


**Awesome Creative and Media services:
experience and expertise of our Team**



PRIOR

PRIOR MEDIA would be proud to assist the **City Hall of Chisinau Municipality** and its **General Directorate for Public Transport** on the design, production and run an information campaign on dedicated bus lines under the “**MILL: Move It Like Lublin – a Chisinau Sustainable Development Initiative**”.



PRIOR MEDIA (part of the PRIORITY Communication Group since 2007) is the leading Moldovan full-service marketing, media, branding, PR and communication agency.

Our team has successfully developed hundreds of integrated campaigns (Strategy + Branding + Creative + Media + Digital + PR + Production + BTL) for the biggest international Clients, Governmental bodies and NGOs.

Our Clients – leading international and national companies



Our Clients – governmental/international bodies and NGOs



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FROM THE AMERICAN PEOPLE



**WINE OF
MOLDOVA**
A LEGEND ALIVE



PRIMĂRIA MUNICIPIULUI
CHIȘINĂU



EU4Business



For the period of the **15 years of our professional activities** PRIOR MEDIA has talentedly developed hundreds of the integrated projects, including brand's launch services from the scratch for many well-known Moldovan brands (from the idea, naming, logo and brandbook development till the production of all spots, promotional materials and the effective media planning/media buying and reporting).

Among them **PRIOR MEDIA is proud on creation of the awesome identity for the MILL: Move It Like Lublin – a Chisinau Sustainable Development Initiative**

Creative proposals for
the Project's identity

"MOVE IT LIKE LUBLIN -
a Chisinau Sustainable Development Initiative"

PRIOR



“Move It Like Lublin – a Chisinau Sustainable Development Initiative” is a Project initiated by the Chisinau City Hall in partnership with the Lublin City Hall and financial support of the European Union for the modernization and transformation of the municipality’s public transport into more inclusive, safer, ecologic, resilient and sustainable mechanism.

The brand values of the Project's identity

- **modernization**
- **movement forward**
- **green/eco initiatives**
- **strategic partnership Moldova – Poland**
- **European standards**
- **environmentally friendly public transport**
- **convenience for the Municipality's residents**
- **new technologies / smart city**
- **constant progress**

MOVE IT LIKE Dublin





MOVE
IT LIKE    Dublin

CHISINAU Transport Development Initiative



MOVE
IT LIKE Dublin

CHISINAU Transport Development Initiative

MOVE
IT LIKE Dublin

CHISINAU Transport Development Initiative



MOVE
IT LIKE    Dublin

CHISINAU Sustainable Development Initiative

Project is funded by
the European Union



#TeamEurope #StrongerTogether


PRIOR

Press Walls



Rollups



Brochures



Brochures



Folders



Badges




Notebook



Branded pins





For the upcoming campaign on the dedicated bus lines PRIOR MEDIA will provide the same high-quality creative & production services and will arrange the effective run of the media campaign.

- PRIOR MEDIA has 15+ years of awesome work experience in the creative development for the large scale projects.
- PRIOR MEDIA has 15+ years of the professional experience in the area of strategic development, audiovisual media productions and the media planning.
- PRIOR MEDIA has 15+ years of the proven experience in successful conducting and implementation of the integrated communications projects.

PRIOR MEDIA is providing the following services:

- development of the communication strategies;
- creative services and branding solutions, including brandbook development, design, re-design and the brand awareness campaigns's creation;
- production of all types of the promo materials (video spots, audio spots, banners, visuals, infographics, photo and printed materials, 2D and 3D animation, etc);
- strategic and tactical media planning and buying;
- development of the integrated promotion, content and engagement strategies;
- media planning in traditional media (nationwide and regional TV and Radio stations, Printed Press – newspapers and magazines, all formats of billboards, digital LED screen and other Out Of Home carriers all over the Republic of Moldova);
- media planning in digital media (Google, YouTube, local web portals, digital PR, OLV, newsletters, etc);
- conducting SMM (social media management) at the Facebook, Instagram, LinkedIn, TikTok, OK and organizing collaboration with the influencers;
- all types of the PR services and the non-standard innovative projects,
- organization of the regional, nationwide and international events (small and large scale);
- consulting on the Moldovan media market and content creation
- comprehensive and detailed reporting, including measuring and analyzing the ROI



We believe

DATA & CREATIVITY

deliver stronger growth

We're weaving together data and ideas and breaking down traditional perceptions.

