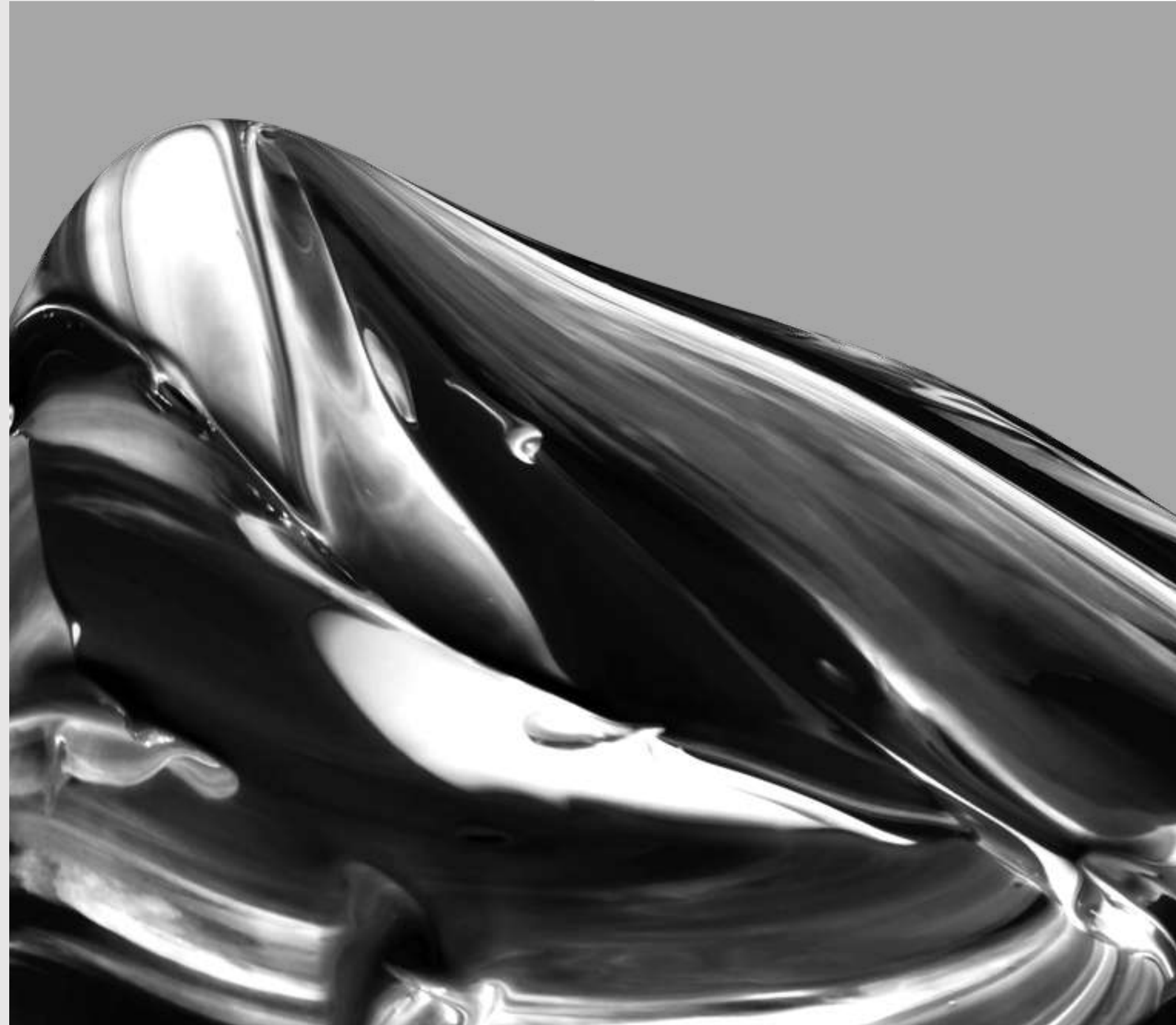
