

Ogilvy

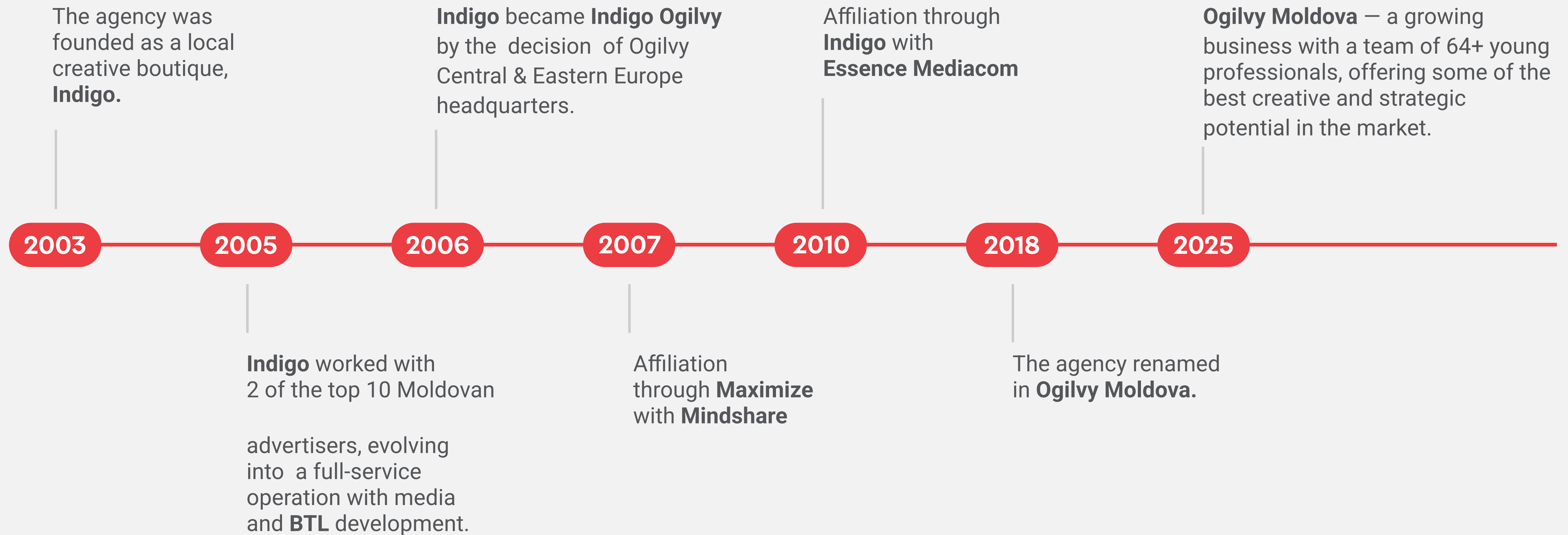
2026

**AGENCY  
CREDENTIALS**

THE  
AGENCY



# Ogilvy



*The Coca-Cola Company*



**EFES**  
MOLDOVA

*P&G*

*Felicia*  
FARMACII • SĂNĂTATE • FRUMUSEȚE



**linella**

unicef   
for every child



**asbc**  
Automated Systems Business Control



**giz**



**linella**

# Linella

## 2021

Indigo Ogilvy developed a heartfelt campaign for Linella's 20th anniversary, titled "De 20 ani alături de tine".

The campaign encompassed all channels – from TV and digital media to outdoor and in-store materials

## 2022

The collaboration continued with "Zi de zi adunăm Moldova la masă", a campaign celebrating shared meals and local tradition, brought to life by an emotional TV spot featuring Zdob și Zdub.

## 2023

In 2023, the agency developed the campaign "Drumul spre casă trece pe la Linella", bringing together top artists like Zdob și Zdub, Cleopatra Stratan, and Gabriel Nebunu.