We're having a willingness to experiment.

We're caring about the audience's reaction to the communication messages and keeping in mind the country's peculiarities.

We're drawing on the right talent at the right time.

If one word sums it up, that word is '**collaboration**' – inventive, collective progress towards business goals.

The aim of all of this, of course, is to produce exciting and effective work.

Our key media services:

360 degrees cross-platform media management



Television



Outdoor
& DOOH



Digital



Radio



Printed press



PR & Events

Analysis

Strategy

Tactics

Implementation

Reporting

For more than 15 years being the leading Agency we have an excellent expertise on combining traditional (TV, OOH, Digital, Radio, Printed Press) and Digital (Google Ads, OLV, Social Media, SMM, local web portals) as well as PR, Events and non-standard projects.

PRIOR MEDIA's professional tools:

Our planning and research tools (2004-2022 database for Moldova)

 **AGB Nielsen
Media Research**



G E M I U S



**Google
Analytics**



Arianna software licensed by AGB Nielsen:

- TV : Advertising Expenses Analyses, Audience Measure, Monitoring
- Radio: Advertising Expenses Analyses, Planning of Campaigns, Monitoring

Gemius:

- Internet Traffic and Audience research

Xplane:

- - Consumer's behavior analysis
- - Radio research
- - Printed Press research

WAVEMAKER

Network tools:

- Creating plans
- Priorities budget allocation across channels
- Setting communication goals
- Post-buy calculations

BATI:

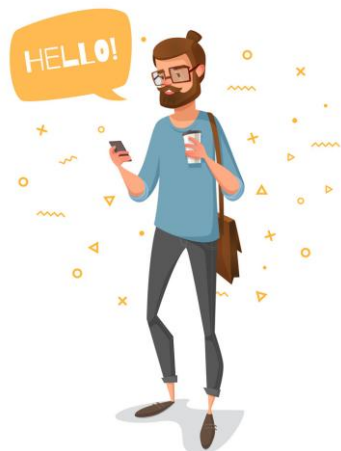
- Printed Press Audit



Our true passion is to provide the integrated solutions and the cross-platforms campaigns