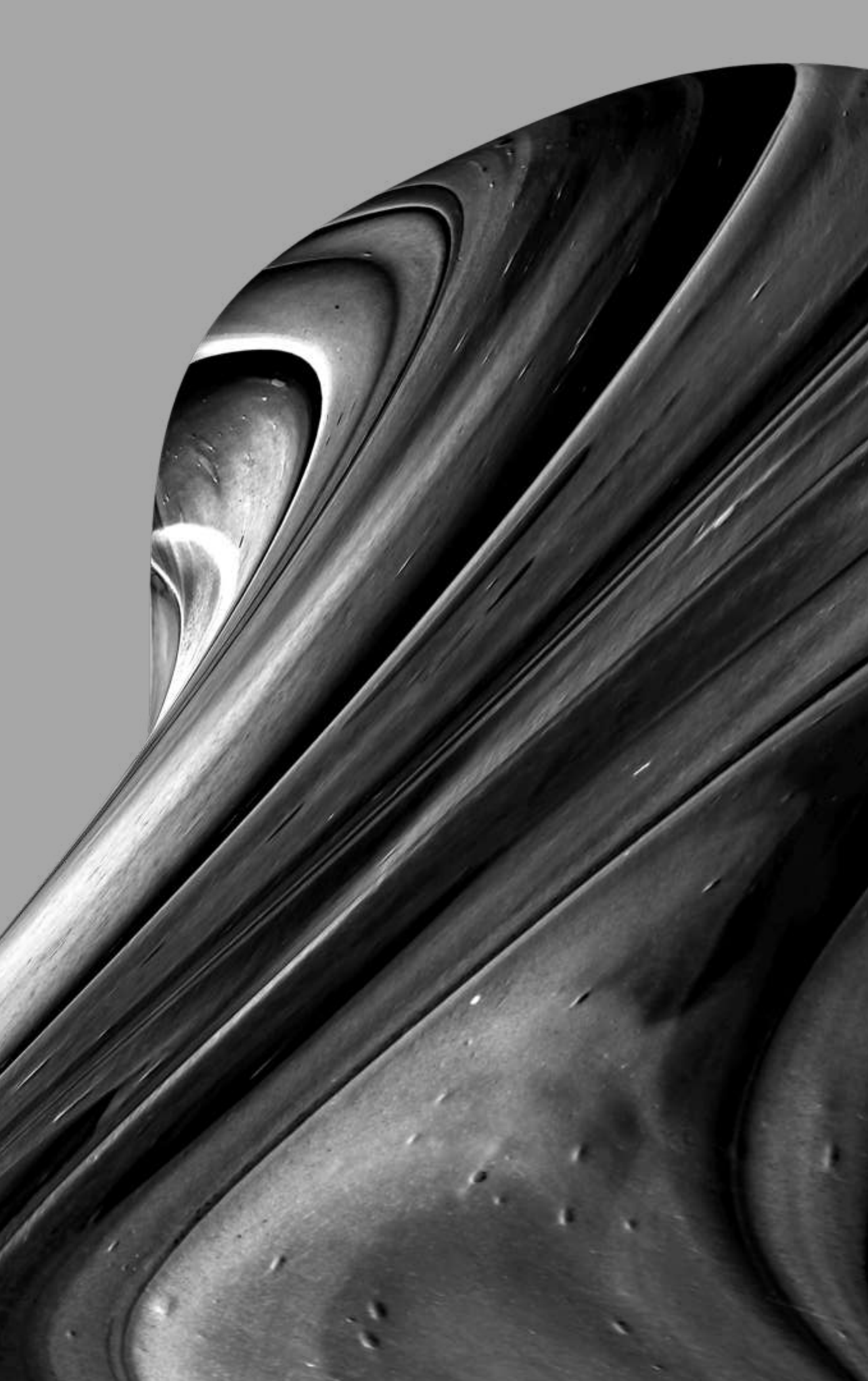


