



**PROFILE AGENCY**  
**14 YEARS OF ACTIVITY**  
**OVER 500 PROJECTS**



## DURING 13 YEARS, PROFILE AGENCY CONTRIBUTES TO THE DEVELOPMENT OF COMMUNICATION AND EVENT ORGANIZATION MARKET IN THE REPUBLIC OF MOLDOVA

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Our mission is helping clients win the people's trust by building and developing a strong positive public image.



Over 500 projects for more than 50 domestic and foreign companies



The most grandiose events in Moldova



Image is everything! Our approach is unconventional and personalized for every client.



Efficiency, productivity, speed! Every task will be executed quickly and efficiently, and the result will exceed expectations

# PROFILE AGENCY TEAM



# ABOUT US

PESTE 11 ANI DE ACTIVITATE



PESTE 500 PROIECTE REALIZATE

STRATEGIE ȘI COMUNICARE

PROMOVARE



RELAȚII PUBLICE

BTL/EVENIMENTE



# WHAT DO WE DO?



## Strategy & Communication

Research, analysis, and communication

Setting goals and objectives, market research, target group evaluation, developing campaign messages, selecting and managing the communication channels



## Promotion

*Production of advertising materials*

*Design, branding, print, photo, video and audio production*

*Souvenirs, outdoor advertising, POS-materials*



## Public relations

*Communications with mas media, online and SMM communication, press clipping and monitoring*



## BTL /Events

*Development & Organization*

Promotions, exhibitions and trade fairs, corporate events, catering and logistics, loyalty programs, social event and networking



**14 YEARS OF  
PROFILE AGENCY**



# PROFILE AGENCY HISTORY





# PORTOFOLIO





# LAUNCH EVENT BIBLIOTECA SMART



**Moldtelecom / Unite**



In front of the main building of Moldovan State University special panels were installed with a lot of different QR-codes. Smartphone or tablet user can scan those code in order to receive selected e-book direct into his gadget.



**Website**

<http://profile.md/portfolio-view/agentia-profile-a-lansat-un-proiect-inedit-pentru-operatorul-unite-biblioteca-smart/>



# ST. VALENTINE'S DAY CALL YOU LOVE ONES. HERE. NOW. ANYWHERE



## Moldtelecom / Unite

On the Love celebration Day, we've installed a telephone booth London style in front of the central block of the State University of Moldova. Everyone passing by could enter the booth and make a call via a modern smartphone to a lover or a friend, anywhere in the world to make a love confession



## Website

<http://profile.md/portfolio-view/suna-ti-iubirea-de-14-februarie/>





# 1 JUNE INTERNATIONAL CHILDREN'S DAY



**Moldtelecom / Unite**



New technologies develop very fast. As well as our children. In anticipation of the International Children's Day, we've challenged a group of kids to test the technologies of last generations. The output was surprising and very fun.



**Website**

<https://www.facebook.com/Moldtelecom/videos/10155556108124887/>

## COPII vs. TEHNOLOGIILE PĂRINȚILOR



# VIDEO VOX TELL THE LOVE



Moldtelecom / Unite



What does LOVE means to you? Tell us  
and the whole world!



Website

<https://www.facebook.com/Moldtelecom/videos/10155191584324887/>

COMUNICĂ DRAGOSTE  
OPERATOR NAȚIONAL  
MOLDTELECOM



# BEMOL INVESTS IN FUTURE



## Bemol

A new kids playground was built in Râșcani sector of Chisinau, with a significant support from BEMOL. This was a part of the “Bemol invests in future” social project.



## Website

<https://www.facebook.com/BEMOL.Moldova/posts/1383013565066613>





# PARCUL MEU



## Restaurantul „Doina”



PARCUL MEU (MY PARK) is a project of renovation of different zones of Valea Trandafirilor park, initiated by the Turkish company “Ongan Tekstil” JSC.



## Website

<https://www.facebook.com/parculmeu/>



# “COLORFUL ALLEY”, LAUNCHING EVENT



## Restaurantul „Doina”



Aleea Colorată (The Colorful Alley”) in Valea Trandafirilor park is a special gift for every inhabitant of Chişinău from the initiator of [Parcul Meu](#) the project, Ongan Tekstil.



## Website

[https://www.facebook.com/pg/parculmeu/photos/?tab=album&album\\_id=1738725123098532](https://www.facebook.com/pg/parculmeu/photos/?tab=album&album_id=1738725123098532)



# CONSTRUIREA BRANDULUI DE VINURI

## CHATEAU CRISTI



### Chateau Cristi

A legendary Chateau Cristi winery will make a come back to remember.



# CHATEAU CRISTI

EST. 1882





# ECO RUN MOLDOVA 2016



## Bemol

BEMOL is always supporting for those brave and ambitious! Always supporting the youth, which gives us belief in the better future. That's why we support activities and persons who push things. We believe that investing in future means to support those who inspire others through their actions and experiences/



## Website

<https://www.facebook.com/BEMOL.Moldova/posts/1272909146077056>



# WINE AND MUSIC FEST UNDERLAND



## Agenția Profile



The one and only in the whole world underground wine and music festival **"Underland Wine&Music Fest"** is organized in Cricova wine cellars since 2016.

