

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-1624437260320		
Auction name: 73220000-0. LOT 1: PR & International Communication Services (in Ukraine).				
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: Services for the Elaboration of the Annual Communication Strategy, of the Image Strategy, of the Calendar Communication Plan with the Realization of the Communication Materials Necessary for the Promotion of the Country Of Wine Brand Of Moldova On The Ukrainian Market.</b>				
1.1	Services for the elaboration of the annual communication strategy and the calendar communication plan on the Ukrainian market	<p>The Agency will analyze the communication possibilities of the country brand Wine of Moldova on the Ukrainian market and will develop:</p> <ol style="list-style-type: none"> <li>1. Annual communication strategy - 1 document, based on 1 online platform and 1 trade promo;</li> <li>2. Calendar communication plan for the period July 2021- December 2021- 1 document;</li> <li>3. Concept of launching Wine of Moldova on the Ukrainian market - 1 document;</li> <li>4. Digital promotion strategy - 1 document;</li> <li>5. Wine of Moldova Launch Event on the Ukrainian market (planned for August 15, 2021).</li> <li>6. Lines and messages of communication.</li> <li>7. Communication channels (PR, digital, media, influencers)</li> <li>8. Micro campaigns dedicated to events.</li> </ol> <p>The annual communication strategy will be coordinated and approved by the contracting authority. Execution 10 days after signing the contract.</p>	<p>According to the main task of the project the Agency will make marketing analysis based on market demands and create promotion which includes the following points:</p> <ol style="list-style-type: none"> <li>1. Annual communication strategy - 1 document, based on 1 online platform and 1 trade promo;</li> <li>2. Calendar communication plan for the period July 2021- December 2021- 1 document;</li> <li>3. Concept of launching Wine of Moldova on the Ukrainian market - 1 document;</li> <li>4. Digital promotion strategy - 1 document;</li> <li>5. Concept of Wine of Moldova Launch Event on the Ukrainian market;</li> <li>6. Creating of lines and messages of communication;</li> <li>7. Complex communication approach for every activity (PR, event, BTL, sponsorship, influencer marketing, etc.)</li> <li>8. Micro campaigns dedicated to events.</li> </ol> <p>The Agency will start to prepare an annual communication strategy and all concepts with creative ideas after signing. The execution period is 10 days.</p>	Term and place of services will be realised according the conditions stipulated in the participation notice

<p>The Agency's professional team will work on the realization of the annual communication strategy, including the next deliverables:</p> <ul style="list-style-type: none"> <li>- account management: 10 hours per month;</li> <li>- customer relationship: 10 hours per month;</li> <li>- copywriting services: 4 hours per month;</li> <li>- media relations: 8 hours per month;</li> <li>- marketing expert: 8 hours per month;</li> <li>- meetings / zoom: 16 hours per month;</li> <li>- strategy and counseling: 6 hours per month;</li> <li>- influencer management: 6 hours per month;</li> <li>- administrative - contracts, organization of sending wine: 8 hours per month;</li> <li>- monitoring and reporting: 4 units per month.</li> </ul>	<ul style="list-style-type: none"> <li>• Account management: 10 units per month;</li> <li>• Customer relationship: 10 units per month;</li> <li>• Copywriting: 4 units per month;</li> <li>• Media Relations: 8 units per month;</li> <li>• Marketing Expert: 8 units per month;</li> <li>• Meetings / zoom: 16 units per month;</li> <li>• Strategy and counseling: 6 units per month;</li> <li>• Influencer management: 6 units per month;</li> <li>• Administrative - contracts, organization of sending wine 8 units per month;</li> <li>• Monitoring and reporting: 4 units per month.</li> </ul>	<p>Services for the realization of the annual communication strategy and the calendar communication plan on the Ukrainian market</p>
<p>Communication managers will create a general communication plan, based on strategy, and provide PR support, which includes building relationships with media, communicating with media representatives, providing accompanying video and photo materials. Also, the Agency will plan PR delivery with wine samples of Wine of Moldova representative brands for media and influencers.</p> <p>One of the main tasks of the communication team is to negotiate and conclude partnerships with the media in Ukraine to build strong relationships with local media sources and get visibility and reach (including PR materials in different options and different ways: free publications and special projects).</p> <p>Based on the strategy the Agency will build marketing plan and offer at least 5 essential events to promote Wine of Moldova, where the Agency organize the brand zone to extend the reach and secure new clients. Also, the Agency will organize the main event – Wine of Moldova Launch.</p>	<p>Continuous media relations - The Agency will be responsible for answering questions from media representatives, providing photo / video content, minimum 10 hours / month.</p> <p>Sending Adhoc wine samples to the press to cover logistical costs for delivery to Kiev.</p> <p>The Agency will analyze other possibilities of communication of the country brand Wine of Moldova on the Ukrainian market based on the marketing plan offered by ONVV and will identify:</p> <p>a. PR events for association and / or support following which Wine of Moldova will have the opportunity to benefit from image and visibility in the Ukrainian media (Ensuring the presence of Wine of Moldova at least 5 essential events. Technical and logistical provision of events). The launch event of Moldovan wines in Kiev is set for July 15, 2021.</p> <p>Note: All sources necessary to ensure the support of the events (promotional materials and / or other materials) will be provided by the additional ONVV.</p> <p>a. possibilities to negotiate and conclude free media partnerships with the media in Ukraine (with media where no advertising placement will be made), where the country</p>	

