

## Technical specifications

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

<b>Procurement procedure number:</b> The information can be found in SIA RSAP.
<b>Purpose of the purchase:</b> Communication&PR Services for Wine of Moldova in Netherlands

Name of goods/ services	Name of the model of goods/ services	Country of origin	Producer	Full technical specification required by the contracting authority	Full technical specification proposed by the tenderer	Reference standards
1	2	3	4	5	6	7
Goods/services						
<b>Lot 1. Promotion activity towards buyers , importers, fairs, events and SMM</b>						
1 Press release / newsletter	Press release / newsletter	The Netherlands	Pitch PR	Starting the campaign and cooperation by sending out the message that the Agency is selected as our partner representing Wines of Moldova in the Netherlands. Send out a press release towards the Dutch wine and food media and a dedicated newsletter to retailers, importers and other professionals like sommeliers. Respond to the buyers if buyers are already interested in wines from	Press release announcement Pitch PR representing Wines of Moldova in the Netherlands.  Send to: Dutch wine and food media and a dedicated newsletter to	Pays d'Oc IGP, D.O. Jerez, Ribera del Duero, WoSa,

				<p>Moldova so the Agency will have a first short list of interested companies.</p> <p>Share with ONVV contact details of Agency's partners from Food and Wine Republic so ONVV can decide if we will enter new markets in future (in Benelux, Sweden, Denmark, Germany, UK, France, Switzerland, Italy, Spain, Poland and last but not least USA.  <a href="https://foodandwinerepublic.com/">https://foodandwinerepublic.com/</a>)</p> <p>.</p> <p>In the press release the Agency will introduce our wine country in general. In the importers newsletter the Agency will make a relevant selection of your database of importers and send them a newsletter to introduce the Dutch campaign 2023 for Wines of Moldova. It will include:</p> <ul style="list-style-type: none"> <li>• Information and meeting possibilities.</li> <li>• The opportunity to receive a box with 4 Moldovan wines of wineries that are looking for distribution in The Netherlands, to taste at their own office. They can fill on a Google doc what their preference is in color and grape. We will send them the selection and follow up after 3 weeks to</li> </ul>	<p>retailers, importers and sommeliers.</p> <p>Newsletter introduces Dutch campaign 2023 for Wines of Moldova.</p> <p>Suggested timing: March-April 2023</p>	
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				<p>receive their feedback and send sales information.</p> <ul style="list-style-type: none"> <li>Wine importers*: distinguishing approx. 25 larger importers and 75 mid-size importers. Starting with these first hundred skipping the few hundred boutique and hobby wine importers.</li> <li>The Agency will hand out a report with all reactions and send this to you as our contact person, if buyers reaches out directly to the producers and they will share this with ONVV and ONVV with the Agency so we can keep the database up to date.</li> </ul> <p>Types of communication and activities</p> <ul style="list-style-type: none"> <li>Newsletter</li> <li>Google doc form</li> <li>Sampling of wines (boxes, tasting sheets, brochure)</li> <li>Follow up with sales information</li> </ul> <p>Suggested timing: March-April 2023</p>		
2.  Sommelier masterclass with Moldovan	<b>Sommelier masterclass with Moldovan</b>	The Netherlands	Pitch PR	To reach the professional audience the Agency should plan to focus on sommeliers through a sommelier masterclass.	Sommelier masterclass let by Moldovian winemaker or	Pays d'Oc IGP, D.O. Jerez,

