

Annex 23 - Price Specifications

CPV Cod	Description of Services	Unit of Measurement	Quantity	Unit Price (excluding VAT)	Preț unitar (cu TVA)	Total Price (including VAT)	Total (excluding VAT)	Service Delivery Term	Budget Classification (IBAN)
1	2	3	4	5	6	7	8	9	10
<i>Single lot</i>	Promotion services for Moldovan brands – Germany and Switzerland	Un serviciu	1	1.468.38 5,00 MDL	1.776.7 45,85 MDL	1.468.38 5,00 MDL	1.776.7 45,85 MDL	According to the Terms of Reference	MD98AGPGBB518430A00034AA
Total									

Signed: _____

Name, Surname: TUDOR STAN

Position: GENERAL DIRECTOR

Tenderer: SC BDR ASSOCIATES COMMUNICATION GROUP

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Cost Breakdown by Market and Activity Type

Market	Activity Type	Description	Estimated Cost (MDL / EUR)
Cross-market (Germany & Switzerland)	Communication strategy and media plan	Development of an integrated campaign strategy, identification of the target audience, definition of the narrative, and media planning, adapted to both markets. Includes strategic consultancy.	78.600,00 MDL
Cross-market (Germany & Switzerland)	Media monitoring and image analysis	Qualitative analysis of Moldova's image in international, German, and Swiss press (3–5 years). Identification of perceptions, opportunities, and recommendations.	47.160,00 MDL
Germany	Promotional articles and media placement	Drafting of 3 editorial/promotional articles in English and German; coordination and publishing in trade media (e.g., Fresh Plaza, Lebensmittel Zeitung, TopAgrar). Includes publication fees.	665.575,00 MDL
Switzerland	Promotional articles and media placement	Drafting of 2 editorial/promotional articles in English, German/French; coordination with industry-specific publications; placement in business outlets (e.g., Finanz und Wirtschaft, Bilan). Includes publication fees.	284.050,00 MDL
Cross-market (Germany & Switzerland)	LinkedIn Digital Campaign	Setup, creative design, paid promotion, targeting agri-food, retail, and HORECA.	294.750,00 MDL
Cross-market	Creative production (visuals, texts, translations)	Design of visuals, infographics, and short video spots; professional EN/DE translations and content adaptation for both markets.	98.250,00 MDL
Total:			1.468.385,00 MDL