**hello,
we are
nrg.**

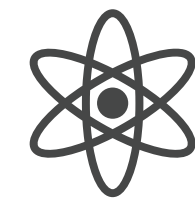


creative | development | events



Company Confidential

2



We are a group of multi disciplined teams.

Located in Europe,
we deliver best in class
projects to international
brands for over 10 years,
registering a turnover
of over \$3M in 2016.



We cover two areas of expertise.

Our expertise ranges from research and strategy to creative and design to digital development and events.

Let's meet the teams.



Creative & Development

Surprising in every way.

As a part of the
Publicis Worldwide family,
we believe good creative
should surprise the brand
owners and their clients
by both the quality
of ideas and the cost
competitiveness.

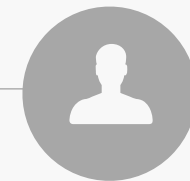


we
create
change.

World class service,
from start to finish.



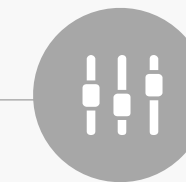
Research



Customer

From quantitative research to focus groups to eye tracking to big data digging, we employ every tool available today to know the customer better.

Strategy



Product

By carefully assessing the market opportunities, we develop a product strategy aimed at maximum results within the targeted budget.

Identity



Brand

Whenever necessary, we develop new brands and refresh existing ones to bring them up to date by first defining a relevant character and then building the identity to support it.

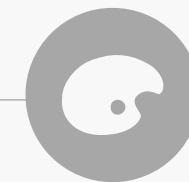
Creative



Idea

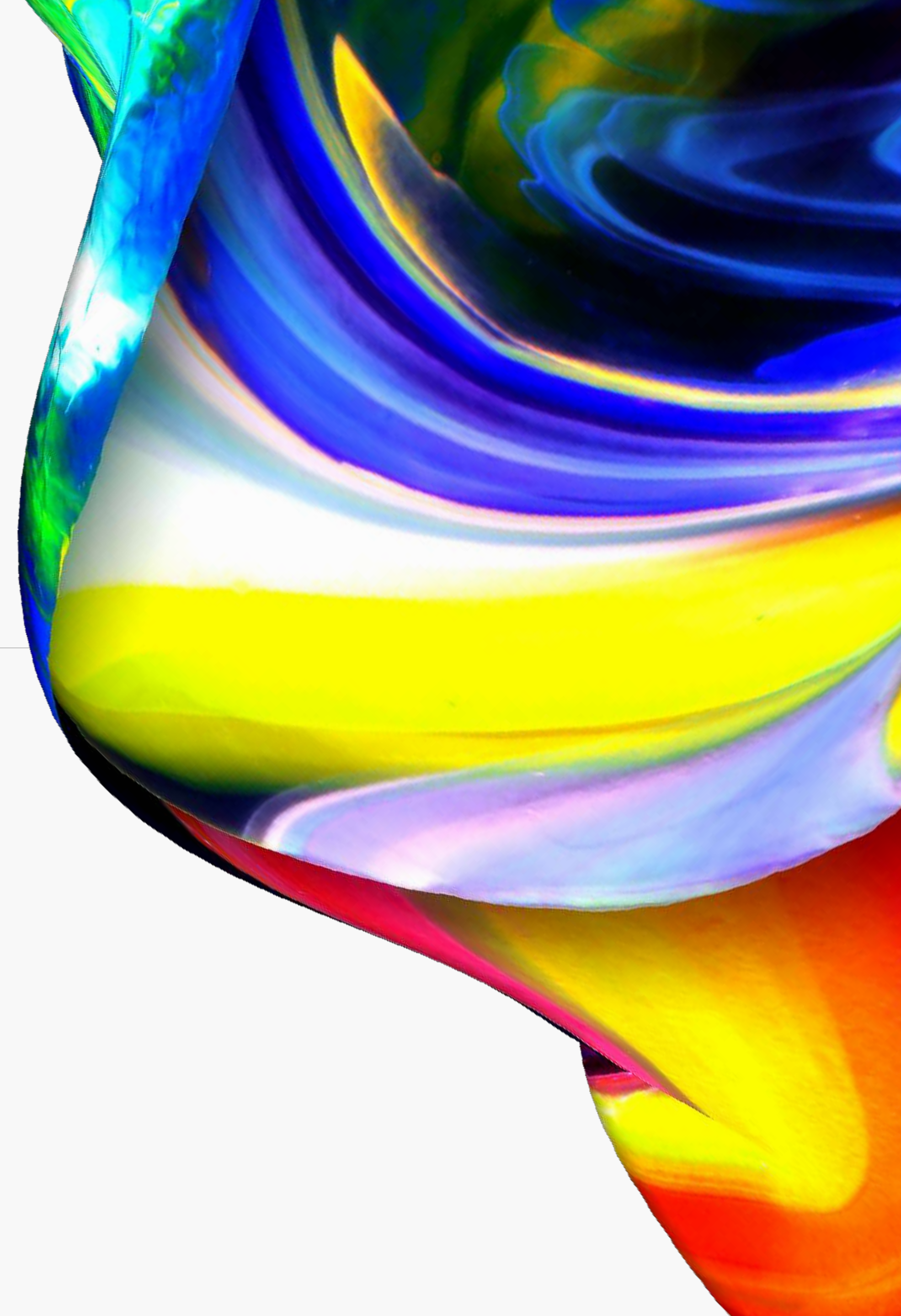
Our ideas have brought brands to number one positions in their markets and helped some to become the biggest companies in their respective countries.