This year, on its 3<sup>rd</sup> edition, Underland has gathered more than 5 thousands visitors. Dozens of musicians from different countries have performed on three underground scenes during 10 hours of the festival



## Website

[www.underland.md](http://www.underland.md)





# MUSIC FESTIVAL GUSTAR



## Agencia Profile și Sens Music



Gustar music festival has become a national symbol through the years. This is a unique space, which transforms in a cultural and entertaining center of the country. Gustar is more than just another festival, because our guests become hosts and create a unique atmosphere.



Website  
<http://gustar.md/>



# SPARKLING NIGHT



**Combinatul de Vinuri „Cricova”**



On 29<sup>th</sup> of July, more than 3000 people have savored a sparkling summer night under the accompaniment of magic music and have become a part of an amazing celebration with sparkling wine..



**Website**

<http://profile.md/portfolio-view/sparkling-night/>





# FESTIVAL & INTERNATIONAL ART CAMP CUCUTENI 2016 - 2018



**Agencia PProfile și Art Studio  
„Picasso”**



Atmosphere like in old times and  
marvelous reflection of ancient Cucuteni-  
Tripolie culture could be always found at  
Cucuteni festival in Ialoveni, Moldova



**Website**  
<http://profile.md/portfolio-view/2828-2/>



# AT ASCONY WINERY MAI DAY



## Profile Agency & Ascony Winery



On 1<sup>st</sup> of May 2017, the first spring picnic was organized at Ascony Winery. It has created an incredible atmosphere for all its visitors. More than 3000 of people have tasted red, white and rose wines and have visited all production zones of the Ascony winery.



### Website

<http://profile.md/portfolio-view/mai-day-la-asconi-winery/>





# FARMERS DAY 2016



## Ministry of Agriculture of Republic of Moldova



The event objective was to celebrate successes of the year, and to create a great atmosphere for networking and socializing.  
One thousand of guests have visited the event, including Government officials.



**Website**  
<http://profile.md/portfolio-view/ziua-agricultorului-2016/>





# 2015 - 2018

## CIVIL AVIATION DAY



### Avia Invest

Every year, Chisinau International Airport organizes the Civil Aviation Day. Thousands of people from Chisinau go to the airport to admire the exhibition of the planes, air-show and to have fun in different entertaining zones of the national Airport.



### Website

<http://profile.md/portfolio-view/ziua-aviatiei-civile-a-republicii-moldova-2016/>



# 2015 - 2017

## WINE VERNISSAGE



### The National Office for Vine and Wine

Wine Vernissage sets a goal to promote wine culture on the domestic market, to present new wines and wineries to the large audience in a new, sophisticated manner.



### Website

<https://www.facebook.com/vernisaajulvinului/>



# 2018

## GLOBAL UNWTO WINE TOURISM CONFERENCE

### The State Agency for Investment of the Republic of Moldova



The 3<sup>rd</sup> edition of Global Wine Tourism Conference of the Global Tourism Organization (UNWTO) was held in Moldova. The objective of this event is to promote wine tourism with participation of the local wine companies and travel agencies

Profile's responsibility was organizing logistical part of the event.



<http://profile.md/portfolio-view/conferinta-globala-privind-turismul-vinicol-a-unwto>

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# 2018

# MOLDOVA BUSINESS WEEK



## The State Agency for Investment of the Republic of Moldova

"Moldova Business Week 2018" - the most important event of the year dedicated to entrepreneurship, export promotion and attraction of investments in our country. Organized by the Investment Agency, the fifth edition of the "Business Week" took place in Chisinau on November 27-29, 2019, where investors, financiers, importers and exporters from Moldova and other 55 countries were invited.

PRofile Agency provided the organization and the logistics of the event.



<http://profile.md/portfolio-view/conferinta-globala-privind-turismul-vinicol-a-unwto/>

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2016

# SOCIAL CAMPAIGN “EGALITATE PRIN OBJECTIV”



## UN project “Women in politics”



„Egalitate prin Obiectiv” is a photo project which took place from July 2015 to April 2016. Within the project, jury selected 50 photos which reflected the perception of gender equality issues through the view of amateur and professional photographers, the realities of women and men's lives. At the first phase of the project, the selected photos were presented in an exhibition in 32 educational institutions from Moldova. 30 exhibitions were accompanied by debate sessions about the exhibited photos, both in terms of shooting techniques and the gender equality issue.



<https://www.facebook.com/Egalitate-prin-Obiectiv-1604730449799449/>





2016

# SOCIAL CAMPAIGN “SUCCESS STORIES OF WOMEN IN MOLDOVA”



UN Women Moldova



Identification, collection, development and dissemination of 90 successful stories of women leaders in 8 national and regional newspapers.



<http://moldova.unwomen.org>



# CONTACT US!



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<http://profile.md/>



**CU DRAG, PROFILE TEAM**

