

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]

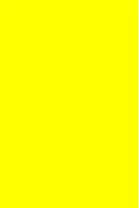
Auction number ocds-b3wdp1-MD-1619769903846				
Auction name: 73220000-0. LOT 1: Brand Development and brand positioning services for Wine of Moldova				
Cod CPV	Name of services	Full technical specification required by the contracting authority	Full technical specification proposed by the bidder <i>(this col. will be complete by the bidder/tenderer)</i>	Time of execution
1	2	3	4	5
LOT 1: Brand Development and brand positioning services for Wine of Moldova				
1.1	Research for Wine of Moldova Brand	<p>I. Community Engagement The Bidder would lead an in-depth discovery session (3-4 hour workshop) with the WOM team and would conduct stakeholder interviews and ensure immersion in the destination. Assume a series of individual interviews with key stakeholders (up to 8), learn about the destination from each of their perspectives, and build consensus, ensuring they feel part of the process. Providing a 360° perspective of the destination. The team would immerse themselves in all of the available literature and 1-2 team members would visit the destination, tour, and hold the stakeholder interviews, as this is an ideal way to understand the product offering.</p> <p>Deliverables: Summary document detailing the findings of the stakeholder interview (approximately 4-6 pages)</p> <p>II. BRAND AUDIT The bidder would provide a fact-based assessment of the destination's current state, such as how it performs, how it stacks up against the competition, what core assets exist, and what the primary demand generators are. The bidder would also conduct additional audits to analyze the Wine of Moldova brand's current identity and history thoroughly.</p>	<p>I. Community Engagement The Bidder would lead an in-depth discovery session (3-4 hour workshop) with the WOM team and would conduct stakeholder interviews and ensure immersion in the destination. Assume a series of individual interviews with key stakeholders (up to 8), learn about the destination from each of their perspectives, and build consensus, ensuring they feel part of the process. Providing a 360° perspective of the destination. The team would immerse themselves in all of the available literature and 1-2 team members would visit the destination, tour, and hold the stakeholder interviews, as this is an ideal way to understand the product offering.</p> <p>Deliverables: Summary document detailing the findings of the stakeholder interview (approximately 4-6 pages)</p> <p>II. BRAND AUDIT The bidder would provide a fact-based assessment of the destination's current state, such as how it performs, how it stacks up against the competition, what core assets exist, and what the primary demand generators are. The bidder would also conduct additional audits to analyze the Wine of Moldova brand's current identity and history thoroughly.</p>	Term and place of services will be realised according the conditions stipulated in the participation notice

