

Technical Specifications (Form F.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-b3w-dpl-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 <i>(this col. will be complete by the bidder/tenderer)</i>	Reference standards
1	2	3	4	5
LOT 1: PR and Communication services for National Office for Vine and Wine in Poland.				
1.1	Communication strategy and Media Plan	Elaboration of the communication plan and communication messages for 2020 based on the calendar of events offered by the National Office of Wine and Wine and the basic objectives of the activity of Wine of Moldova. The communication plan will also include proposals / topics that can become news and analysis topics within the TV and Radio programs, within 2 weeks from signing the contract.	Elaboration of the communication plan and communication messages for 2020 based on the calendar of events offered by the National Office of Wine and Wine and the basic objectives of the activity of Wine of Moldova. The communication plan will also include proposals / topics that can become news and analysis topics within the TV and Radio programs, within 2 weeks from signing the contract.	Term and place of services will be realised according the conditions stipulated in the participation notice
1.2	Landing page	Art Creation - Key Visual + graphic art of Landing Page (LP) Functional model of the LP Programming: Tests. The greatest qualities of Moldova: culture, tradition, food, wine, destinations. Social media plugin - feed RWD design - "mobile first strategy deployed".	Art Creation - Key Visual + graphic art of Landing Page (LP) Functional model of the LP Programming: Tests. The greatest qualities of Moldova: culture, tradition, food, wine, destinations. Social media plugin - feed RWD design - "mobile first strategy deployed".	
1.3	Web Banners	Master banner - 750x200 (1 pieces), Display: 120x600 (1 pieces), 300x600 (1 pieces), 160x600 (1 pieces), 300x250 (1 pieces), 750x100 (1 pieces), 750x300 (1 pieces), 728x90 (1 pieces), FB: 1080x1080 (PPLA) + 3-4x 1080x1080 (Carousel Ad) (1 pieces), Google Ads: 1910x1000 (1 pieces), 1000x1000 (1 pieces), Other formats on the Horizontal Websites (1 pieces), video 8", 15" and 30" (1 pieces)	Master banner - 750x200 (1 pieces), Display: 120x600 (1 pieces), 300x600 (1 pieces), 160x600 (1 pieces), 300x250 (1 pieces), 750x100 (1 pieces), 750x300 (1 pieces), 728x90 (1 pieces), FB: 1080x1080 (PPLA) + 3-4x 1080x1080 (Carousel Ad) (1 pieces), Google Ads: 1910x1000 (1 pieces), 1000x1000 (1 pieces), Other formats on the Horizontal Websites (1 pieces), video 8", 15" and 30" (1 pieces)	

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1.4	Marketing Editorial Articles	Articles with Big Data tracking code. 3 900 000 impressions.	Articles with Big Data tracking code. 3 900 000 impressions.
			articles on blogs (lifestyle, parenting, cuisine, travel, wine) with Big Data tracking codes implemented. 4 300 000 Impressions plus 11 articles on blogs (lifestyle, parenting, cuisine, travel, wine) with BigDataCMP tracking codes implemented. Example publishers: - wesolowski.co - wszedobyiscy.pl - kuron.com.pl - mamagerka.pl - mamineskarby.pl - mamacarla.pl - pattravel.pl - krytykakulinarna.com - roadtripbus.pl - wposzukiwaniu.pl - http://lampkawina.com/
1.5	Blogs / Influencers	articles on blogs (lifestyle, parenting, cuisine, travel, wine) with Big Data tracking codes implemented. 4 300 000 Impressions	
1.6	Press Tour	Organizing the press tour with the Journalists from the biggest Polish media + influencers. Up to 10 people. Minimum 4 380 000 impressions.	Organizing the press tour with the Journalists from the biggest Polish media + influencers. Up to 10 people. Minimum 4 380 000 impressions.
1.7	Micro campaign (Social Media Content)	Set of minimum 25 posts – creative idea. Total 25 posts.	Set of minimum 25 posts – creative idea. Total 25 posts.
1.8	High quality content engaging the Polish travel community.	The bidder will assure high quality content engaging the Polish travel community. It will include: -Minimum 500 000 Impressions, - minimum 180 000 reach, -minimum 15 000 clicks.	The bidder will assure high quality content engaging the Polish travel community. It will include: -Minimum 500 000 Impressions, - minimum 180 000 reach, -minimum 15 000 clicks.