brand will get free visibility and free placements of any communication materials (articles, press releases, interviews, video reports, etc.) \* The Contract will include 2 special projects with 2 Media sources: print, online radio or TV with national coverage.

**Marketing Influencer**

establishing partnerships with networks of bloggers, influencers and opinion leaders (including radio, TV, online stars, artists, etc.) with whom collaboration relations will be established (involvement in Wine of Moldova brand events) in order to amplify the communication messages of country brand, free takeovers and distribution of information in their influence groups.

\* The agency will ensure in the mentioned period at least 2-5 connections with influencers.

**ENDORSER PROFILE**

Relevant community for target 25-55 years;

Content is focused on travel, lifestyle;

They speak in a natural and relaxed tone to their community.

**Deliverables :**

2 posts with important influencers or 5 posts with micro-influencers;

Estimated total annual reach / posts / year will be +2 million;

Social media - The Agency will send content to NOVW for 2 posts + 10 stories per month;

Estimated views / stories / year: +3.5 million.

\*\* The agency will justify their choice by presenting the audience report on active members: the group of wine lovers, sommelier, cooking enthusiasts, wine influencers, lifestyle.

The Agency will submit monthly for the mentioned period the action plan for each of the requested tasks and will execute the communication materials necessary for their proper implementation.

The Agency will provide services to build relationships with influencers, bloggers and opinion leaders, including artists and celebrities, wine specialists and lovers, 1 sommeliers, lifestyle bloggers, HoReCa representatives, etc. (at least 2-5 connections). It will be at least 2-5 people with whom The Agency will create integrations in accordance with communication messages (based on strategy) about Wine of Moldova and their wine brands to increase brand awareness and reach. They will be selected according to the endorser profile. The goal is to get at least 2 posts with macro-influencers or at least 5 posts with micro-influencers with a total annual reach near 2 million and impressions near 3,5 million.