Production



Execution

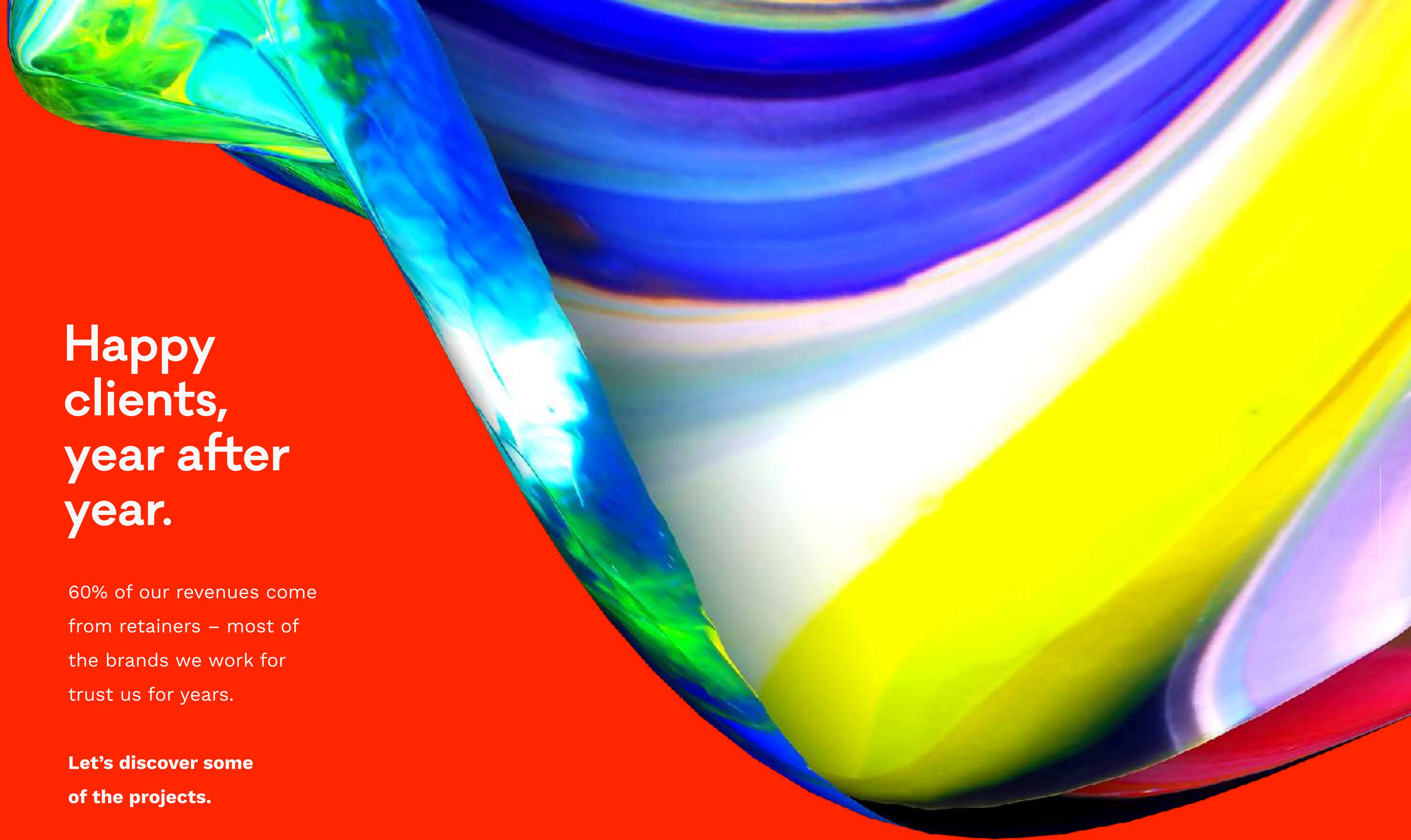
Employing a range of techniques we produce film and digital, print and POS materials at surprisingly low budgets thanks to a tried and tested ecosystem of partners.