representant in historical setting	<b>representant in historical setting</b>			<p>The masterclass will be hopefully led by a Moldovan winemaker or ONVV representant.</p> <p>Having a local profesionist hosting the session will help to emphasize the traditions in Moldovan winemaking, the local grape varieties and viticulture. The venue for the masterclass will hopefully be a location such as a cellar or a monastery/fortress to create the link with the multiple monasteries and underground cellars in Moldova. The focus of the masterclass is local grape varieties of Moldova.</p> <p>The audience of the masterclass will be 20-25 sommeliers and the duration of the masterclass will be 1,5 hours. Afterwards will be served lunch.</p> <p>Possible Locations</p> <ul style="list-style-type: none"> <li>- Kargadoor cellars in Utrecht</li> <li>- Fort Zuid Beemster</li> <li>- Tobacco Theater Amsterdam</li> </ul> <p>Types of communication</p> <ul style="list-style-type: none"> <li>- Invitation</li> <li>- Tasting sheets</li> <li>- Presentation</li> <li>- Instagram posts</li> </ul>	<p>ONVV representant.</p> <p>Themes:</p> <ul style="list-style-type: none"> <li>-Traditions in Moldovan winemaking, the local grape varieties and viticulture.</li> </ul> <p>Venue: cellar or a monastery/fortress. Link to the multiple monasteries and underground cellars in Moldova.</p> <p>20-25 sommeliers, 1,5 hours.</p> <p>Suggested timing: Monday in April or May 2023: 10.00 – 11.30 masterclass, 11.30 – 13.00 lunch</p>	Ribera del Duero, WoSa, VSPT
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				Suggested timing: Monday in April or May 2023: 10.00 – 11.30 masterclass, 11.30 – 13.00 lunch		
3. Press dinner with iconic wines from Moldova	<b>Press dinner with iconic wines from Moldova</b>	The Netherlands	Pitch PR	<p>To be as efficient as possible with time and budget, ONVV suggest to do a press dinner on the same day as the sommeliers masterclass. For this press dinner the Agency will focus on the culinary aspect of the heritage of Moldova. Moreover, the focus will be on sustainability, as the nature reserves in Moldova are also one of the reasons why tourists visit Moldova.</p> <p>The audience for this dinner will be 20-25 wine journalists and bloggers, as well as several culinary bloggers with interest in wine.</p> <p>Suggested timing: Monday in April or May 2023: 16.00 – 17.30 masterclass, 17.30 – 19.00 dinner</p> <p>Types of communication</p> <ul style="list-style-type: none"> <li>- Social media channels</li> <li>- Online blogs of attendees</li> <li>- Posts of the attendees</li> </ul>	<p>Press dinner, after the masterclass</p> <p>Focus: Culinary heritage of Moldova and sustainability</p> <p>20-25 wine journalists/ food bloggers</p> <p>Suggested timing: Monday in April or May 2023: 16.00 – 17.30 masterclass, 17.30 – 19.00 dinner</p>	Pays d'Oc IGP, D.O. Jerez, Ribera del Duero, WoSa, VSPT

4.Sampling with wines from Moldova to influencers and journalistes	<b>Sampling with wines from Moldova to influencers and journalistes</b>	The Netherlands	Pitch PR	<p>We will do a sampling with Wines from Moldova in May to another group of journalists then the ones invited to the press lunch. We send this sampling to 25 travel and lifestyle blogger and journalists. The box will include 3 different wines, one local white grape variety, one local rosé and one local red grape variety.</p> <p>Normally we include a theme in the sampling box, this could be the following:</p> <p><b>Idea 1: Moldovan music</b>  <i>The idea is all about the tradition of Moldovan music. This box will also include a flyer about the 3 wines and the tradition, so the bloggers learn more about the country. How does this work? When they open the box, Moldovan music will start playing and they immediately indulge themselves in the Moldovan festivities. Also, a QR code will send them to a videoclip on YouTube showing the Moldovan band performing. The country is known for their celebrations and great wines and that is what we want to communicate to the bloggers.</i></p>	<p>Sampling with wines of Moldova to 25 travel and lifestyle journalists.</p> <p>3 different wines</p> <p>2 Ideas:  <b>Idea 1: Moldovan music</b>  <i>When they open the box: Moldovan music, link to tradition. QR to video Moldovan Band.</i></p> <p><b>Idea 2: Mărțișor (maybe for 2024)</b>  Inform bloggers about this tradition. Mărțișor in the box, salt and bread.</p> <p>-</p>	<p>Pays d'Oc IGP, D.O. Jerez, Ribera del Duero, WoSa, B-Liv</p>
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				<p><b>Idea 2: Mărțișor (maybe for 2024)</b></p> <p>As every spring on March 1 inhabitants of Moldova, celebrate <i>Mărțișor</i>, the rebirth of life after the heavy winter. This beautiful tradition is based on many legends and talisman powers, such as luck and fertility. On this day men offer to their beloved women flowers and martisor (the symbol of serenity and happiness). The woman of Moldova and children wear these on the wrist or pinned over the heart. Many wore these pins until trees began to bloom, hanging the amulets in the tree branches after the blooming. Whoever throws the dust brush into a flowering bush or tree may make a wish.</p> <p>We would like to inform the bloggers about this tradition and include a <i>Mărțișor</i> in the box, which the blogger needs to hang in the tree when they start to blossom. We will also include salt and bread in the box, according to the tradition and a flyer explaining the wines and the tradition. As in the countryside, guests receive bread and salt as a greeting, accompanied by a glass of wine. The idea is that you break off a piece of the bread</p>		
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				<p>and give it to the person sitting next to you.</p> <p><b>Types of communication</b></p> <ul style="list-style-type: none"> <li>- Flyer with information about the wines and tradition</li> <li>- Instagram posts</li> <li>- Wines from Moldova</li> <li>- Martisor/Moldovan music</li> </ul>		
5. Press trip	<b>Press trip</b>	The Netherlands, Moldova	Pitch PR	<p>Press trip focusing on National Wine Day</p> <p>As wine tourism is the most flourishing branch of the entire Tourism industry of Moldova, we suggest to emphasise this, through a press and bloggers trip.</p> <p>Press trip will be for 5-10 press, influencers, to visit the vineyards and wineries of Moldova during the first week of October. A combination of media will be invited to this trip to highlight all the facets Moldova has to offer. The press will be surprised about history and traditions of the country, vineyards, different wines and all the activities around 'National wine day'</p>	<p>Press trip focusing on National Wine Day</p> <p>5-10 press/bloggers, 1 photographer, 1 Pitch escort</p> <p>Timing: first week of October</p> <p>Activities around National Wine Day</p> <p>Longlist of journalists, carefully selected</p>	Pays d'Oc IGP, D.O. Jerez, Ribera del Duero, WoSa,