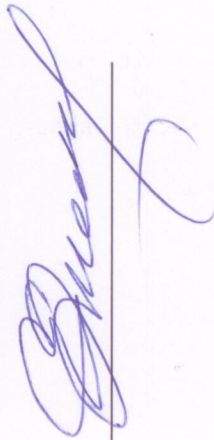
1.3	Adapting the global positioning of Wine of Moldova for the Ukrainian market	Adapting the global positioning of Wine of Moldova for the Ukrainian market	The adaptation of the global positioning of Wine of Moldova for the local Ukrainian market and correct positioning is one of the main tasks of the Agency.
1.4	Conducting PR events	<p>Production of the banner Photo wall 4x4 WoM, the image to be agreed with ONVV.</p> <p>Wine of Moldova plug-in stand for events (conceptualization, sketch, production). It will be coordinated with ONVV.</p> <p>The Agency will hold Media Briefings/Events during the mentioned period as follows: on various topics, e.g.: Marketing Plans, Retail Promo, Grape varieties, Events organized in Ukraine, data on the annual harvest, other relevant topics, all to increase the visibility of the country brand Wine of Moldova on the Ukrainian market, of which it can be and will not be limited to:</p> <ul style="list-style-type: none"> <li>- Press events (press tours) for which Agency will ensure: <ul style="list-style-type: none"> <li>a. inviting the press (issuing the invitation)</li> <li>b. preparation of press kits (content will be coordinated later with ONVV)</li> <li>c. Ensuring the organization space with the observance of all security measures, or ensuring the management of events in the online format. Ensuring the online guest list (the number will not be less than 15 media sources or influencers, focusing on media partners, influencers, bloggers and opinion leaders previously identified for collaboration.</li> <li>d. Coordinating the content of press materials subsequently published in the press</li> <li>e. Carrying out press clippings and the final report of the action with the supply no later than 1-2 weeks from the end of the event.</li> </ul> </li> </ul>	<p>The Agency will provide services to organize PR events with a plug-in zone of the brand to present their products. The concepts and formats will be approved additionally later. It could be press events or press tours (depends on the situation), where the community will talk about the main topic of the event (e. g. marketing plans of the brand, retail promo, grape varieties and wine types, announcement of new events in Ukraine, data on the annual harvest or other relevant topics, which can help to increase the visibility of the country brand Wine of Moldova on the Ukrainian market).</p> <p>The Agency will provide next services during the organization process:</p> <ul style="list-style-type: none"> <li>- inviting the guests (including media representatives and partners, influencers, bloggers and opinion leaders);</li> <li>- preparation of the buzz-kits (details will be discussed additionally);</li> <li>- ensuring the organization space with the observance of all security measures, or as an alternative, ensuring the management of events in the online format;</li> <li>- coordinating the content of all press materials subsequently published in the press (including text and photo/video materials);</li> <li>- providing gifts for the guests (details will be discussed additionally);</li> <li>- preparing the final report of the event and news occasion (including media clippings and photo/video materials);</li> <li>- photo and video report (professional reportage shooting).</li> </ul>

		<p>f. providing gifts for the press g. photo and video insurance</p> <p>Also, the PR &amp; Communication Agency will ensure the PR &amp; Communication campaigns for 1-2 campaigns for organizing retail actions, E-commerce ROZETKA, other events that will contribute to promoting and increasing the notoriety of the country wine brand Wine of Moldova.</p> <p>The PR &amp; Communication campaign will last 1 month for each separate event, being accompanied by - pre-campaign, during the campaign and post-campaign PR.</p> <p><b>Deliverable by event:</b></p> <p>Launch of the event;</p> <p>15 media sources or influencers who will post on their social media about the event/wines etc;</p> <p>result expected: &gt; 500,000+ impressions.</p>	<p>The Agency will provide services to create communication campaign and accompanying materials including:</p> <ul style="list-style-type: none"> <li>- creating photo content for design materials (approx. 10 pictures);</li> <li>- creating concept of campaign and design materials for requested formats (the service implies making edits (3 times) and final approval of layouts);</li> <li>-pr materials (press announcement and press release – 1 document for 1 news occasion);</li> <li>- recommendations with lines and messages of communication – 1 document.</li> </ul> <p>All details will be discussed additionally.</p>
1.5	Photo / video content adaptation / creation services)	<p>The Agency shall carry out during that period:</p> <ol style="list-style-type: none"> <li>1. Photo sessions and creation / purchase of relevant photo content to generate visual content for the promotion of the country brand Wine of Moldova on the Ukrainian market.</li> <li>2. Adaptation of existing content provided by the customer.</li> <li>3. Creation and design of press layouts</li> </ol> <p>The Agency will ensure at least 3 adjustments until the final approval of their NOVW.</p> <ol style="list-style-type: none"> <li>4. Other materials on request, adapted to the space and subsequent requests.</li> </ol> <p>The quantity will not exceed 8 pcs.</p> <p>*The content and form of all materials will be coordinated with NOVW until final approval by the contractor.</p>	<p>For creating quality content for the brand the Agency will provide the next services:</p> <ol style="list-style-type: none"> <li>1. professional photo shootings and creation of the content or, as an alternative, purchase of relevant photo content to generate visual content for the promotion of the country brand Wine of Moldova on the Ukrainian market;</li> <li>2. adaptation of existing content provided by the customer and (according to requests);</li> <li>3. creation and design of press layouts and other design materials according to requests;</li> </ol> <p>The service implies making edits (several times) and final approval of layouts.</p> <p>All details will be discussed additionally.</p>
1.6	Social Media Management	<p>The Agency will be responsible for managing the dedicated Social Media pages as follows:</p> <p>The Agency will provide content for posting on WoM social media twice per month.</p>	<p>The Agency will create the content and communication messages for the social media pages twice per month.</p>

