

TO WHOM IT MAY CONCERN

We worked with PRIORMEDIA SRL in 2018 and until August 2019 for the project “VISIBILITY AND COMMUNICATION FOR ACTIONS RELATING TO AA/DCFTA IMPLEMENTATION IN THE FRAMEWORK OF EU-FUNDED ASSISTANCE PROGRAMMES” in the Republic of Moldova.

The tasks carried out by PRIOR MEDIA are;

Tasks:	Timing:
<p>Preparation and Implementation Of Two National Public Awareness Raising Campaigns (PACs)</p> <p>Specific activities to be included in the public awareness-raising campaign:</p> <ul style="list-style-type: none"> • Event organization • Media relations • Online promotion • Printed materials • Video production • Monitoring and evaluation 	<p>First national awareness-raising campaign (October-December 2018)</p> <p>Second national awareness-raising campaign (February-March 2019)</p>
<p>Placing billboards in 12 locations throughout the Republic of Moldova, for a period of 2 months.</p> <p>Details of the Assignment:</p> <ul style="list-style-type: none"> • Production of billboards • Rent of billboards for a period of 2 months, with initial mounting and final dismounting of the visual • Monitoring of the billboard surfaces during 2 months • Mounting of additional visual 	<p>11-12/2018</p>
<p>Broadcasting video spots</p> <p>The tasks are: During the implementation of 2 of the Public Awareness-Raising Campaigns, broadcasting of video spots promoting the impact of DCFTA on the main TV channels.</p>	<p>12/2018</p>
<p>Preparation And Implementation Of Third National Public Awareness-Raising Campaign:</p> <p>The specific activities carried out within PAC 3 include:</p>	<p>04-06 2019</p>

Tasks:	Timing:
<ul style="list-style-type: none"> • Event organization • Media relations • Online promotion • Printed materials • Video production • Monitoring and evaluation 	
<p>Production of various branded items (branded flags, branded caps, branded T-shirts, branded umbrellas, branded memory sticks, branded magnets) for the EU days 2019.</p>	05/2019
<p>Broadcasting of video spots on three popular TV channels promoting the DCFTA impact during the implementation of the 3rd Public Awareness-Raising Campaign.</p>	06-07/2019
<p>Organising a Closing Ceremony, incorporating an International Forum on DCFTA Implementation</p> <p>The objective is to have around 80 participants, including representatives of a wide range of media organisations, project beneficiaries and partners, diplomatic representatives, business support organisations and civil society organisations involved in DCFTA implementation.</p> <p>The detailed tasks are:</p> <ul style="list-style-type: none"> • Providing a professional Moderator for the event. • Branding and visibility requirements and materials • Technical requirements 	07/2019

Yours faithfully;



Emine Döger

Project Director

WEglobal Danışmanlık A.Ş.