## 2024

For the campaign "O istorie cu premii mari", the agency developed a brand-new set of mascots that were integrated as a key feature of the brand.

## 2025

Created the campaign for the Linella app launch, featuring additional characters developed to expand the original mascot set.

2023

# Drumul spre casă trece pe la Linella

The 2023 campaign “Drumul spre casă trece pe la Linella” celebrated the feeling of home with a vibrant TV spot featuring Zdob și Zdub, Cleopatra Stratan, and Gabriel Nebunu. Developed by the agency and rolled out across all major channels, the campaign reinforced Linella as a trusted part of everyday life.



#strategy

#identity



**linella**  
Alături zi de zi

## Zi de zi adunăm Moldova la masă

Prinde oferta în perioada de 1 decembrie - 14 decembrie și participă în tombola

- CÂRMIZĂ** Salami Capitală crud-aluminiat 1kg **-20%** 25500
- PIVĂȚIN** Casavod Smetankovii 1kg **-22%** 13900
- CRICOVIA** Vin spumant Moscătă/Tromner sortiment divers 0.75L **-15%** 6250
- Portocale** 1kg **2995**

**MARELE PREMIU**  
Automobil Ford Transit Custom și alte 2999 de premii

Mai multe detalii pe [www.lamasa.linella.md](http://www.lamasa.linella.md)  
\*imagini cu titlu reprezentativ



**linella**  
Alături zi de zi

## Zi de zi adunăm Moldova la masă

**PARTICIPĂ**

**MESAJUL COMPANIEI**



**linella**  
Alături zi de zi

# Zi de zi adunăm Moldova la masă

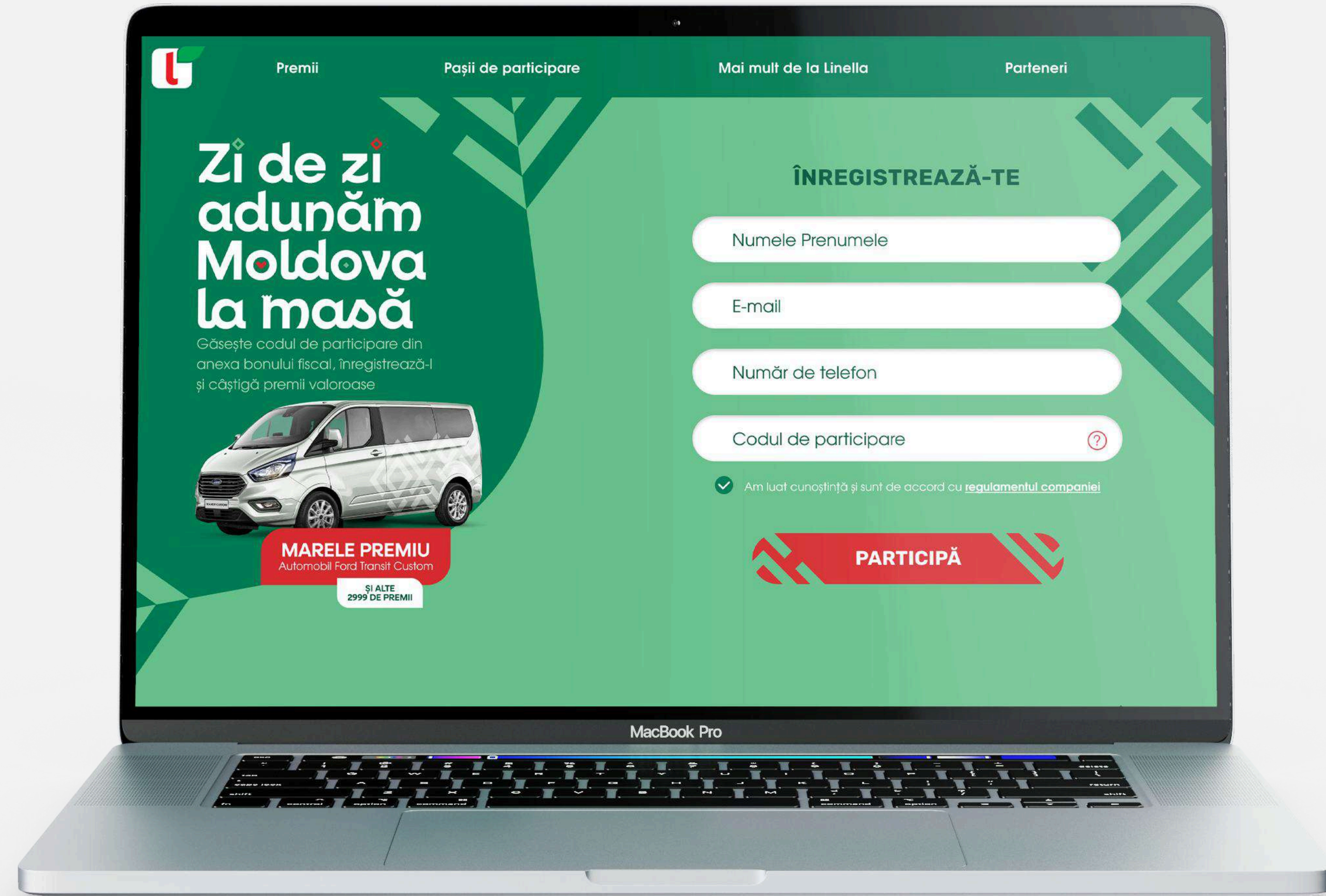
Perioada campaniei 6 octombrie – 14 decembrie 2022  
Mai multe detalii pe [www.lamasa.linella.md](http://www.lamasa.linella.md)



