

Service Provider Description

OVER 550 Communication
Projects and Campaigns
(local and national)
for over 50 national and
international companies



COMPANY DESCRIPTION

Today PProfile Agency is one of the most active and notorious communication agencies on the Moldovan market. In addition, we are one of the first PR agencies in Moldova. For more than 18 years, on the Moldovan market, we have implemented more than 600 communication campaigns of local, national, and international levels for the largest commercial brands and international organizations. Partnerships with the media are the foundation of our communications business.

Also, it is worth mentioning that we are constantly expanding the list of media partners - keeping pace with developing technologies, we are quickly mastering work on new media platforms - we are working with "Telegram" channels that are gaining popularity, we interact with online talk-shows on various platforms (youtube, Facebook, TikTok), constantly expanding interaction with opinion leaders and influencers in social networks, bloggers, vloggers, trendsetters.

Currently, PProfile Agency consists of 4 departments: PR Department, Digital Marketing Department, Creative & Production Department, Event Management. We have a permanent staff of 19 people, and around 8 external consultants.

The projects are implemented in the strong cooperation between departments, located in an easy to access office in the center of Chisinau.

The financial and organizational management of the company is implemented in collaboration and close consultancy with our finance and law firm Brodsky, Uskov, Looper, and Reed.

All the processes in the company are supervised by the Partners of the company and/or even directly coordinated and implemented if needed.

Production capacity for the timely and qualitative execution of the following categories of required communication products:

- copywriting of texts/written communication materials - **Profile Agency**
- creation of graphic communication materials - **Profile Agency**
- creation of photographic communication materials - **Profile Agency**
- media planning, media monitoring - **Profile Agency**
- social networks management - **Profile Agency**
- production of digital/offset printed communication materials - (LINK) [Bons Office SRL](#)
- production of large format printed communication materials - (LINK) [Bons Office SRL](#)
- production of video/video animated communication materials - (LINK) [45 Extreme Production](#)
- providing live video streaming - (LINK) [Privesc.eu SRL](#)
- production of audio communication materials - **Profile Agency**
- providing event management - **Profile Agency**
- providing oral/written translation - (LINK) [Intart design SRL](#)
- providing translation equipment - (LINK) [Intart design SRL](#)
- providing sound/video equipment - (LINK) [D.V.V-SHOW SRL](#)
- design/production of web banners - **Profile Agency**

ORGANISATIONAL CAPACITIES

PRODUCTION CAPACITY EXAMPLES

(IN HOUSE AND IN
PARTNERSHIP)

Production capacity for the timely and qualitative execution of the following categories of required communication products:

1. Communication campaign concepts, strategies and campaign management;

- Communication campaign for the digitalization in agriculture program, as well as other communication projects like Nortek launch for **Chemonics/ FTA**
- Elaboration of two social media marketing and digital advertising campaigns, including strategy, action plans and event management - **UNFPA and GBV Group**
- Communication services, monitoring and analysis - **UNHCR**
- Communication Strategy and Digital advertising Campaigns - **EBRD**
- Communication campaign and social media marketing promotion of internal tourism - **#NeamPornit (2020)**
- Communication campaign social media marketing promotion of EU and EIB assistance in Moldova 2020 - ongoing (AFC Technical Assistance)
- Communication campaign on **Swiss Cooperation Office in Moldova**, regarding it's 20th anniversary (2020)

All of the above communication campaigns included elaboration of the strategy, messages, communication plans and implementation.

2. Copywriting – journalistic texts/editorials/stories/advertisement texts;

- **EIB** - <https://agora.md/stiri/88776/finantarile-bancii-europene-de-investitii-au-deposit-849-de-milioane-de-euro-in-republica-moldova-infografic>
- **Caragia** - <https://agora.md/stiri/88044/constantin-caragia-vinul-este-un-organism-viu-care-are-propriul-sau-caracter>
- **Filtrex** - <https://unimedia.info/ro/news/fd36d3d7efd47890/dr-filtrex-primul-producator-de-masti-de-protectie-din-moldova-care-a-primit-certificat-de-conformitate-europeana.html>
- **Petrom Moldova** - <https://unimedia.info/ro/news/c4362b922b7679e5/petrom-moldova-lanseaza-un-spot-aniversar-si-celebreaza-astfel-succesul-celor-20-de-ani-de-activitate-in-tara.html>

