Trade Media Communications which include:</b> a) 4 x press releases sent to trade key media (UK); suggested topics: Marketing plans, Vintage Report, Harvest Report, Export data etc., 20 x trade media (UK) reached per release / newsblast; b) 4 x newsblasts are used to communicate short news stories and updates; suggested topics: -Competition results, grape varieties; -24 x articles across the year; c) minimum 320,000 impressions across the year; d) Global amplification of Trade Press releases & Newsblasts; e) These will be distributed to 6 x English speaking markets including North America & Australia; f) 60 x trade media per release;	<b>Project - Year One ( march 2021-june 2022) Communications Plan Planning and Implementation.</b> <b>8 units of Trade Media Communications which include:</b> a) 4 x press releases sent to trade key media (UK); suggested topics: Marketing plans, Vintage Report, Harvest Report, Export data etc., 20 x trade media (UK) reached per release / newsblast; b) 4 x newsblasts are used to communicate short news stories and updates; suggested topics: -Competition results, grape varieties; -24 x articles across the year; c) minimum 320,000 impressions across the year; d) Global amplification of Trade Press releases & Newsblasts; e) These will be distributed to 6 x English speaking markets including North America & Australia; f) 60 x trade media per release;	

The image shows a handwritten signature in black ink over a circular official stamp. The stamp contains the text 'CONTRACTING AUTHORITY' and '79342200-5. PR and Communication Services in the UK and other international markets'.

		<p>d)18 x articles per release;  g) Sending out samples on an ad-hoc basis (including logistic costs in UK but not including costs of wines);  h) Ongoing media liaison - answering queries, providing photography etc., 20 hours per month.</p>	<p>d)18 x articles per release;  g) Sending out samples on an ad-hoc basis (including logistic costs in UK but not including costs of wines);  h) Ongoing media liaison - answering queries, providing photography etc., 20 hours per month.</p>
1.3	<b>Consumer media communication</b>	<p><b>Consumer Media Communicationsc which include:</b>  a) Press releases to Wine specialist &amp; consumer media; suggested topics: Grape varieties &amp; Terroirs; National Wine Day ;  - 120 x consumer media (UK) reached per release;  - 50 x articles across the year;  - 500,000 x impressions across the year;</p> <p>b) Ongoing media liaison - answering queries, providing photography etc.;</p> <p>c) Sending out samples on an ad-hoc basis (including logistic costs in UK but not including costs of wines);;</p> <p>d) 2 x sample mailouts to wine writers:  - 1 x case of wine to 5 x wine writers (May 2021);  - 1 x case of wine to 5 x wine writers (Sept 2021);</p> <p>This equates to 20 hours per month.</p>	<p><b>Consumer Media Communicationsc which include:</b>  a) Press releases to Wine specialist &amp; consumer media; suggested topics: Grape varieties &amp; Terroirs; National Wine Day ;  - 120 x consumer media (UK) reached per release;  - 50 x articles across the year;  - 500,000 x impressions across the year;</p> <p>b) Ongoing media liaison - answering queries, providing photography etc.;</p> <p>c) Sending out samples on an ad-hoc basis (including logistic costs in UK but not including costs of wines);;</p> <p>d) 2 x sample mailouts to wine writers:  - 1 x case of wine to 5 x wine writers (May 2021);  - 1 x case of wine to 5 x wine writers (Sept 2021);</p> <p>This equates to 20 hours per month.</p>
1.4	<b>Social media communication</b>	<p><b><u>1. Facebook &amp; Instagram (Consumer):</u></b>  a) Creation of monthly consumer-focused content plan (shared across platforms);  b) to include 2 x posts a week with a wine and tourism focus; plans to be created on Trello portal;  c) 2 x posts / per week;  d) Attracting an audience (followers from the UK) for:  - Facebook: minimum 2500 followers in UK;  -Instagram: at least 2500 followers in the UK;</p> <p><b><u>2. Twitter (Trade):</u></b>  a) Creation of monthly trade-focused content plan; to include 2 x posts a week with a wine and tourism focus;  b) 2 x posts / per week;  c) To increase the number of UK followers to 5 000 people.</p>	<p><b><u>1. Facebook &amp; Instagram (Consumer):</u></b>  a) Creation of monthly consumer-focused content plan (shared across platforms);  b) to include 2 x posts a week with a wine and tourism focus; plans to be created on Trello portal;  c) 2 x posts / per week;  d) Attracting an audience (followers from the UK) for:  - Facebook: minimum 2500 followers in UK;  -Instagram: at least 2500 followers in the UK.;</p> <p><b><u>2. Twitter (Trade):</u></b>  a) Creation of monthly trade-focused content plan; to include 2 x posts a week with a wine and tourism focus;  b) 2 x posts / per week;  c) To increase the number of UK followers to 5 000 people.</p>