2022

# Zi de zi adunăm Moldova la masă

The 2022 campaign “Zi de zi adunăm Moldova la masă” celebrated the everyday tradition of gathering around the table. Developed by the agency, it featured a powerful TV spot with Zdob și Zdub, bringing authenticity and cultural pride to the message. Rolled out across TV, digital, outdoor, and in-store channels, the campaign reinforced Linella’s place in the daily lives of Moldovans.



2021

## De 20 ani alături de tine

The 20th anniversary campaign “De 20 ani alături de tine” reached over 190,000 participants. The agency developed the entire concept—from the slogan and scenario to all visual materials—and managed its placement across TV, digital, outdoor, and in-store channels.

Celebrează  
**20** ani de **linella**  
și câștigă premii



**×2200** Vouchere  
2000×220 lei  
200×2000 lei

**×20** Automobile  
**SUZUKI VITARA**

#strategy

#identity



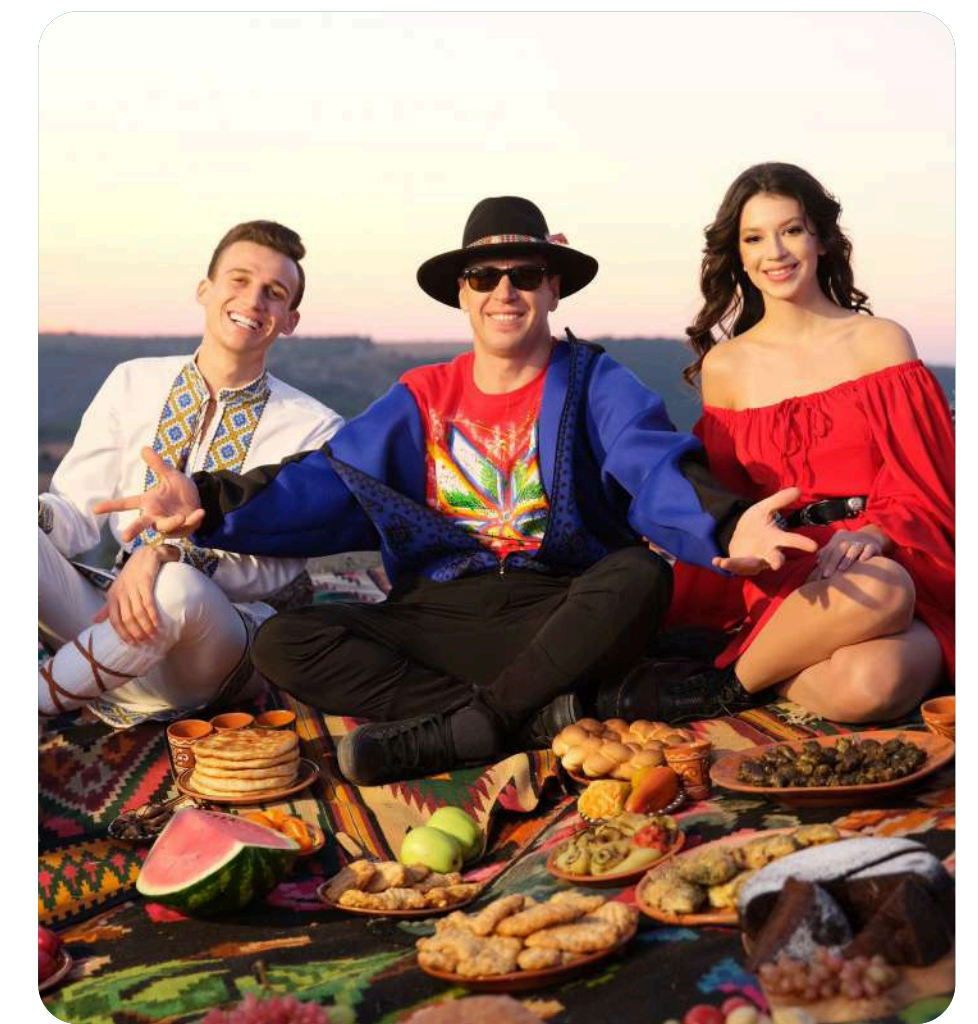
## Drumul spre casă trece pe la linella

Prinde oferta în perioada de 6-19 octombrie și participă în tombola și alte 5615 premii

**3** automobile Toyota Yaris Cross

<b>MLEKOVITA</b> Cașcaval Târlău 1kg Cant. net	-5%	20 <sup>00</sup> 21 <sup>00</sup>
<b>LATTI</b> Cașcaval Mozzarella 45%, 300g Mozzarella 45% 300g	-5%	20 <sup>00</sup> 21 <sup>00</sup>
<b>7SPICE</b> Tort Napolean 1kg Tort 1 kg	-5%	20 <sup>00</sup> 21 <sup>00</sup>