Average use of different types of media in Moldova

Internet became the first media by consumption among Urban population



105 min/day
time spent on Internet



96 min/day
time spent on TV

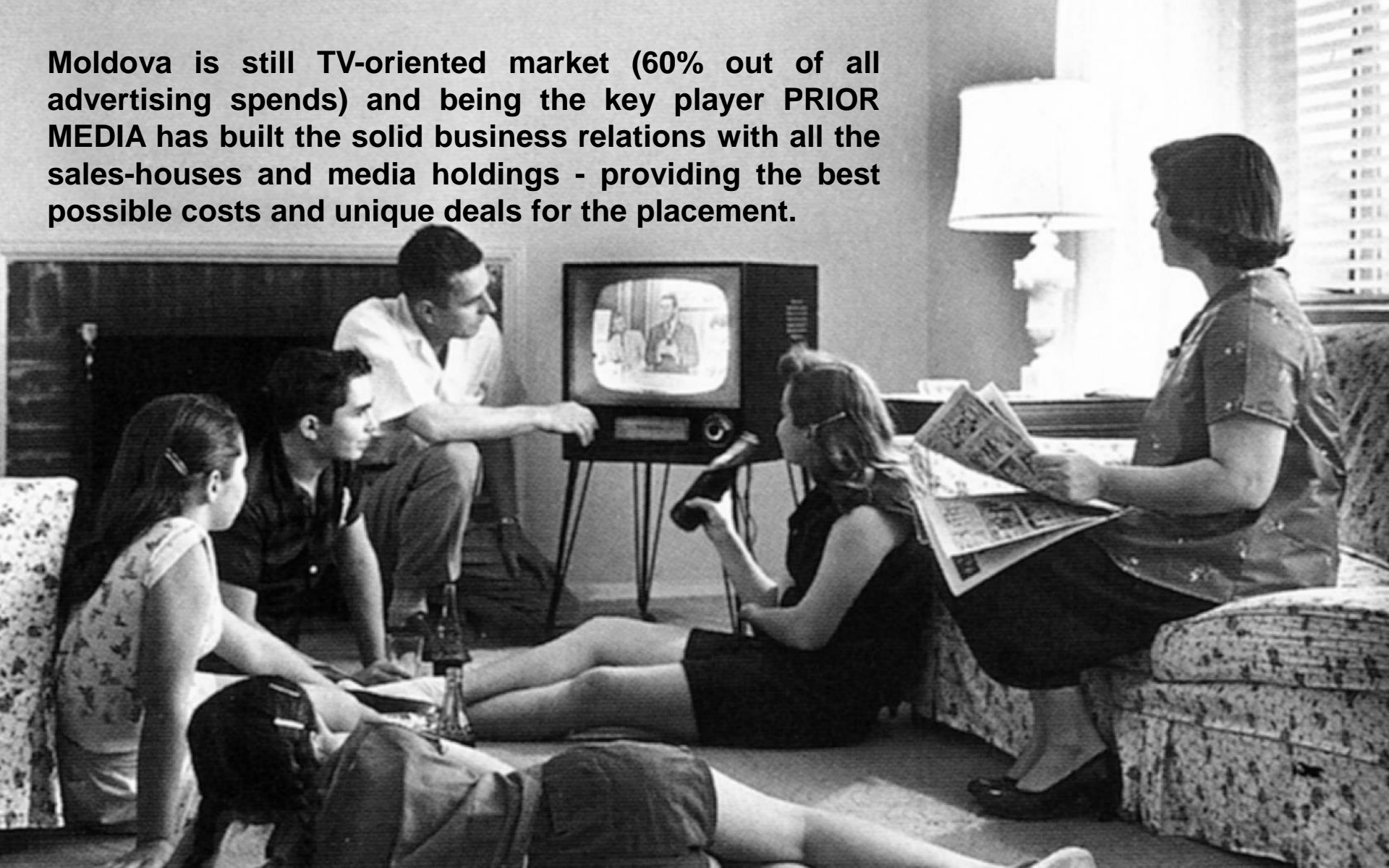


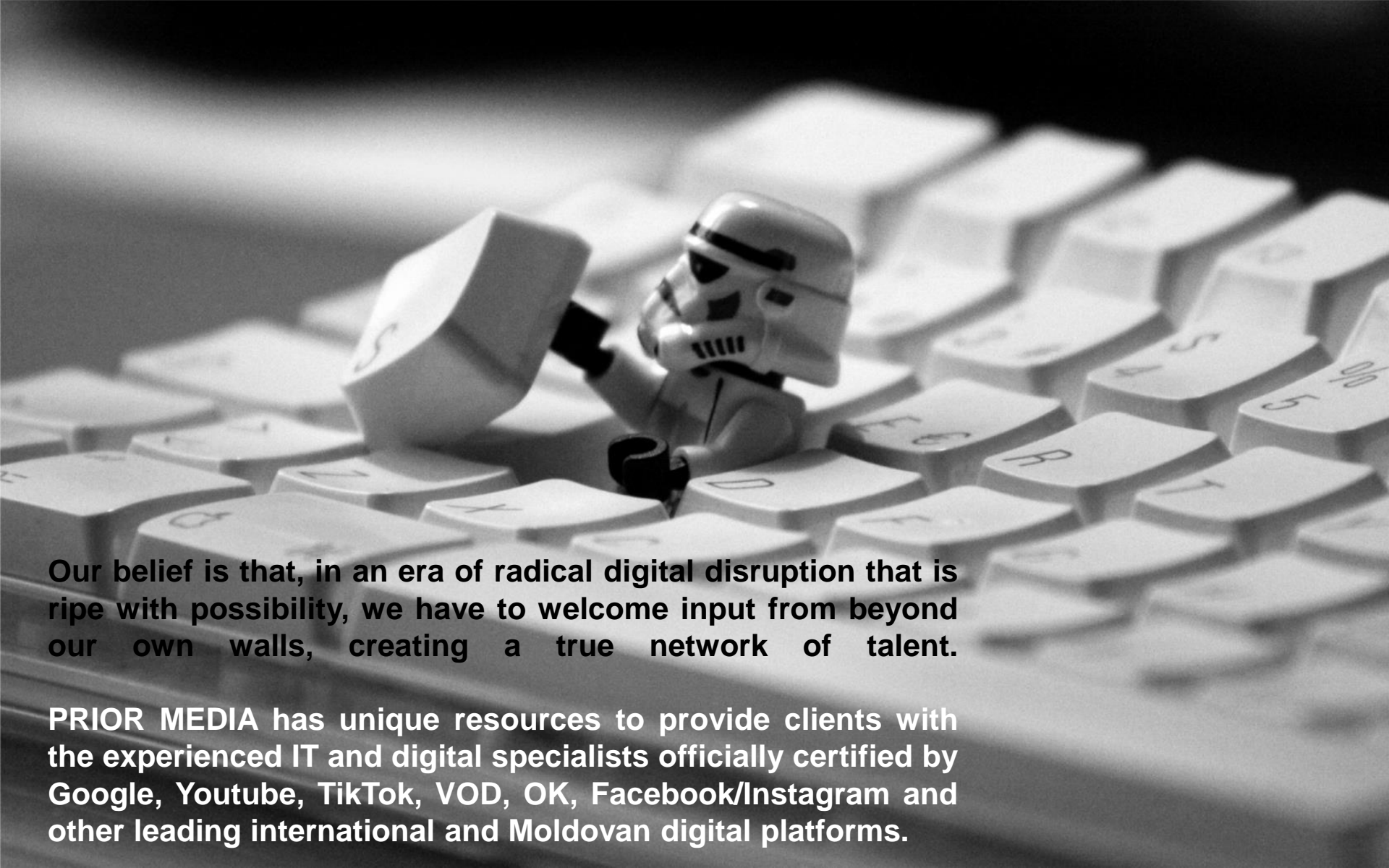
62 min/day
time spent on Radio



7 min/day
time spent on Press

Moldova is still TV-oriented market (60% out of all advertising spends) and being the key player PRIOR MEDIA has built the solid business relations with all the sales-houses and media holdings - providing the best possible costs and unique deals for the placement.