		<p>National Wine Day.</p> <p>Agency will be responsible for FM spot development and broadcasting at regional radio stations in Kiev and Odessa;;</p> <p>Media takeover - at least 8;</p> <p>Provide content for FB, Instagram, LinkedIn;</p> <p>Influencer posts- 2 big influencers or 5 micro-influencers.</p>	<p>For National Wine Day, as a news occasion, the Agency will create a campaign, which includes the next points:</p> <ul style="list-style-type: none"> <li>- providing radio advertising on local radio stations in Kyiv and Odessa;</li> <li>- providing special content for Wine of Moldova social media pages;</li> <li>- creating influencer campaign to promote National Wine Day.</li> </ul> <p>All details will be discussed additionally.</p>
<p>1.7</p> <p>Organizing the Communication Campaign for the National Wine Day on the Ukrainian market</p>	<p>The agency will organize the event head-to-tail:</p> <ol style="list-style-type: none"> <li>a. The identification of the location for a gastronomic dinner (food &amp; wine pairing) for approx. 30-40 people will be approved with NOVW.</li> <li>b. Approval of the a-la-carte menu developed per person. Each dish must be associated with a wine. The wines will be offered by NOVW. The menu will be approved with NOVW.</li> <li>c. Elaboration of the database with invitations to the event and approval of the list of guests with NOVW;</li> <li>d. Elaboration of the scenario, agenda, developer of the event and its approval with NOVW;</li> <li>e. Event organization (decoration, dinner, lights, technical staff, waiters, event project manager, etc.); NB: the decor is to be approved with NOVW!</li> <li>f. Purchase of gifts for guests (approx. 40 pieces) - the budget, the design of the gifts will be approved with NOVW.</li> </ol>	<p>For the Launch event of Wine of Moldova on the Ukrainian Market the Agency will provide next services:</p> <ul style="list-style-type: none"> <li>- providing the best location for a special dinner (food &amp; wine pairing) for ~30-40 guests</li> <li>- creating a special menu for food &amp; wine pairing sessions (food from local chefs and wine from WoM brands)</li> <li>- elaboration of the guestlist and database creation;</li> <li>- with invitations to the event and approval of the list of guests with NOVW;</li> <li>- elaboration of the general concept of the event, scenario and agenda;</li> <li>- event organization (decorations, catering (dinner and personnel), technical staff and services (including light and sound), coordination of all processes;</li> <li>- providing gifts for guests (approx. 40 pieces).</li> </ul> <p>All details will be discussed additionally.</p>	
<p>1.8</p> <p>Organizing the launch event of Wine of Moldova on the Ukrainian market</p>	<p>The agency will be responsible for organizing 2 press visits (the group may include retailers, influencers) twice a year, for a number of 8-10 influencers / media representatives.</p> <p>Deliverable:</p> <p>Providing at least one article / post / story from each participant;</p> <p>In total a minimum of 500,000 impressions.</p>	<p>The Agency will organize 2 press visits for mini-groups of influencers, key opinion leaders and media representatives (~8-10 guests per event). The goal is to get at least 1 publication from each guest (it could be a post, an article, Stories format, etc.).</p> <p>All details will be discussed additionally.</p>	
<p>1.9</p> <p>Organization of Press visits</p>			

Name of company: Same & Friends LLC

Name, surname of authorized person : Kseniia Piatygina



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

