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MSL
Influence. Impact.

Wine of Moldova

PR Proposal by MSL The Practice

09/06/2024

Agenda

Brief	03
Strategy overview	05
Key messages	06
Press release calendar	07
Media partnerships	08
Earned media approach	09
Influencers	10
Press visits	12
Events comms kit	13
Ideas on a napkin	14



Brief

Campaign goal

Wine of Moldova is launching a campaign from September to December 2024, aiming to increase visibility and interest in Moldovan wines across the Romanian market, with the ultimate goal of growing their market share.

Strategic objective

Position Moldova as a reputable producer of high-quality wines with a shared heritage and wine-making history with Romania.



► Main objectives

Integrated communication

Ensure coherent communication across all available channels to strengthen the image and reputation of Moldovan wines in Romania.

Increase visibility

Boost the visibility of Wine of Moldova in the Romanian market.

Event promotion

Promote Wine of Moldova events (e.g., Bucharest Festival) to attract more participants and enhance country and product image.

Target audience

Romanian wine consumers

Focus on premium and medium segments in major Romanian cities.

Opinion leaders and influencers in wine

Wine critics, bloggers, journalists, and sommeliers.

Wine trade professionals

HoReCa, distribution networks, and e-commerce.



Strategy overview

Goal	Develop a 4 months campaign to increase visibility and interest in Wine of Moldova across the Romanian market , while growing market share.		
Objectives	Position Moldova as a reputable producer of high-quality wines , while ensuring integrated communication, increasing visibility, and promoting key events .		
Audience	Wine consumers	Wine opinion leaders	Wine traders
Tactics	Event promotion Content creation Sampling opportunities Targeted media coverage (press release, interviews, articles, influencer content)	Press releases Interviews Media partnerships Media relations Press visits Influencer collaborations	Event promotion Content creation Sampling opportunities Targeted media coverage (press release, interviews, articles, influencer content)



Key messages

I. Moldova as a wine country

- Moldova is a top European wine destination with proven success
- Explore Moldova's wine regions and terroir
- Discover Moldova's grape varieties and traditional winemaking, along with its historical ties with Romanian traditions

II. Moldovan wineries and producers

- Inside Moldova's winemaking success story: innovation and awards, top professionals
- Meet Moldova's top winemakers: wine professionals and their insights

III. International recognition

- Moldovan wines' international success stories: awards and global recognition
- Wine of Moldova expands its presence across Romania's HoReCa and retail
- Moldovan wines are highly appreciated by international experts: insights from renowned critics



Press release calendar

September	October	November	December	Type of media
The Moldovan Wine Festival returns to Bucharest on September 14-15. What to expect on the event's fourth edition?	The Wine of Moldova arrives in Cluj-Napoca: Discover how you can experience the finest wines from our neighboring wine country	An in-depth report on Moldovan wine Consumption trends in Romania: quantities, leading Brands, and top-performing varieties after the first 10 months of the year	The Wine Vernissage returns to Chişinău: Discover the latest trends and wines awaiting participants this December	Generalist, Business, Lifestyle, Trade, Food & Culinary, Local News, Travel & Tourism
The fourth edition of the Moldovan Wine Festival in Bucharest by the numbers: 60,000 wine attendants, 44 Moldovan wineries, X premium wines	National Wine Day in Moldova: How our neighbor celebrates its viticultural heritage and excellence	Wine of Moldova report: Which are Romanians' preferences regarding Moldovan wines after the first 10 months of the year?	How the 14th edition of Wine Vernissage unfolded: X premium wines were showcased to X attendees	
	National Wine Day in Moldova: A look at Moldova's biggest wine celebration in numbers, exhibitors and images		Top 10 Moldovan wines that are perfect for the winter holidays: Discover the best pairings with Moldova's finest wines	



Media partnership proposals

Business / Revista Biz

is a leading Romanian business magazine available in print and online. It covers key sectors such as finance, marketing, and technology, and hosts events targeting various professional communities.

The logo for Biz, featuring the word "Biz" in a bold, red, italicized sans-serif font with a registered trademark symbol (®) to the upper right.

Going out / Zile si Nopti

is a popular Romanian magazine available both online and in print. It offers free distribution at popular locations across the country. Covering events, trends, and reviews, it's a go-to resource for those looking to explore local happenings and lifestyle options.



