

REFERENCE PROJECTS OVERVIEW

A. EXPERIENCE IN MEDIA RELATIONS

National Campaign: Promoting the “Future Technologies” concept in Moldova / Visit of USAID Administrator Samantha Power / Launch of the “Future Technologies Activity” in the Republic of Moldova (2021)

Client: “Future Technologies Activity” in Moldova, funded by USAID and Sweden

Services provided: strategic consulting, PR messaging, PR, Media Relations, copywriting, translations, logistical support for the project launch event, press briefing with the participation of Samantha Power, Media Relations before, during and post-press briefing and launch event, facilitating the participation of project’s spokespersons in TV shows, elaboration of briefing lines (informative sheets with Q&A), identifying the influencers to promote the concept of “future technologies” in Moldova, media monitoring and reporting.

Reference: Olesia Gălușcă, Creative and Digital Media Cluster Manager, ogalusca@chemonics.md

National Campaign: Mediacor launch event – Open Doors Day event (2021-2022)

Client: “Future Technologies Activity” in Moldova, funded by USAID and Sweden

Services provided: strategic consulting for the visibility of the event, PR, Media Relations, coordinating mass-media before, during and after the launch event, ensuring visibility of the project in national media, facilitating the participation of project’s representatives in TV and radio shows, media consultancy before the shows, elaboration of briefing lines (informative sheets with Q&A), social media management, copywriting for promo and marketing materials.

Reference: Olesia Gălușcă, Creative and Digital Media Cluster Manager, ogalusca@chemonics.md

National Campaign: 15 years anniversary of “ATIC” (2021)

Client: THE MOLDOVAN ASSOCIATION OF ICT COMPANIES (“ATIC”)

Services provided: strategic communication consulting, conceptualization and implementation of the PR campaign, messaging, PR, Media Relations, coordinating mass-media before, during and after the event, copywriting, speech writing and talking points for video shooting, video production (videos with international partners, board members, representatives of the ICT sector, beneficiaries of the implemented projects), elaboration of the corporate event script, media visibility of the event in national media, facilitating the participation of “ATIC” representatives in TV and radio shows, elaboration of briefing lines (informative sheets with Q&A), media monitoring and final report of the campaign.

Reference: Viorica Bordei, Head of Communications, TEKWILL Project, vbordei@ict.md

National Campaign: MOLDOVA ICT Summit 2021

Client: THE MOLDOVAN ASSOCIATION OF ICT COMPANIES (“ATIC”)

Services provided: strategic communication and PR campaign implementation, messaging, PR, Media Relations, establishing media partnerships for the visibility of the event, elaborations of media analytical articles about the ICT industry, implementation of the special media partnerships for a couple of online shows dedicated to ICT Summit, social media management before, during and post-event, copywriting, speech writing, talking points for video shooting, video production, media visibility of the event in national media, facilitating the participation of ATIC representatives in TV

and radio shows, elaboration of briefing lines (informative sheets with Q&A), media monitoring and final report of the campaign.

Reference: Viorica Bordei, Head of Communications, TEKWILL Project, vbordei@ict.md

National Campaign Series: Fighting stigma associated with COVID-19 (2020), Rehabilitation after COVID-19 (2020-2021), Promoting the Community Mental Health Centers (2021-2022)

Client: World Health Organization in Moldova

Services provided: creative visual concept, messaging, slogan, mascot creation, campaign plan, implementation of the campaign, podcasting media project, special media projects, PR, Media Relations, TV/radio spots production, concept, production and carrying out LIVE informative webinars, web content development, Social Media content writing and management, creation of the www.cumtesimtiazi.md website, partnership with the Audiovisual Council for the spot placement free of charge, collaboration with regional media, infographics, writing the "Fighting stigma associated with COVID-19" communication guide for journalists, writing the guide on crisis communication for hospital managers, promotion campaigns through the Google Display Network, Facebook ads, media monitoring, reporting.

Reference: Rodica Munteanu, Communication Officer, munteanur@who.int

International/national campaign: Promoting Moldova as a favorable destination for investments, including the "Moldova Business Week" event (3 editions: 2018, 2019, 2020)

Client: Invest Moldova Agency

Services provided: strategic consulting, crisis communication consulting, messaging, speech writing, PR, Media Relations, copywriting, translations, Social Media content writing, Social Media management, video production (video invitations to the event, videos with the main event speakers, videos with the event partners/sponsors, video from the event, etc.), mobilization of Moldovan diplomatic missions representatives to promote the event on their platforms, using communication materials developed within the campaign, marketing, advertising, event management, advertising campaign for external targets (Google Display Network and Facebook ads), international PR campaign (using the PR Wire tool with news distribution to newsrooms in all target countries), conceptualization and implementation of the campaign (except for the creation of the visual concept), media monitoring and reporting.