		<p>The bidder will present us with the analysis of other wine regions and will present us with results and opportunities that they have identified and which have been successful.</p> <p>Deliverables: Brand and competitive audit document (approximately 4-6 pages).</p> <p>Timeline: For 1A and 1B points: Week 1-2 from the moment of signing the contract.</p>	<p>The bidder will present us with the analysis of other wine regions and will present us with results and opportunities that they have identified and which have been successful.</p> <p>Deliverables: Brand and competitive audit document (approximately 4-6 pages).</p> <p>Timeline: For 1A and 1B points: Week 1-2 from the moment of signing the contract.</p>
1.2	Brand Strategy	<p>1) Based on the insights and findings gleaned from pct.1.1 (above), a unique brand strategy would be developed which would define the brand's positioning, brand archetype, personality, brand equity, competitive set and target audience mapping, messaging brief/proof points identification. Including creation of written brand manifesto.</p> <p>2)This would also include a review of the brand's architecture and recommending options for any need to create a different asset to the current Wine of Moldova asset across the different levels of communications.</p> <p>3) Brand architecture - portfolio model options to look at the pros and cons of various options.</p> <p>4)The bidder will present us how the National Wine Day, the key event for the promotion of wine tourism and also, Open Celler Door event, fit into the current strategy.</p> <p>Deliverables: a) Brand architecture model (1-2 pages) ; b) Brand strategy(6-8 pages).</p> <p>Timeline : Week 3- 4 from the moment of singing the contract.</p>	<p>1) Based on the insights and findings gleaned from pct.1.1 (above), a unique brand strategy would be developed which would define the brand's positioning, brand archetype, personality, brand equity, competitive set and target audience mapping, messaging brief/proof points identification. Including creation of written brand manifesto.</p> <p>2)This would also include a review of the brand's architecture and recommending options for any need to create a different asset to the current Wine of Moldova asset across the different levels of communications.</p> <p>3) Brand architecture - portfolio model options to look at the pros and cons of various options.</p> <p>4)The bidder will present us how the National Wine Day, the key event for the promotion of wine tourism and also, Open Celler Door event, fit into the current strategy.</p> <p>Deliverables: a) Brand architecture model (1-2 pages) ; b) Brand strategy (6-8 pages).</p> <p>Timeline : Week 3- 4 from the moment of signing the contract.</p>
1.3	Creative	<p>aa) TAGLINE & BRAND MESSAGES a) Creation of the brand's 4 versions of tagline. b) Creation of core brand messages (up to 4) to be used in brand led templates as listed in bb).</p> <p>Deliverables :</p>	<p>aa) TAGLINE & BRAND MESSAGES a) Creation of the brand's 4 versions of tagline. b) Creation of core brand messages (up to 4) to be used in brand led templates as listed in bb).</p> <p>Deliverables :</p>

		<p>Tagline (English only) Brand messages x 4 (English only)</p> <p>Timeline : Week 5-6 from the moment of singing the contract.</p> <p>bb) BRAND IDENTITY CREATION a) Core brand assets: logo development (refresh only - assumes full redesign is not required), graphic device, colour palette, typography and photography style.</p> <p>b) Application of the new brand identity to the following touchpoints: wine bottle label, stationery (letterhead, business card, with comps templates) presentation template up to 6 slides, flyer template, press ad template, signage x 3 for tour operator channels, digital advertising template.</p> <p>c)Includes guidelines document up to 20 pages articulating rules around usage.</p> <p>Deliverables : Core brand assets: logo, graphic device, colour palette, typography and photography style. Brand identity templates: - Wine bottle label - Stationery (letterhead, business card, with comps templates) presentation template up to 6 slides - Flyer template ; - Press ad template ; - Signage x 3 for tour operator channels ; - Digital advertising template. Brand guidelines (up to 20 pages).</p> <p>Timeline : Week 5-9 from the moment of signing of the contract.</p>	<p>Tagline (English only) Brand messages x 4 (English only)</p> <p>Timeline : Week 5-6 from the moment of singing the contract.</p> <p>bb) BRAND IDENTITY CREATION a) Core brand assets: logo development (refresh only - assumes full redesign is not required), graphic device, colour palette, typography and photography style.</p> <p>b) Application of the new brand identity to the following touchpoints: wine bottle label, stationery (letterhead, business card, with comps templates) presentation template up to 6 slides, flyer template, press ad template, signage x 3 for tour operator channels, digital advertising template.</p> <p>c)Includes guidelines document up to 20 pages articulating rules around usage.</p> <p>Deliverables : Core brand assets: logo, graphic device, colour palette, typography and photography style. Brand identity templates: - Wine bottle label - Stationery (letterhead, business card, with comps templates) presentation template up to 6 slides - Flyer template ; - Press ad template ; - Signage x 3 for tour operator channels ; - Digital advertising template. Brand guidelines (up to 20 pages).</p> <p>Timeline : Week 5-9 from the moment of signing of the contract.</p>	
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Name of company: Hills Balfour International DMCC (MMGY Global)

Name, surname of authorized person : Anthony Dalton



A handwritten signature in blue ink, appearing to read 'Anthony Dalton', written over a horizontal line.

Signature:

Stamp