<b>RĂDĂCINI</b> Vinul Merlot 2018 0,75l Merlot 2018 0,75l	-5%	20 <sup>00</sup> 21 <sup>00</sup>
<b>CARMEZ</b> Servelat Boloneasc fiert-afumat 400g Korbașca Kaparșă 400g	-5%	20 <sup>00</sup> 21 <sup>00</sup>

Mai multe detalii pe [www.acasa.linella.md](http://www.acasa.linella.md)



## Drumul spre casă trece pe la linella

Fă-ți cumpărăturile și câștigă mii de premii

Mai multe detalii pe [www.acasa.linella.md](http://www.acasa.linella.md)

**3** automobile Toyota Yaris Cross

- 1500 torbe eco
- 1500 umbrele
- 2600 vouchere
- 15 televizoare Samsung

Zdob și Zdob

Imagine cu titlu reprezentativ

Perioada campaniei 12 octombrie - 20 decembrie 2023

## Drumul spre casă trece pe la linella

Fă-ți cumpărăturile și câștigă mii de premii

Gabriel Nebunu

**1500** torbe eco

**1500** umbrele

**2600** vouchere

**15** televizoare Samsung

**3** automobile Toyota Yaris Cross

Perioada campaniei 12 octombrie - 20 decembrie 2023  
Mai multe detalii pe [www.acasa.linella.md](http://www.acasa.linella.md)

Imagine cu titlu reprezentativ



2024

# O istorie cu premii mari

The 2024 campaign “O istorie cu premii mari” introduced a new set of mascots, developed by the agency as a central element of Linella’s brand identity. Their playful presence added charm and consistency across all campaign touchpoints.



