

TARGET
GROUP WORLDWIDE



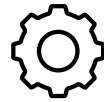
WINE OF
MOLDOVA

OUR TEAM



**OXANA
GLUSHKOVA**

Strategic
Communications Expert



SERGIU DIACONU

Strategic
Communications Expert



**OLGA
HLOPENCOVA**

Media Relations



DIANA LIN

Digital Account,
Copywriter



ALINA GUTU

Project Manager,
Copywriter



**VICTORIA
CERNEGA**

Media planner,
copywriter



PR & COMMUNICATION

- Communication strategy development.
Communication plans and placement grids.
- Development of messages, copywriting,
Graphic & video content creation for PR purposes.
Placement of PR materials.
- Management of media relations,
speech and article writing, press
conferences and press tours.
Media monitoring & reporting.
- Special PR projects.
TV sponsorship.
KOL.



Complex Communication Services

For the second year in the row we are providing full package of communication services to Invest Moldova

Strategic communication

Developing the communication strategy

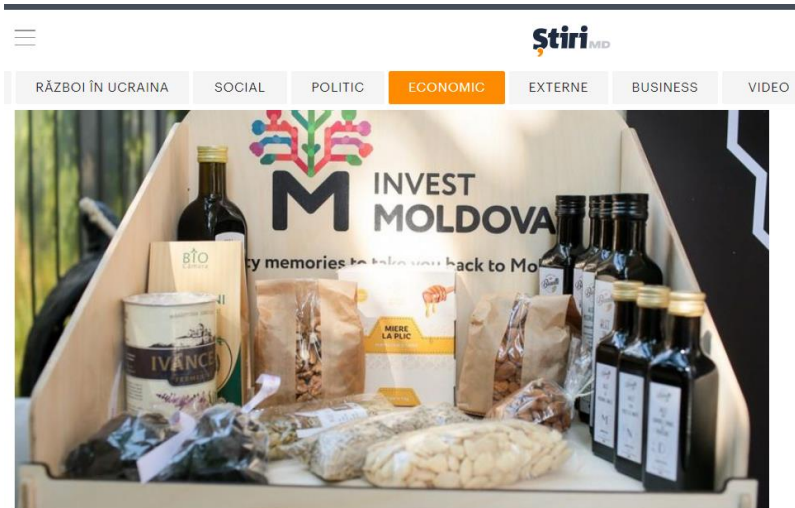
Identifying categories of target audience

Determining online and offline Tone of Voice and messages for each category of Target Audience

Determining the channels to be used for communication online/offline

Developing the communication grid/plan

SELECTION OF LINE COMMUNICATION



Potrivit Infotag cu referire la portalul "East Fruit", pentru a actualiza și extinde standurile cu diverse produse ecologice moldovenesti în cadrul a celor 32 de misiuni diplomatice ale R.

Selecting subjects related to activities of the agency that represent reasons to communicate (RtC)



Determining the communications messages&means/writing the press releases/articles



Disseminating press releases & ensuring their placement nationally&internationally

SELECTION OF EVENT/CAMPAIGN COMMUNICATION



Developing and implementing communication campaigns for all events and projects of the agency, such as Export Morning, Export Missions, Dialog Pro-Business, Neampornit etc.

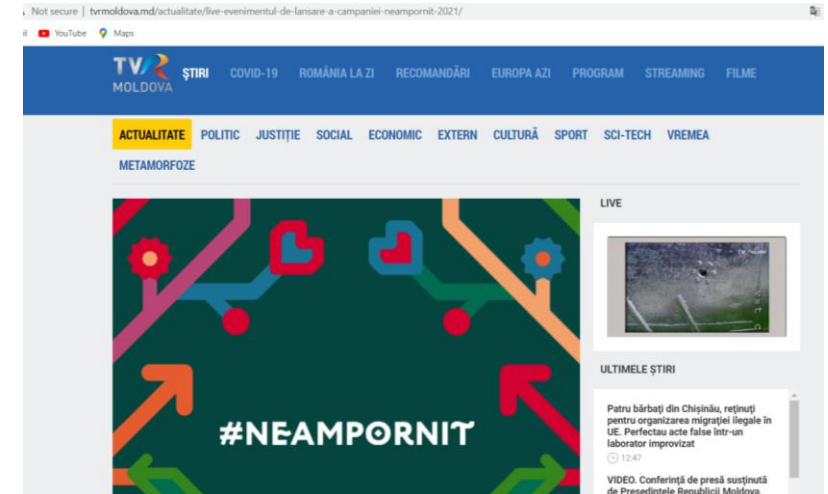
Agenția de Investiții invită antreprenorii la Programul Export Mission