Our belief is that, in an era of radical digital disruption that is ripe with possibility, we have to welcome input from beyond our own walls, creating a true network of talent.

PRIOR MEDIA has unique resources to provide clients with the experienced IT and digital specialists officially certified by Google, Youtube, TikTok, VOD, OK, Facebook/Instagram and other leading international and Moldovan digital platforms.

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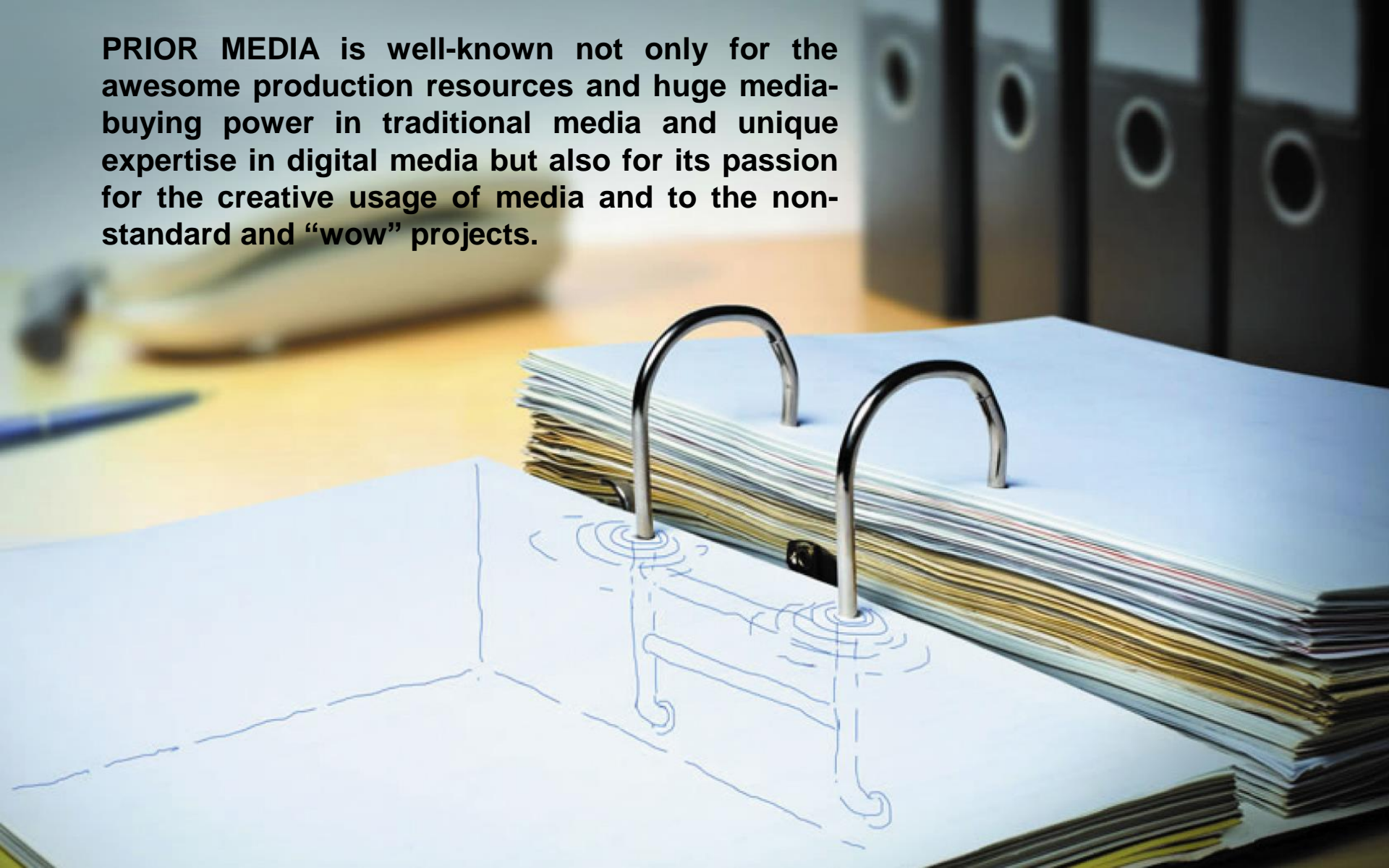
fiecare zi se schimbă cu  orange