#strategy

#identity

2024

# Christmas campaign

The Christmas 2024 campaign marked the full integration of the mascots into Linella's brand identity, showcasing their versatility and adaptability across festive content, in-store materials, and digital platforms.



#strategy

#identity

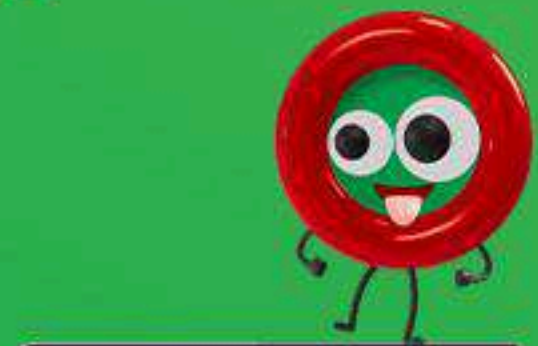
2025

# Application launch

Linella app launch campaign introduced new mascots – red points – to engage a younger, digital-first audience. Developed by the agency, it positioned the app as a smart shopping companion through vibrant storytelling across digital and in-store channels.



# Descarcă aplicația, adună puncte



#strategy

#identity

2021

# Palatul Național Outdoor

The facade was cluttered with chaotic lettering, distorting the cityscape.



2021

# Palatul Național Outdoor

We redesigned it with clean,  
minimalist typography — elegant  
signage that now enhances the  
face of the city.

P A L A T U L N A T I O N A L N I C O L A E S U L A C



2025

# Moldova Concert Brand family

The agency has created a brandbook to define a clear, cohesive visual identity for the Moldova Concert ecosystem – including the main brand and its affiliates: the National Palace, the Chişinău Circus, and Cultural.md. It presents the visual system and logos through concise guidelines that ensure consistency, flexibility, and recognition.



# MOLDOVA-CONCERT

## Ghid de Identitate pentru Familia de Branduri

PALATUL NAȚIONAL  
Structura și aplicarea logoului

Utilizarea corectă a logoului pe fundaluri diverse

PALATUL NAȚIONAL  
NICOLAE SULAC

PALATUL NAȚIONAL  
NICOLAE SULAC



Dimensiuni toate documentele  
Măști de siguranță

CULTURAL MD  
Măști

### Bilete tipărite

Dimensiuni toate documentele  
Măști de siguranță

Partea din față

CULTURAL MD

Balet Lacul lebedelor

P. Oukroșki

23 Iunie 2024  
21:00

Parter

25

26



Partea din spate



CULTURAL MD  
Materiale corporative și promoționale

### Stilul și creion

Stilul și creionul sunt elemente esențiale ale identității vizuale a unei organizații. Ele trebuie să fie consistente și să reflecte valoarea și profesionalismul acesteia.



MOLDOVA CONCERT  
Principii de publicare în mass-media tipărită

### Amplasarea corectă a logourilor în macheta grafică

Amplasarea corectă a logourilor în macheta grafică este esențială pentru a asigura o prezentare profesională și coerentă a informațiilor.