Share Agenția de Investiții „Invest Moldova”, în colaborare cu Banca Europeană pentru



Media management, copywriting, speechwriting, media placement, reportage making & placement



Managing participation in TV&radio shows, organizing press conferences & press tours

SELECTION OF

TV& RADIO SHOWS PARTICIPATION

PR & COMMUNICATION

Managing participation of the General Director & the team in TV & radio shows.

Writing the talking points for the TV show presenter.

Analyzing effectiveness & reporting.



MATINALII TVR



PRIMA ORĂ

CONTENT CREATION

Creation of graphic&video content for all PR activities

Relațiile comercial-economice între Republica Moldova și Marea Britanie

După volumul schimburilor comerciale, Regatul Unit al Marii Britanii este al **17-lea partener** comercial al Republicii Moldova.

După volumul capitalului investit, Marea Britanie se află pe **locul 11** printre principalii investitori ai Republicii Moldova.

În Republica Moldova activează **224** întreprinderi cu capital britanic, investițiile însumând **507,891** mil. lei.

#GrowInMoldova #ExportMorning

ATRAGEREA INVESTIȚIILOR 2021

12 investitori

Belgia • Olanda • Turcia • SUA
Germania • Lituania • Marea Britanie

Valoarea totală a investițiilor
30 000 000 €

#neampornit

❖ Ce tipuri de odihnă preferă moldovenii?

- Vizitarea cetăților și mănăstirilor67%
- Peisaje naturale59%
- Evenimente pentru familii cu copii56%
- Excursii cu barca pe Nistru51%
- Experițe gastronomice locale49%
- Evenimente și concerte în aer liber47%
- Drumetii, trasee marcate, prin locuri pitorești.....47%
- Spectacole în aer liber47%
- Baze de odihnă46%
- Vinării și beciuri vinicole44%

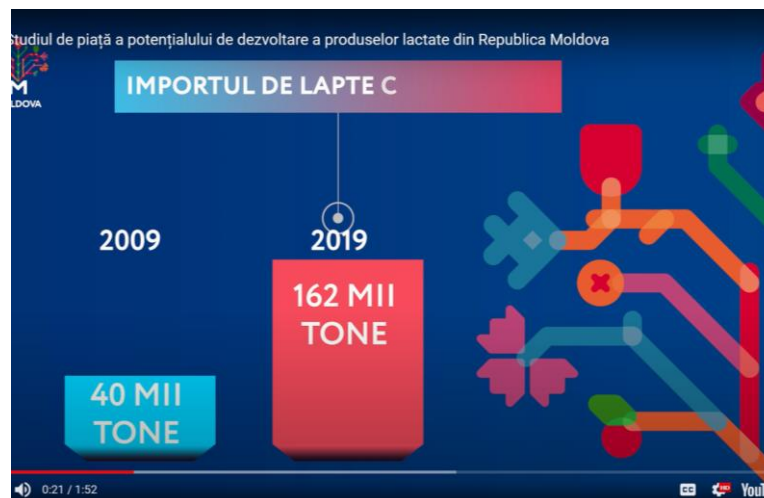
EXPORT MISSION

Program lansat de Agenția de Investiții „Invest Moldova” în 2020 cu scopul:

- Sporirea și diversificarea exporturilor
- Identificarea partenerilor străini în țări strategice
- Participarea în sesiuni B2B individuale pentru

Ci

#InvestMoldova
#GrowInMoldova
#ExportMission



INVEST MOLDOVA

- Atragerea și protejarea investițiilor
- Promovarea exportului
- Promovarea turismului
- Promovarea imaginii de



Complex Communication Services

Full package communication services for the European Cross Border Black Sea Region Project WINET.