Happy clients, year after year.

60% of our revenues come from retainers – most of the brands we work for trust us for years.

**Let's discover some
of the projects.**



Project Showcase

Can we stay even closer?

Orange Family service introduces a new way of connection between family members — sharing GB. The storytelling shows Orange's mantra of bring people closer to what's important to them. And what can feel closer to them more than a hug?

Click the image to watch the ad



Project Showcase

Big date/ data

One of the wow elements of the #vreau Orange campaign is the Interactive Cube. The 6-meter high urban installation contains 2.6 million particles representing 2.6 million Orange Moldova customers. The particles are set in motion by the movements of people in the middle of the street, as a testament to the power of the collective #vreau

Click the image to watch the ad



Click the images to watch the ads

Project Showcase

A world on your device.

Orange invited us to do
an international campaign
promoting case uses for
their connected devices.

We have created and produced
a series of animated films
showcasing everything you
can do with your device.

All below the planned budget.



Click the image to watch the ad

Project Showcase

Expo Dubai 2020

We faced a very interesting task: within a certain space and budget, to create a concept of our country's pavilion that would best represent Moldova on the world stage.

That is to show everything we are proud of - our past merits, traditions and present achievements. After all, Moldova is not only about wine and food, it is about tourism, talented people and a growing economy open to foreign investment.



Click the image to watch the ad

Project Showcase

Future Technologies Activity

The best way to predict the future is to create it.

We are pleased to be able to contribute to the Future Technologies Project, the largest innovation and digitalisation project in the Republic of Moldova, a program designed to transform Moldova into a country of innovation.

Launched at the initiative of USAID in collaboration with the Government of Sweden.





Project Showcase

A country and a brand to remember.

When our team has been commissioned to develop the country brand for Moldova, we've decided to spend a month in the National Museum learning the cultural heritage of the land.

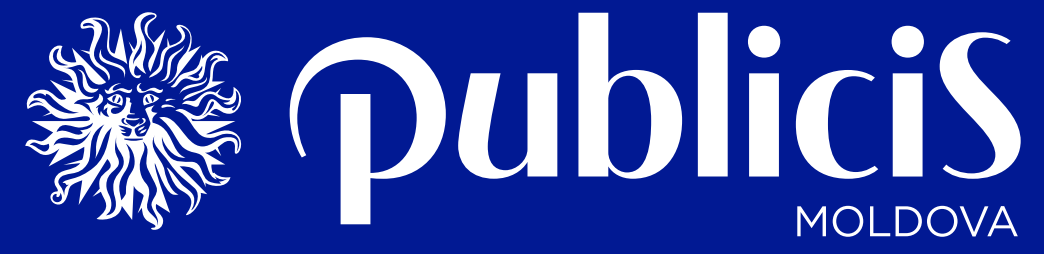
The final brand features the tree of life, a centuries-old symbol that stands for eternal youth and prosperity. Our version subtly included the main attractions Moldova has to offer as a destination.