Reference: Irina Tolstousov, Head of Country Brand Promotion, irina.tolstousov@invest.gov.md

International/national campaign: National Wine Day (4 editions: 2017, 2018, 2019, 2020)

Client: National Office for Vine and Wine

Services provided: strategic consulting, crisis communication consulting, messaging, speech writing, PR, Media Relations, copywriting, translations, Social Media content writing, Social Media management, video production, PR events concepts and management, establishing media partnerships, content creation for TV shows, live events and interviews, article writing for the international press, international PR campaign (using the PR Wire tool for news distribution to newsrooms in all target countries), conceptualization and implementation of the campaign (except for the creation of the visual concept), media monitoring and reporting.

Reference: Parascovia Ignat, Head of Marketing and Markets Development Department, pignat@wineofmoldova.com

B. EXPERIENCE IN FMCG

Client: METRO Moldova

N.B. QUBO Communications has a long-lasting collaboration experience with METRO Moldova, which started in 2019 with the “Your success is our business!” brand campaign in 2019. Our collaboration consisted first of ongoing strategic communication consulting, ongoing crisis communication consulting and full implementation of creative brand campaigns.

Here are several examples of campaigns created and carried out for METRO during our collaboration.

Brand Campaign: “Your success is our business!” (2019) – adaptation of the global campaign

Client: METRO Moldova

Services provided: creative concept for the brand evolution, adaptation of the global campaign to the local context, strategic communication, PR campaign implementation, messaging, PR, Media Relations, social media management during campaign (1 year), copywriting, video production of 1 corporate commercial ad and 3 stories with the main lines of business (families, HoReCa, employees), employer branding, media plan for the visibility of the campaign, media partnerships to promote the message of the campaign, influencers marketing, media monitoring and final report of the campaign.

Reference: Vadim Rotaru, Corporate Communication Manager, vadim.rotaru@metro.md

Brand Campaign: “Rămânem Aproape” (2020-2021)

Client: METRO Moldova

Services provided: creative concept, strategic communication and PR campaign implementation, messaging, PR, Media Relations, social media management during campaign (1 year), copywriting, video production of the corporate TV commercial and 5 stories (with local producers of wine, strawberries, cereals, potatoes and meat), media plan for the visibility of the campaign, media partnerships to promote the message of the campaign, crisis communication consulting, influencers marketing, media monitoring and final report of the campaign.

Reference: Vadim Rotaru, Corporate Communication Manager, vadim.rotaru@metro.md

Communication Campaign: METRO FOOD FEST

Client: METRO Moldova

Services provided: creative concept of the event, creating sponsorship packages, strategic communication and PR campaign implementation, concept of gifts for HoReCa, messaging, PR, Media Relations, social media management during the campaign, copywriting, video production, CSR activities during the event, media plan for the visibility of the campaign, media partnerships to promote the campaign message, influencers marketing, media monitoring and final report of the campaign.

Reference: Vadim Rotaru, Corporate Communication Manager, vadim.rotaru@metro.md

Communication Campaign: METRO Anniversary – 15 years

Client: METRO Moldova

Services provided: creative concept of the event, logistics for the LIVE streaming lucky draw event, employer branding, creative concept of the communication campaign, strategic communication and PR campaign implementation, concept of gifts for HoReCa, messaging, PR, Media Relations, social media management during the campaign, copywriting, video production, CSR activities during the event, media plan for the visibility of the campaign, media partnerships to promote the message of the campaign, influencers marketing, media monitoring and final report of the campaign.

Reference: Vadim Rotaru, Corporate Communication Manager, vadim.rotaru@metro.md

Client: Phillip Morris Moldova

N.B. Our collaboration with Phillip Morris Moldova lasted in the period of 2018-2019 and it was based on a monthly subscription for strategic communication services, crisis communication, employer branding communication, copywriting and translations. Within our collaboration we have implemented successful marketing campaigns. Here are some examples.

Marketing Campaign: “The future without smoke”

Client: Phillip Morris Moldova

Services provided: product strategic communication and PR campaign implementation, web content writing, messaging, PR, Media Relations, copywriting, video production, crisis communication, design and infographic production, employer branding, communication plan for the visibility of the campaign, partnerships to promote the message of the campaign, photo shoots, media monitoring and final report of the campaign.

Reference: Uliana Sidorenco, Marketing and Digital Manager, uliana.sidorenco@pmi.com

Marketing Campaign: “Promises for the future”

Client: Phillip Morris Moldova

Services provided: product communication and PR campaign implementation, messaging, PR, Media Relations, copywriting, video production, crisis communication, design and infographic production, communication plan for the visibility of the campaign, media monitoring and final report of the campaign.

Reference: Uliana Sidorenco, Marketing and Digital Manager, uliana.sidorenco@pmi.com

Marketing Campaign: “March 8 under different colors”

Client: Phillip Morris Moldova

Services provided: web content writing, strategic communication and PR campaign implementation, messaging, PR, Media Relations, copywriting, video production, crisis communication, design and infographic production, employer branding, communication plan for the visibility of the campaign, media monitoring and final report of the campaign.

Reference: Uliana Sidorenco, Marketing and Digital Manager, uliana.sidorenco@pmi.com