

Technical specifications (form 4.1)

[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-1586266294907				
Auction name: Promotional services on Social Media channels related to the country brand Wine of Moldova for 2020 events in Poland				
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)	Reference standards
1	2	3	4	5
LOT II. Communication and PR services for Summer Event „Moldovan Culture Days in Poland”.				
2.1	Facebook	Page post, carousel ad Minimum 1 500 000 Impressions	Page post, carousel ad Minimum 1 500 000 Impressions	Term and place of services will be realised according the conditions stipulated in the participation notice
2.2	YouTube	Perroll and midroll next to tourism and fine food topics Minimum 750 000 completed views	Perroll and midroll next to tourism and fine food topics. Minimum 750 000 completed views	
2.3	Google	Campaign on Google Ads targeted on Topics and Interests tourism, culture, food	Campaign on Google Ads targeted on Topics and Interests tourism, culture, food	
2.4	Programmatic	Display campaign targeted on the people with Moldova interest profile	Display campaign targeted on the people with Moldova interest profile	
2.5	Look a-like	Display campaign to the people similar to those who visited campaign LP	Display campaign to the people similar to those who visited campaign LP	
2.6	Radio - spot campaign	Promotion of the event in top polish radio station - target Warsaw Spot duration: 15 seconds.	Promotion of the event in top polish radio station - target Warsaw Spot duration: 15 seconds.	
2.7	ticket service cooperation	Promotion of the event on leading Polish ticketing platform	Promotion of the event on leading Polish ticketing platform	
2.8	Video production	The bidder will provide video clips:	The bidder will provide video clips:	

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		Duration: - up to 2 minutes. - the video format will be established and adapted according to the needs requested by the contracting authority.	Duration: - up to 2 minutes - the video format will be established and adapted according to the needs requested by the contracting authority.
2.9	Photo service	The bidder will provide a photo session and will provide 100 photos of the event. Session duration (hours): 4.	The bidder will provide a photo session and will provide 100 photos of the event. Session duration (hours): 4.
2.10	Media relations	Media relations with the top Polish media Journalists	Media relations with the top Polish media Journalists
2.11	Traffic management	Dedicated traffic manager and front end developer for implementation tracking codes, activate an setting up dedicated ads server, providing tech stats, managing campaign.	Dedicated traffic manager and front end developer for implementation tracking codes, activate an setting up dedicated ads server, providing tech stats, managing campaign.
2.12	DMP	Data Management Platform (DMP) services. Technical requirements: - access to third party data for CEE Market - access to desktop data (cookies) at least half - Direct integration with two or more DSP platforms - data synchronization with a maximum delay of 24 hours - Licensing the data to the DSP for a certain period of time - the possibility to generate reports with audience information from the data of third parties - a dedicated person to be managed by calculating the agency's attribution.	Data Management Platform (DMP) services. Technical requirements: - access to third party data for CEE Market - access to desktop data (cookies) at least half - Direct integration with two or more DSP platforms - data synchronization with a maximum delay of 24 hours - Licensing the data to the DSP for a certain period of time - the possibility to generate reports with audience information from the data of third parties - a dedicated person to be managed by calculating the agency's attribution.

Name of company: BrandBridge s.r.o.

Name, surname of authorized person : Jakub Deryng-Dymitrowicz, CEO

Signature: _____

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