PALATUL NAȚIONAL  
Principii de publicare în social media

### Facebook event cover

Dimensiuni toate documentele  
Măști de siguranță



PALATUL NAȚIONAL  
Materiale corporative și promoționale

### Semnătură email

Dimensiuni toate documentele  
Măști de siguranță



## CUPRINS

I. Pașaport de logouri	3
II. Sistem tipografic	10
III. Moldova Concert	16
IV. Palatul Național Nicolae Sulac	28
V. Cultural MD	30

SISTEM TIPOGRAFIC

### Font principal

Fontul principal este cel care definește identitatea vizuală a unei organizații. Trebuie să fie ușor de citit și să funcționeze bine pe toate platformele.

Bellosta Text  
**AaBbCc**

Fără zgomot, bătrânul Tuțu juca șmechere piese în chioșcul vechi.

Bellosta Text Bold  
Bellosta Text Regular  
Bellosta Text Italic

MOLDOVA CONCERT

### Spațiu liber

Spațiul liber este spațiul din jurul logoului care trebuie să rămână curat și să nu fie ocupat de alte elemente grafice.



2024

# Mezym Campaign

In 2024, the agency developed an international campaign platform for Mezym titled "Don't Let Indigestion Steal Your Best Moments." The project included the creation of a TV spot, key visuals, and a full set of supporting materials.







**CARMEZ**

2022

# Carmez rebranding

In 2021 we've created the new identity for Carmez — modern and consistent, yet rooted in tradition.

We redesigned the entire product portfolio for a unified brand experience.





# CARMEZ

Rețete clasice.  
Din 1904.