3. Creation/art works of graphic materials for printed items - flyer, posters, booklets, brochures etc.

- **Brochure for the Energy Efficiency Agency** - [LINK](#)
- **Colectez.eu** - <https://www.facebook.com/colectezeu>
- **BeBetter** - <https://www.facebook.com/BeBetterMoldova>

4. Photography art works – event photography, editorial photography;

- Event photography: National Wine Days for Chateau Cristi - <https://www.facebook.com/media/set/?vanity=chateaucristi&set=a.2680649582174721>
- Editorial photography: Different photo sessions for Altitude, the [Air Moldova flight magazine](#) (LINK)
- Chateau Cristi: 1. <https://www.facebook.com/media/set/?vanity=chateaucristi&set=a.2971781989728144>

5. Media planning activities (including short description: client, message, media channels, campaign length);

6. Media monitoring products, present print screens, scans, snapshots etc. of monitored communication campaigns;

During our experience we have implemented online and written press monitoring for many clients. Due to the fact that with everyone of them we have an NDA signed, we could only present them as reference, as proof of the service.

- **Petrom Moldova** Andrei Leahu: +373 69600145
- **Chateau Cristi** Constantin Sevciuc: +373 7399110
- **Moldovan Investment Agency** Rodica Verbeniuc, Director: +373 79400026
- **Philip Morris International** Dumitru Molceanu, Corporate Affairs Director 068153222

7. Managed social media accounts (including short description: client, account, works performed);

1. #NeamPornit

Client: Moldovan Investment Agency,
Social Media Strategy, Plan, Content creation, Implementation: PRofile Agency

2. BeBetter Project

Profile Agency Project
Full in-house Social Media development and implementation

3. Chateau Cristi

Client: Chateau Cristi Winery.
Full in-house Social Media development and implementation: PRofile Agency

4. Caragia Winery

Client: Caragia Winery.
Full in-house Social Media development and implementation: PRofile Agency

5. Colectez.eu

Profile Agency Project
Full in-house Social Media development and implementation

8. Digital/offset/large format printed materials;

1. Air Moldova Inflight Magazine / Altitude

2. Brochure for the Energy Efficiency Agency

3. Large format printed - banner for the events Underland Wine Festival / Gustar

9. Creation/art works of video materials – journalistic/editorial videos, short documentaries, video advertisements, graphic advertisements, video animations etc.

1. #Vinul Meu Campaign

- [Crama Tudor](#)
- [Crama Tronciu](#)
- [Vinăria Unicorn](#)
- [Leuntea Vin](#)

Creative and executive: PRfile Agency

Production: 45 Extreme Production

2. #Redescoperă Moldova

- [Redescoperă Hîncești](#)
- [Redescoperă Bardar](#)
- [Redescoperă Orhei](#)
- [Redescoperă Chișinău](#)
- [Redescoperă Moldova. Sud](#)
- [Redescoperă Moldova. Nord](#)

Creative and executive: PRfile Agency

Production: 45 Extreme Production

3. [MoldovaAgroIndBank CSR Campaign.](#)

Creative and executive: PRfile Agency

Production: 45 Extreme Production

10. Creation/art works of audio materials – journalistic/editorial audios, audio advertisements etc.

- [Metro Food Fest](#)
- [Festivalul de Muzică clasică Descoperă](#)
- [Eveniment Be Better](#)

11. Managed events – workshop type events/seminars, presentation events/conferences, from 50 up to 200 participants (including short description: client, event type, event name, number of participants, venue, event length, translation/sound/video equipment provided);

PRfile Agency is an important event organizer for the mass-media. This are just some of the examples of earned media and engagement events we have organized:

[Economic Press Forum: 100 days of government](#)

with the participation of more than 30 journalists, including 4 international

[Summit GUAM](#)

[Moldova Business Week 2018](#)

[Egalitate prin Obiectiv](#)

18 photo exhibitions and debates for local youth and regional mass media in 18 districts of Moldova

[Closing Event "Women in Politics"](#)

[3rd UNWTO Global Conference on Wine Tourism](#)

[Closing event GOPA Consultant \(EU Project\)](#)

[Press-conference AIC](#)

[Underland Wine & Music Fest](#)

[Descopera Festival](#)

Over the past 2 years, the Profile agency has organized more than 5 field press tours for our international clients: Philip Morris (Italy, Romania, Ukraine), Farmak (Ukraine), NG Company (Bulgaria) and more than 10 local press tours and conferences.