The brand is now one of the most loved brands in the country. The branding program has increased the number of visitors to the country by 18.7% in 2016 vs 2015.



[Click the image to watch the ad](#)

clients and team





<div>EUGENIU BOICO</div> <div>General Director</div>	<div>NATALIA POPESCU</div> <div>SA Manager</div>	<div>MARINA GONTA</div> <div>KA Manager</div>	<div>VICTOR STAVILA</div> <div>Designer</div>	<div>LUDMILA GUZEVA</div> <div>Designer</div>	<div>RODICA STRAT</div> <div>Legal</div>	<div>VASILE MOCREAC</div> <div>Production</div>
<div>INNA STAVILA</div> <div>Clients' Director</div>	<div>ECATERINA TZIRLEA</div> <div>SA Manager</div>	<div>SVETLANA POSTOLACE</div> <div>Copywriter</div>	<div>ALEXANDER URETI</div> <div>Designer</div>	<div>DMITRII MELINTE</div> <div>Designer</div>	<div>IRINA LIS</div> <div>Accountant</div>	<div>VASILE VELICESCU</div> <div>Production</div>
<div>CRISTINA ANTOSII</div> <div>KA Director</div>	<div>SERGHEI GREY</div> <div>Account Manager</div>	<div>VLAD GONCHAR</div> <div>Art Director</div>	<div>CRISTINA UNGUREANU</div> <div>Senior Copywriter</div>	<div>DVORA KAPLAN</div> <div>Designer</div>	<div>MARIA GURDIS</div> <div>Accountant</div>	<div>CRISTINA AFANAS</div> <div>Office Manager</div>
<div>ALINA SAMOILA</div> <div>KA Manager</div>	<div>MARINA GONTA</div> <div>Account Manager</div>	<div>ANA GHEICIU</div> <div>Creative Director</div>	<div>SERGHEI SESTOVSKI</div> <div>Designer</div>	<div>OLGA CHILIVERDA</div> <div>Financial Director</div>	<div>ION CIOBANU</div> <div>Production</div>	<div>...</div>
<div>IRINA FRINIUC</div> <div>SA Manager</div>	<div>ANNA MOROI</div> <div>Account Manager</div>	<div>COSTEA FURTUNA</div> <div>Designer</div>	<div>STAS STUDZINSKI</div> <div>Designer</div>	<div>SILVIA GONTA</div> <div>Accountant</div>	<div>ANATOL LEVITCHI</div> <div>Production</div>	