			<p>which is this year on the 7th of October.</p> <p>The Agencit will have a Dutch photographer joining the trip, so they will have enough content for social media for coming 2 years.</p> <p>Inviting 5-7 journalists/bloggers and 1 photographer, escorted by consultant of Agency, suggested titles:</p> <p>NRC, MMW - Esmee Langereis (wine journalist)</p> <p>The Wine Spice Girl – India Donisi (wine blogger)</p> <p>Dagblad van het Noorden – Jacques Hermus (wine and travel)</p> <p>Telegraaf – Barbara Verbeek (wine)</p> <p>FavorFlav – Sharon van Lokhorst (culinary/wine/lifestyle)</p> <p>The selection of professilonals media should be a good combination of journalists and online media and who all have a very large following, and thus many consumers will be reached through this trip.</p> <p>Suggested timing: The trip will take 4 days – Thursday till</p>	<p>Suggested timing: The trip will take 4 days – Thursday till Sunday, preferably from 5 October to 8 October.</p> <p>Alternative Professional tasting event or presence at a consumer wine festival.</p>	
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				<p>Sunday, preferably from 5 October to 8 October. Although it might make sense to do the press trip before summer.</p> <p>Types of communication</p> <p>Social media Agency and Wines of Moldova</p> <p>Online blogs of attendees</p> <p>Articles after the press visit</p> <p>Posts of the attendees</p> <p>Alternative</p> <p>If for any kind of reason the situation don't allow to travel with journalists to Moldova the Agency will arrange a setting at a professional tasting event or presence at a consumer wine festival.</p> <p>This would be a smaller set up were professionals or in the other case consumers can get acquainted with your wines. A few possibilities are:</p> <p>Gastvrij Rotterdam: Second largest Horeca professional fair in the Netherlands</p> <p>Bacchus Amsterdam: 6 Days open air wine festival (two weekends) in the park in Amsterdam</p>		
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				Amsterdam Wine Festival: Festive wine festival at Industrial location in Amsterdam		
6. Social media assistance	<b>Social media assistance</b>	The Netherlands	Pitch PR	<p>Assisting and managing Wine of Moldova on Social Media. For the Netherlands this means it would make sense to concentrate on Instagram. For this, in general there are two flavours to choose from: the agency will provide English content which ONVV can share on existing platform or create a Dutch separate Instagram page. The Agency will recommend the best way to go with.</p> <p>Strategy The Agency will create one-year strategy on SMM and post plans and send these for approval to ONVV, Including advertisement planning.</p> <p>SOCIAL MEDIA TRENDS</p> <p>Targeting We see the importance of interaction increasing again this year. Partly because of the big changes in advertising-land. As it becomes more difficult to target on personal preferences and profiles, the agency needs to find different manners to target our audience. One way to do that is to target on engagements. In other words,</p>	<p>Assisting and managing Wine of Moldova on Social Media, especially Instagram:</p> <p>Or English content for ONVV platform</p> <p>Or Dutch Instagram page</p> <p>Create Instagram Strategy, target on engagement, reels creation, get timing right, invite story interaction.</p>	Pays d'Oc IGP, D.O. Jerez, WoSa,

				<p>targeting people who have previously engaged with our content.</p> <p>Create fun, bite-sized Reels</p> <p>Now that Instagram is heavily promoting Reels, we can take advantage of this trend by posting reels to gain more visibility on the platform. Since it also looks at whether people watch a Reel to the end, we need to keep these videos as short as possible so that people are more likely to watch the entire Reel.</p> <p>Get the timing right</p> <p>Since interactions are a strong factor in the ranking by the Instagram algorithm, we need to get as many likes and comments as possible within the first few seconds after posting our content. Therefore, it is important to reach followers when they are the most active and subsequently most likely to interact with the posts and Stories.</p> <p>Invite Story interactions + post interactions</p> <p>Increasing engagement can work, by posting stories with a choice option in the form of a poll.</p> <p>The Agency will create content that drives a sufficient number of likes, shares, comments and even saves.</p>		
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				Deliverables: Mounthly report		
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Signed:  \_\_\_\_\_ Name, Surname: Robert Verhoeven, Harriet Boekholt. As: Managing Directors

Tenderer: Pitch PR. Address: Zandstrooierstraat 2, 1019 XZ Amsterdam, The Netherlands.

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# 230327. WOM tehcnical specifications (1)

Final Audit Report

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