12. Web products developed – web sites, ads, web banners, etc. (including active links).

Website - [Colectez. eu](#)

Banners -

- [BeBetter](#)
 - [Underland Wine and Music Fest](#),
 - [Festivalul de muzică clasică Descoperă](#)
 - [Radacini Wines](#)
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CURRENT NATIONAL AND INTERNATIONAL CLIENTS AND PROJECTS

Chemonics/ FTA

Communication campaign for the digitalization in agriculture program, as well as other communication projects like Nortek launch.

UNFPA

Elaboration of two awareness campaigns, including strategy, action plans and event management

UNHCR

Communication services, monitoring and analysis

EBRD

Communication Strategy and Campaigns

EIB

National communication campaign

MOGO

Development and implementation of creative promotional concepts, communication plans, PR-strategy - permanent collaboration.

Chemonics Corporation (USAID)

Production and promotion of video films for small wine producers #VinulMeu Project.

Petrom Moldova

Development and implementation of creative promotional concepts, communication plans, PR-strategy - permanent collaboration.

YandexTaxi Moldova

Development and implementation of creative promotional concepts, communication plans, PR-strategy - permanent collaboration.

Chateau Cristi Winery

Development and implementation of creative promotional concepts, communication plans, PR-strategy - permanent collaboration.

PAST INTERNATIONAL AND NATIONWIDE CLIENTS AND PROJECTS

Moldovan Investment Agency

Elaboration and implementation of the nationwide communication campaign on supporting local tourism #NeamPorNit.

Swiss Cooperation Agency

National Communication campaign (SMM, mass-media and video production) - 20 Years of cooperation SW-MD Project.

Ecorys: Caravan and Awareness Campaign "Europa pentru fiecare" (EU Project)

Caravan "Europe for everyone" was an EU technical assistance project for the Bureau of Reintegration of Moldova, implemented from April to June 2014. The campaign was conducted in 22 main cities of Moldova. The agency was responsible for supporting the organization of the events in the 22 districts, for the successful implementation of the media campaign.

Transtec Belgium: DCFTA - Efficient information for business in Moldova (EU Project)

Organization of national conference for more than 180 SME representatives from Moldova and communication campaign

Rule of Law Institutional Strengthening Program (ROLISP), USAID

Implementing a media and a social media campaign through a wide range of media channels in order to improve Moldovan public awareness of the courts' automation reforms and of the benefits of these reforms for citizens and court users.

UNWTO 3rd Global Conference on wine tourism

Concept, production of visuals, PR and communication, logistics, media relations, artistic program support

UN Women Moldova - organization of a Gender Photo Contest

on promoting gender equality and regional photo exhibitions through show-casing of inspiring photos at the national and regional levels; media and a social media campaign (collection, development, and dissemination of successful stories of women leaders in print, online and audio-visual media

For a full list of clients and projects please access:
<https://bit.ly/3KgluGQ>

1. Campaign to communicate EIB/EU efforts in stimulating entrepreneurship and supporting jobs

National communication campaign meant to promote the projects and financial opportunities of the Eu/EIB in Moldova, under the DCFTA pillar. The campaign consists of 6 work packages that involve a variety of instruments and channels of communication:

- Video production for tv and social media;
- Media planning on tv and radio;
- Audio spots production;
- Social media strategy elaboration, social media planning, graphic design and production
- Community engagement activities;
- Online and hybrid events;
- Earned and paid media strategy and plans elaboration;
- Production and placement of OOH and many other activities.

2. PETROM Moldova

Implementation of image building and CSR communication campaigns. Ongoing elaboration of communication campaigns in order to raise the company's image. All the elaborated campaigns are planned and implemented by our team. The channels and instruments of the communication campaigns include:

- Paid tv and online media
- Graphic images
- Animated videos
- Video production for tv placement
- Audio production for radio placement
- Social media strategy and communication plan
- Photoproduction
- Etc.

3. UNFPA/UNWOMEN/UNICEF/UNHCR Common group campaign on Gender Based Violence

National communication campaign meant to promote awareness on Gender Based Violence subject.

As part of the action plan and implemented activities the Agency was responsible for

- Design and creative concepts
- Video production for tv and social media;
- Media planning on tv and radio;
- Social media strategy elaboration, social media planning, graphic design and production
- Community engagement activities;
- Earned and paid media strategy and plans elaboration;
- Production and placement of OOH and many other activities.

CLIENTS AND REFERENCES CONTACTS

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