PRIOR MEDIA is one of the key players of the Moldovan out of home market pioneering some new technologies including the DOOH/IndoorTV and creating the innovative campaigns all over the Republic of Moldova.

All the PRIOR MEDIA's projects dedicated to the Press, PR, events and management of reputation are localized at the stand-alone department having excellent contacts within Moldovan and international media hubs.



PRIOR MEDIA is well-known not only for the awesome production resources and huge media-buying power in traditional media and unique expertise in digital media but also for its passion for the creative usage of media and to the non-standard and “wow” projects.



PRIORITY GROUP TEAM

We are 29 professionals: specialists with university, post-graduate and MBA education in marketing, communications, journalism, public relations, law, psychology and we have an extensive awesome practical experience of 10+ years both in private and governmental sectors.

PRIORITY

As you'd expect from entrepreneurs, we don't have layers of bureaucracy. What we do have are teams built around the specific needs of our clients.

Responsive teams, passionate teams, talented people who make a difference for our clients and take great pride in a job well done.

Our Brand Teams are the central point of contact for our clients and the hub of all activity.

We have experienced leaders, a deep bench of talent, and we work tirelessly each day to provide leadership for clients and deliver big results.



Evghenii Crescesco
 Managing Director
 Client's Success Director
 Experience 18+ years



Carina Culai
 CFO/NBD
 Client's Success Director
 Experience 18+ years

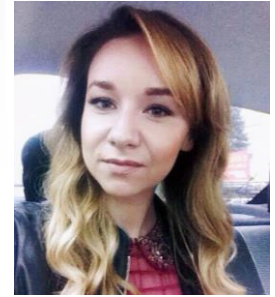


Vladis Migai
 Strategic Director,
 Client's Success Leader
 Experience 20+ years

Team for the MILL



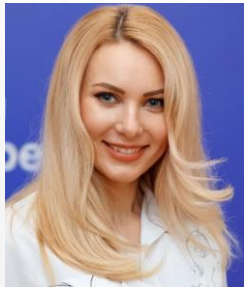
Natalia Lungu
 Digital Group Head
 Experience 15+ years



Liudmila Mirza
 TV & Radio Group Head
 Experience 15+ years



CHISINAU Transport Development Initiative



Carolina Zviagina
 Senior Account Manager
 Experience 14+ years



Alex Spataru
 Creative New Media
 Experience 14+ years



Daria Burduja
 Art Director
 Experience 8+ years



Ana Bejenaru
 Copywriter
 Experience 13+ years



Igor Novorojden
 Senior Media Planner
 Experience 12+ years



Victoria Ursan
 Media Group Head
 Experience 15+ years



PRIOR MEDIA would be proud to apply all our professional expertise and creative talent to develop the awesome campaign on the dedicated bus lines within the Move It Like Lublin – a Chisinau Sustainable Development Initiative.

Let's do it!



THANK YOU

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