Communication for three countries: Moldova, Romania&Bulgaria.

Strategic communication

Developing the communication strategy

Identifying categories of target audience

Determining online and offline Tone of Voice and messages for each category of Target Audience

Determining the channels to be used for communication online/offline

Developing the communication grid/plan

SELECTION OF LINE COMMUNICATION



Selecting subjects related to project activities that represent reasons to communicate (RtC)



Determining the communications messages&means/writing the press releases/articles



Companiile vinicole din regiunea Bazinului Mării Negre – Republica Moldova, România și Bulgaria – vor beneficia de mai multă vizibilitate, care va atrage după sine intensificarea exporturilor la nivel

Disseminating press releases & ensuring their placement in three countries and internationally through PR wire.

SELECTION OF EVENT COMMUNICATION



Organizing 6 webinars, determining the topic and managing the speakers, managing the communication of the webinars.



Communication campaigns about experience exchange visits of winemakers and partners in the project to the three participating countries



Complex national & international PR campaign for the International WINET Conference.

SELECTION OF

TV& RADIO SHOWS PARTICIPATION

PR & COMMUNICATION

Managing participation of the
Project Team & partners in TV & radio
shows

Writing the talking points for the TV
show presenter.

Analyzing effectiveness & reporting.



MOLDOVA 1



OBIECTIV COMUN



Complex Communication Services

Full package communication services for the International Event of the tourism industry Moldova Tourism Forum

Strategic communication

Developing the communication strategy

Identifying categories of target audience

Determining online and offline Tone of Voice and messages for each category of Target Audience

Determining the channels to be used for communication online/offline

Developing the communication grid/plan

SELECTION OF EVENT COMMUNICATION

Un eveniment dedicat industriei turismului în Republica Moldova va avea loc la Chișinău. Evenimentul se va concentra pe strategia de reconectare a țării la circuitul turistic internațional

6 mai 2021, 10:44 Descoperă 103



Pre-event communication to attract viewers, copywriting, graphic content creation, national& international placement, invitations to the media, press conference

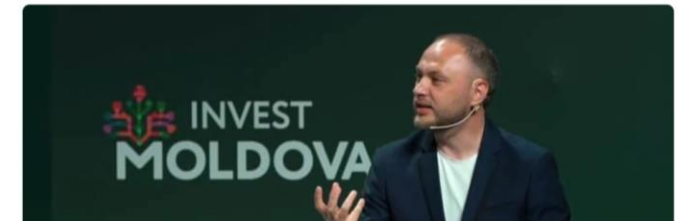
Moldova Tourism Forum 2021: au fost premiați ambasadorii turismului național. TOP lansări de branduri ale anului 2020

28 Mai 2021, 16:37 // Categorie: Actual // Autor: Dumitrita Culiuc



Live communication during the event, media management, press kit, press corner management, press releases distribution, working with bloggers, influencers & Key Opinion Leaders

VIDEO: Moldova Tourism Forum, despre produsele turistice moldovenești, REinvetate pe timp de pandemie



Post-event communication. TV news reportages, online&offline articles, PR wire distribution, posts&articles on blogs & BY SM influencers

Tradiție și inovație, acasă la Taraboste Chateau Vartely a inaugurat tururile c proiecție de realitate augmentată (VID

11 August 2021 14:07



țiile renasc într-un cupaj armonios acasă la Taraboste. Marți, 10 august 2021,
în premieră, în sala de baricuri a complexului din Orhei, o nouă atracție turistică



PROMO

Tradiție și inovație acasă la Taraboste – l Chateau Vartely

araboste®

țiile și inovațiile renasc într-un cupaj armonios acasă la
poste. Marți, 10 august 2021, vinăria Chateau Vartely a
it, în premieră, în sala de baricuri a complexului din Orl
uă atracție turistică.



Communication campaign for Chateau Vartelly

Developing the communication plan & placement grid

Copywriting

Press release distribution

Video content making

Press invitation

Press kit development

TV news reportage management

Media management

LOOKING FORWARD TO

BEING OF ASSISTANCE

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