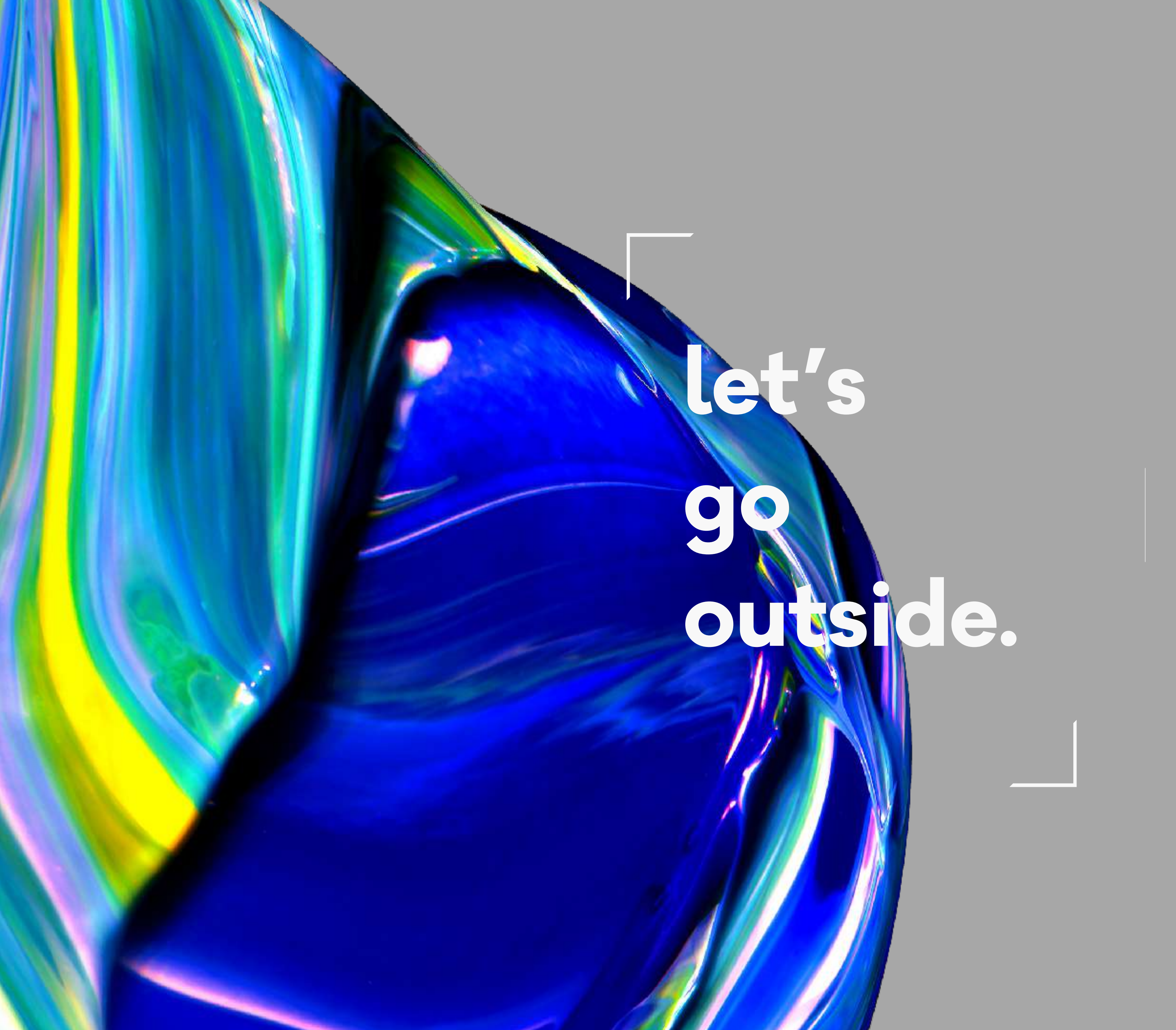
Events

Live and breath art and music.

This is how we started –
by providing creative
service and doing events.

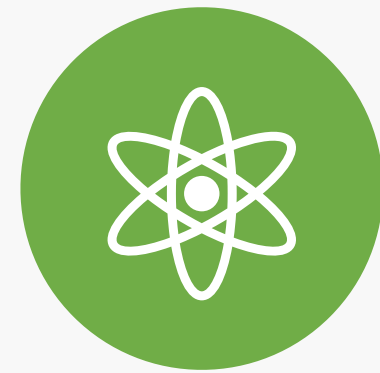
We started with modest
parties and reached 10K+
visitor events.

After 10 years, the
creative and development
businesses have grown,
but we still love doing
events and everything
around them.

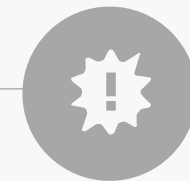


let's
go
outside.

Impress by innovation, transform by experience.