Trade / Progresiv

is Romania's leading B2B magazine specializing in retail and FMCG sectors. Available in print and online, Progresiv is also active in organizing events that cater to professionals in the retail and FMCG sectors, enhancing its role as a key resource in the industry.

The logo for Progresiv 25th Anniversary, featuring the word "PROGRESIV" in a bold, black, uppercase sans-serif font, followed by "25^{ANI}" in a red, stylized font.

▶ Earned media approach

Press release

will be aligned with the press release calendar, based on activities from the event calendar and data provided by Wine of Moldova.

Editorials

will be published on behalf of top professionals representing Wine of Moldova and its activities in Romania, in top-tier publications that are relevant to a broad range of target audience categories (Republica, HotNews, Press One and so on).

Interviews

will feature representatives from Wine of Moldova or wine industry experts speaking on behalf of the brand, targeting publications that are directly interested in the topic and relevant to the target audience. These interviews will be available in both written and video formats (Wall-street, Forbes)

TV, radio & podcast appearances

We will coordinate radio (RRA) and TV (Aleph News, TVR 1) appearances, as well as podcast (Katai podcast) features for top representatives of Wine of Moldova.



Influencer collaborations

- Silviu Țolu
- Miss Wellington, Gabriela Dima
- Pandemideea, Deea Balgaradean
- Cristina Andrei
- Radu Dumitrescu



Influencers' total connections



silviu.tolu	48.6K
silviutolu	3.3K
Silviu Tolu	94
https://silviutolu.com	

+ Account



misswellington1	172.7K
misswellington	146.2K
iammisswellington	3.5K

+ Account



pandemideea	50.5K
pandemideea	16.6K

+ Account



cristina.andrei	128.2K
heyimcristinaandrei	17.5K

+ Account



radu.dumitrescu	23.9K
FreshfulbyeMAG	22.8K
freshfulbyemag	13.6K

+ Account



Press visits Targeted journalists (potential)

1. Cristina Roșca, ZF
2. Ioana Matei, Business Magazin
3. Adrian Ungureanu, Wall-street.ro
4. Andra Imbrea, Progresiv
5. Romanița Oprea, Biz
6. Oana Titică, B365
7. Marian Crăciun, The Trends
8. Dana Lascu, Euronews
9. Constantin Opreș, Profit News
10. Eduard Enache, Urban

Press visits Targeted influencers (potential)

1. Călătorii și Farfurii
2. Silviu Tolu
3. Miss Wellington
4. Taste Bazaar
5. Pandemideea
6. Hayatteria
7. Radu Dumitrescu
8. Cristina Andrei
9. Marius Tudosiei
10. Gastronomy Globetrotters



Wine of Moldova events Communication kit

Press release



- Pre and post-event depending on the case
- Generalist, Business, Lifestyle, Trade, Food & Culinary, Local News, Travel & Tourism

Real-time content



- Where possible, we will distribute invitations to the event to opinion leaders, journalists, and influencers to generate social media content during the event.

Follow-up media coverage

- Depending on the scale and opportunities surrounding each event, we will generate earned media through exclusive articles, editorials, and interviews in national or local publications.



▶ Extra SOW

Ideas on a napkin





Exchange Program: Moldova-Romania Winemakers' Experience

To enhance the profile of Moldovan winemakers and celebrate Moldova's winemaking heritage alongside Romanian traditions, we will launch an experience exchange program.

Moldovan and Romanian winemakers will visit each other, share expertise, and resources. This will be documented in a video series published on Wine of Moldova's channels, promoted through media partners, and shared by participants. The pilot edition will gauge reception, with the potential for an annual continuation, possibly supported by authorities from both countries.

Promoting Moldova as a Premier Wine Destination

To position Moldova as a top wine country and destination, we will partner with a renowned travel agency to launch a variety of tour packages and experiences recommended by Wine of Moldova.

These will cater to a broad audience: groups of friends and girlfriends, family getaways, corporate retreats, and romantic couples trips. The packages will be launched through a press release, amplified with special media projects, and promoted by relevant influencers.

They will be available as part of the agency's permanent offerings, featuring benefits from Wine of Moldova to make the experience accessible and popular among Romanian wine enthusiasts.





Thank you

Oana Bulexa

Managing partner MSL The Practice