mgr Dariusz Dymitrowicz



1.9	GDN (Google Display Network)	The bidder will assure a GDN service with: - Minimum 6 600 000 Impressions, - minimum 2 200 000 reach, - minimum 22 000 clicks.	The bidder will assure a GDN service with: - Minimum 6 600 000 Impressions, - minimum 2 200 000 reach, - minimum 22 000 clicks.
1.10	YouTube	Pre-Roll and midroll next to tourism and fine food Topics (video 15" and 30") Note! the final options will be coordinated and approved in advance with the contracting authority.	Pre-Roll and midroll next to tourism and fine food Topics (video 15" and 30") Note! the final options will be coordinated and approved in advance with the contracting authority.
1.11	Facebook & Instagram	Carousel AD (3-4x 1080x1080 with max. 20% text) and video 15" and 30" That will include: - Minimum 600 000 Impressions, - minimum 4 600 000 reach, - minimum 33 000 clicks.	Carousel AD (3-4x 1080x1080 with max. 20% text) and video 15" and 30" That will include: - Minimum 600 000 Impressions, - minimum 4 600 000 reach, - minimum 33 000 clicks.
1.12	Display RTB and Geotargeting	Behavioral data display to users who looking for place for vacation. That will include: - Minimum 3 500 000 Impressions, - minimum 2 400 000 reach, - minimum 26 000 clicks.	Behavioral data display to users who looking for place for vacation. That will include: - Minimum 3 500 000 Impressions, - minimum 2 400 000 reach, - minimum 26 000 clicks.
1.13	Remarketing	Campaign targeted to: - users who visit campaign website- display; - RLSA - remarketing in Google Search Engine - Text. That also will include: - Minimum 2 500 000 Impressions, - minimum 850 000 reach, - minimum 8 600 clicks.	Campaign targeted to: - users who visit campaign website- display; - RLSA - remarketing in Google Search Engine - Text. That also will include: - Minimum 2 500 000 Impressions, - minimum 850 000 reach, - minimum 8 600 clicks.
1.14	Look-a-Like	Emission to the people who are similar to the people who visited Moldova and are interested in Moldova connected themes including vine and wine. Food display: - Minimum 3 500 000 Impressions, - minimum 800 000 reach, - minimum 15 000 clicks.	Emission to the people who are similar to the people who visited Moldova and are interested in Moldova connected themes including vine and wine. Food display: - Minimum 3 500 000 Impressions, - minimum 800 000 reach, - minimum 15 000 clicks.
1.15	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.

		<p>The bidder will provide: Cookie files collection, behavioral profiles, remarketing and retargeting on a hand-created look-alikes.</p> <p>Technical requirements:</p> <ul style="list-style-type: none"> - 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 	<p>The bidder will provide: Cookie files collection, behavioral profiles, remarketing and retargeting on a hand-created look-alikes.</p> <p>Technical requirements:</p> <ul style="list-style-type: none"> - 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
1.16	Data Management Platform (DMP) services	<p>The bidder shall provide the number requested by the contracting authority.</p> <p>Post frequency: 12 posts per month;</p> <p>Total: 144 posts.</p>	<p>The bidder shall provide the number requested by the contracting authority.</p> <p>Post frequency: 12 posts per month;</p> <p>Total: 144 posts.</p>
1.17	Management of the PL Facebook profile	<p>The bidder will provide real-time marketing services of at least 10 hours per month.</p> <p>In total: 120 hours.</p>	<p>The bidder will provide real-time marketing services of at least 10 hours per month.</p> <p>In total: 120 hours.</p>
1.18	Real time marketing (graphics, copywriting, video services)		

Name of company: BrandBridge s.r.o

Name, surname of authorized person : Jakub Deryng - Dymitrowicz

Signature: _____

Stamp

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