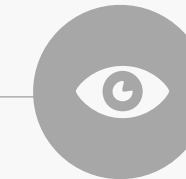
Concept



Idea

We believe events have the power to transform, but everything begins with an idea.

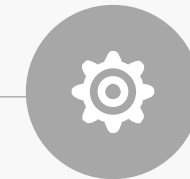
Experience



Moments

We model the client experience from the moment they discover the news about the event to buying the ticket and coming to the venue, to the time at the show and to leaving and posting on socials right after.

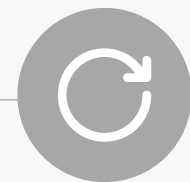
Execution



Tech

A good event is well thought in terms of equipment needed – the same event could be executed at the same level of quality with considerably lower budgets if you know where to cut.

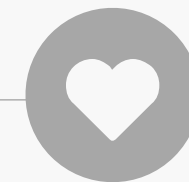
Replication



Guideline

Some of our clients want to repeat and replicate the success of the event in a different place, that is why we create event guidelines containing all the hard and soft ingredients for a consistent experience.

Details



Wow Elements

Little extras can make an event unforgettable, that is why we always look out for ways to impress the visitors.



Project Showcase

Irresistible visual psychedelia.

Romania's #1 pop artist,
Delia wanted to surprise
the fans by her opus magnum
bespoke show – 'Psihedelia'.

We have created a full
visuals' set for the event,
including 5 layers of live
4K video mixed over a EGPU.

'Psihedelia' has been
recognised as the most
beautiful show a Romanian
artist has ever held.



[Click the image to watch the concert](#)

Project Showcase

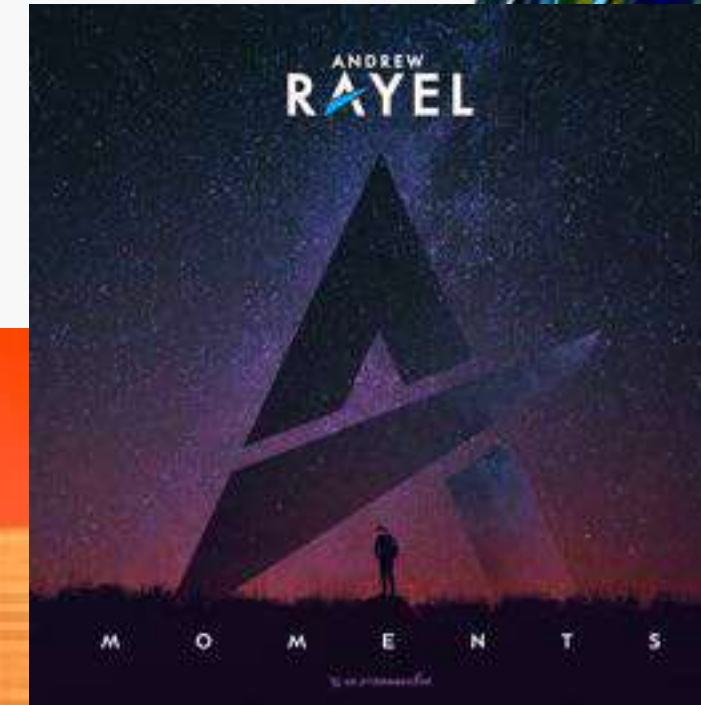
Pure euphoria in every beat.

5 years DJ MAG TOP100 resident,
Andrew Rayel has invited us
to design his 2017 'Moments'
worldwide tour.

We have created a visual identity
of the album and reinforced the
artist brand.

We've designed an iconic stage
layout and adapted it to virtually
any venue. This was complimented
by bespoke stage visuals including
generative art and custom graphics.

The album has reached Top 10
Billboard dance albums at launch.



ANDREW
RAYEL

Two teams, same level of service.

Every time you place a project with us,
you are assigned a project manager,
available virtually 24/7 to support you.

All the quotations are fully transparent
and traceable. Our 50+ colleagues across
all teams have an excellent record
and worked with us for years.

We're eager to see what NRG can do for you.

