

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-1628182028051

Auction name : promotion services of Wine of Moldova in UK by organizing B2B activities

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
79342200-5 Stage 1. (Lot 1). Wine of Moldova promotion campaign in Great Britain for 10 wineries.				
1.1	Webinar promotional services	Promotional services in one notorious magazine from UK (eg: Harpers, Decanter, etc). That will include two pages article, on-line banners on the magazin's website, sending an invitation to subscribers to participate. The event will be streamed on youtube channel. NBI All details will be approved and coordinated in advance with the contracting authority. Duration: 1 day	Promotional services in one notorious magazine from UK (eg: Harpers, Decanter, etc). That will include two pages article, on-line banners on the magazin's website, sending an invitation to subscribers to participate. The event will be streamed on youtube channel. NBI All details will be approved and coordinated in advance with the contracting authority. Duration: 1 day	Term and place of services will be realised according the conditions stipulated in the participation notice
1.2	Digital PR and communication	Development of a microsite for information on all 10 wineries, all wines and tech sheets based on the information provided by wineries / wix platform. The information placed will contain the name, logo and description of the winery. The information about the wine will contain a qualitative picture, the description of the wine, the degree of alcohol, the type, the variety.	Development of a microsite for information on all 10 wineries, all wines and tech sheets based on the information provided by wineries / wix platform. The information placed will contain the name, logo and description of the winery. The information about the wine will contain a qualitative picture, the description of the wine, the degree of alcohol, the type, the variety.	



