

Company Description

We are a group of companies with extensive experience in media, communication & PR and event management. For 20 years Berlizzo Group, being one of the leaders in the events market, has organized events of various complexity, both corporate and public, starting with seminars and conferences, to exhibitions and festivals with tens of thousands of participants. The Target Group Worldwide team has an equally extensive experience specializing in media (traditional and non-traditional) and communication, developing over the years hundreds of complex strategies and campaigns, using the entire range of promotion tools and platforms. The two teams decided to join forces and as a result of the merger we became a full-service marketing agency, which aims to provide a complete set of services, so that any customer can meet as many needs as possible, communicating with one team only. Always do more than necessary - this is the motto of our team of competent, enthusiastic, energetic specialists who are passionate about what they do. And when you bring together a team of people for whom their work is not just a job, but a passion, the result always exceeds expectations.

We care a lot about the result, but we understand that the process by which it is obtained is just as important. Throughout the collaboration we do everything we can to get as much as possible off the shoulders of our customers, involving them only at those stages, where it is absolutely necessary.

We don't just work for the sake of the process. We want to know exactly what the purpose of our activities is and what is our target. We insist on specifying from the very beginning what are the qualitative and quantitative indicators that the client wants to reach, and we always reach these indicators most efficiently.

Given the fact that in our portfolio we have collaborations with state institutions, diplomatic corps, or international organizations, as well as commercial companies in various fields, we easily and efficiently adapt to the client's communication style, creating conservative, official or out of the box messages and campaigns, if applicable.

The process of internal project management, but also that of communication with the client are well established. We learned not only from books, but from our own experience, which allows us to avoid major mistakes and anticipate the needs of our customers. From the very beginning, we establish the list of tasks and deadlines. We use specialized task management software, so we make sure that there is no weak link in the process and all deadlines are kept. In external communication we have a rule, if the client has to ask you how things are going in the project, it means that you are late. We want to make systematic progress reports, so as to timely inform and reassure our customer that everything goes as planned.

Our communication team creates communication strategies and coordinates their implementation, which includes maintaining relations with internal and external audiences, media management, developing communication messages, creating visuals to support messages, writing texts for different purposes, distributing them.

Our digital team creates content and sets up digital promotion campaigns, using all the necessary tools: social media (facebook, instagram, linkedin, VK, tiktok), website or landing page, google, youtube, MyTarget, Admixer and others.

Our event management team creates concepts and branding, develops budgets, manages suppliers and resources, develops scenarios and takes care of all the details of an event.

We will always use the most appropriate mix of promotional tools, whether it is TV, radio, outdoor or PR, digital, events or BTL.

Project Team

According to our previous experience with similar projects, we believe it is necessary to involve a team of at least 7 people, main and secondary specialists, in the implementation of the project

- Team Leader (Otilia Drăguțanu) – will be responsible for the development of the campaign strategy, the presentation and approval with the client, and delegation of tasks to team members, according to their area of expertise and strong points, in order to facilitate their best contribution to the implementation of the approved strategy and the achievement of campaign goals.
- Project Manager (Oxana Glushkova) – will develop task lists and schedules, milestones and success criteria for each team member, as well as action strategies and will keep track of progress throughout all project implementation period. The project manager will also provide timely reports in order to keep the client informed about project progress.
- Production Coordinator (Dorin Palade) – will coordinate production and approval with the client of all materials necessary for campaign implementation.
- Content Manager/Copywriter (Irina Băluță) – will develop content ideas and message and write the texts both for online and offline materials.
- Digital Specialist (Valentin Tcacenco) – will be responsible for the establishment of KPIs, development of digital media plans and for setting and optimization of online campaigns, as well as provide necessary reports on the performance of the campaigns.
- Account Manager/Media planner (Irina Oleinicenco) – will coordinate all traditional offline promotion (radio, OOH, TV if applicable), will develop KPIs and media plans, as well as provide necessary reports on the performance of the campaigns.
- PR Manager (Sabina Resetnic) – will coordinate implementation of all PR activities and will be the contact point for the media.
- Event manager (Adriana Cutureanu) – will develop, present and approve with the client event concepts, will develop task lists and schedules, coordinate all necessary teams for the successful realisation of the event.
- Financial manager (Tatiana Buzuian) – will coordinate all accounting details.

Metodologia

Pentru a asigura vizibilitatea și a gestiona toate aspectele legate de creșterea nivelului de conștientizare cu privire la proiect, la prima etapă echipa de comunicare va determina publicul țintă, scopurile concrete care vrem să fie atinse, care sunt indicatorii de performanță și care sunt canalele care urmează a fi folosite.

Ulterior, în rezultatul unui brainstorming cu echipa contractantului, vor fi stabilite tone of voice și mesajele de comunicare pentru fiecare categorie din publicul țintă și pentru fiecare canal.

Va fi desemnat un manager de proiect care va fi în permanentă legătură cu contractantul. Acesta va elabora o listă de sarcini și responsabilități, cu termene limită și persoanele desemnate pentru realizarea acestora. Project managerul va fi de asemenea cel care va gestiona toată echipa și persoanele implicate.

O altă persoană va fi responsabilă de relațiile cu media fiind în permanentă legătură cu reprezentanții presei, răspunzând la întrebări, oferin informație, invitându-i la activitățile și evenimentele organizate în cadrul proiectului. De asemenea, va fi implicat un copywriter, care va scrie textele necesare atât pentru comunicarea prin intermediul presei, cât și pentru rețelele de socializare, în timp ce Social Media Managerul va avea grijă de modul în care arată paginile pe social media și va comunica cu urmăritorii.