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FROM THE AMERICAN PEOPLE

## Model Court Project

No. 187 / Date: November 27, 2023

*To whom it may concern*

### Confirmation Letter

The Model Court Initiative (MCI) is pleased to provide you with the following letter of confirmation of our collaboration with Tiracom Grup LTD for the implementation of MCI Social Media Marketing Campaign during February – September 2023. The scope of the campaign was to raise public awareness about the judiciary and the services provided by national courts. As a result of the campaign the following were produced:

- 1) MCI Social Media Marketing Strategy to promote MCI legal education campaign;
- 2) the Brand Book shaping the visual identity and recognition of MCI legal education campaign;
- 3) the Edrept landing page developed on the Court's Web Portal to serve as a bridge between paid social media ads and user engagement content pieces;
- 4) social media accounts on YouTube, Facebook and Instagram created and optimized for MCI to channel users to explore the legal literacy resources;
- 5) copywriting materials and design materials for different posts on social media;
- 6) strategic advertising campaigns on Facebook and Instagram platforms to amplify the reach of MCI legal education campaign;
- 7) the Influencer Marketing Strategy to promote legal literacy and increase awareness about the developed content;
- 8) filmed video stories with influencers posted on Instagram mentioning MCI legal education campaign and the Edrept landing page;
- 9) progress reports highlighting the achieved results in all digital marketing services undertaken by Tiracom Grup LTD for MCI.

The deliverables were in compliance with the scope and purpose of the conducted MCI legal education campaign and were designed to maximize its impact.

Sincerely,

  
Natalia Vilcu  
Model Court Project Chief of Party