1.5	<b>Media briefings</b>	<b>Media briefings</b> a) 121 briefings for key trade media with a representative from ONVV/Wines of Moldova, held ON LINE (over Zoom or other); b) Topics covered will include Marketing Plans, Harvest update, exports, grape varieties etc. Briefing notes prepared by AGENCY ahead of each meeting.	<b>Media briefings</b> a) 121 briefings for key trade media with a representative from ONVV/Wines of Moldova, held ON LINE (over Zoom or other); b) Topics covered will include Marketing Plans, Harvest update, exports, grape varieties etc. Briefing notes prepared by AGENCY ahead of each meeting.
1.6	<b>Partnerships with influencers</b>	<b>Influencer partnerships wich include:</b> a) Collaborations with 2 x influencers, over the 12 months to produce exclusive content; Content to be published at agreed time. b) 6 x Posts/ videos; c) 10 x Stories; e) 80,000 x reaches.	<b>Influencer partnerships wich include:</b> a) Collaborations with 2 x influencers, over the 12 months to produce exclusive content; Content to be published at agreed time. b) 6 x Posts/ videos; c) 10 x Stories; e) 80,000 x reaches.
1.7	<b>Content/video creation / adaptation</b>	<b>Content creation / video:</b> a) Adaptation of existing content and provided by Wines of Moldova / winemakers; b) videos can be subtitled; c) delivered in 2x bursts eg bud-break and harvest d) 8 x short videos (no longer than 2mins)	<b>Content creation / video:</b> a) Adaptation of existing content and provided by Wines of Moldova / winemakers; b) videos can be subtitled; c) delivered in 2x bursts eg bud-break and harvest d) 8 x short videos (no longer than 2mins)
1.8	<b>Press visits</b>	<b>Press visits which include:</b> a) Organisation of 3 days press trip for 3-4 key media; attended by a member of the contracted AGENCY team; b) Minimum 300 000 x impressiions.	<b>Press visits which include:</b> a) Organisation of 3 days press trip for 3-4 key media; attended by a member of the contracted AGENCY team; b) Minimum 300 000 x impressiions.
1.9	<b>Virtual testings</b>	<b>Virtual tastings which include:</b> a) Organization of virtual tasting for 6 x media and influencers hosted by a Moldovan wine expert, previously agreed with the contracting authority; b) Each tasting will be moderated by a member of the contracted AGENCY; c) Participants to receive 4 x wines ahead of the session; Topics : 1) Grape varieties; 2) Terroirs;  Minimum requests: -6 x attendees per session -6 x features / SM posts -300,000 x impressions	<b>Virtual tastings which include:</b> a) Organization of virtual tasting for 6 x media and influencers hosted by a Moldovan wine expert, previously agreed with the contracting authority; b) Each tasting will be moderated by a member of the contracted AGENCY; c) Participants to receive 4 x wines ahead of the session; Topics : 1) Grape varieties; 2) Terroirs;  Minimum requests: -6 x attendees per session -6 x features / SM posts -300,000 x impressions

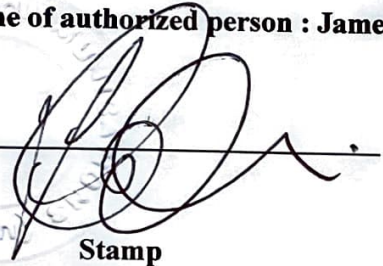


1.10	<b>Reporting</b>	2 Month Reports in PP with indication of all achived KPI and media/digital indexes.	2 Month Reports in PP with indication of all achived KPI and media/digital indexes.
------	------------------	---	---

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

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

**Signature:** \_\_\_\_\_



**Stamp**