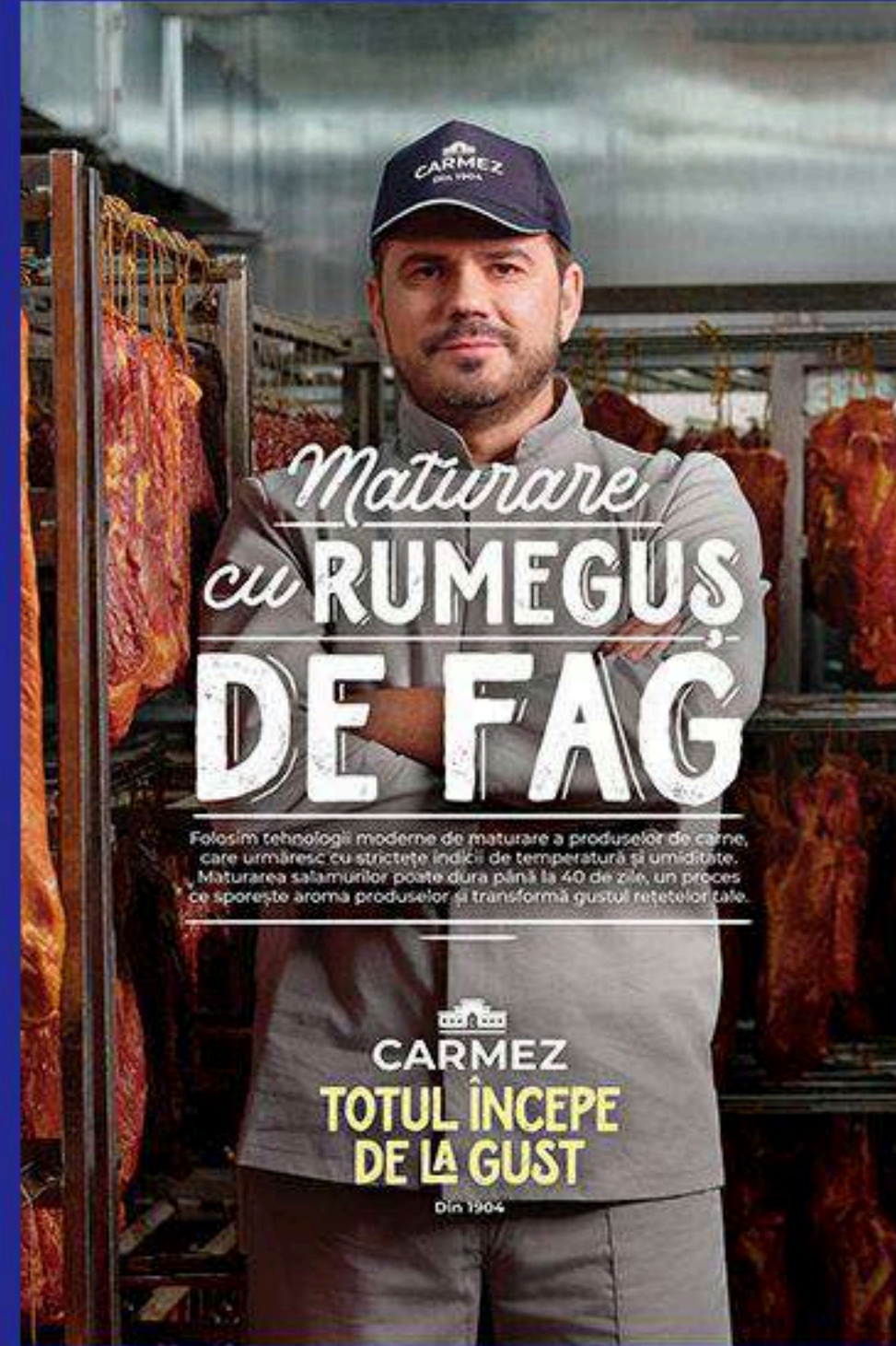




2024

# Totul începe de la gust

The agency developed a series of bus stop visuals across the capital, highlighting Carmez's full product range alongside appetizing, easy-to-make recipes to inspire everyday meals.



**Aducem APROAPE DE TINE**

Cele mai proaspete produse sunt cele care au călărit cea mai scurtă călătorie suficientă. De la fabrică la tine, fiecare pachet este dedicat să-ți lungească cât se poate de rapid ingredientele din carne măneste să-ți transforme rețetele din bucatărie.

**CARMEZ**  
TOTUL ÎNCEPE DE LA GUST  
Din 1904

**CARMEZ**  
TOTUL ÎNCEPE DE LA GUST  
Din 1904

**MICII altfel**

**MICI CU SOS CHIMICHURRI**

Preîncălzește cuptorul la 210°C. Coace 30 de min. micii Asortii Carmez în ulei. Prepară sosul Chimichurri: toacă ceapă roșie, păstureală și ardeiul iute. Adăugă oregano, sare, piper, ulei și oțet. Amestecă. Servește micii alături de sos.

Chimichurri este un sos originar din America de Sud, popular în Argentina.

**CARMEZ**  
TOTUL ÎNCEPE DE LA GUST  
Din 1904

**Cea mai PROASPĂTĂ CARNE**

Prelucrăm și transmitem cu grijă carnea spre celelalte etape de pregătire din fabrică, pentru ca tu să te bucuri de gustul adevărat, proaspăt, al carnei. În orice țară proaspăt gătești celor dragi.

**CARMEZ**  
TOTUL ÎNCEPE DE LA GUST  
Din 1904

**CARMEZ**  
TOTUL ÎNCEPE DE LA GUST  
Din 1904

**FORMAT Nou**

**SANDWICH CU OU PRAJIT**

1. Dumește parizerul Doktorskaia Carmez și chiflă în ulei.
2. Separat, prăjește oulăle cântărit cu sare și piper, scurse.
3. Dumește pâinea.
4. Întinde pe pâine și asamblă sandwichul cu ouă prăjite, carne, sos și chiflă de ou.
5. Acoperă cu un capac 7 min.

**SANDWICH CU COLESLAW**

1. Dumește parizerul Doktorskaia Carmez și chiflă în ulei.
2. Prepară Coleslaw: toacă varză, morcov, ceapă roșie, păstureală și mărarul.
3. Amestecă-le cu un sos din maioneză, oțet, muștar, măr și condimente.
4. Pune parizerul cu Coleslaw între cele 2 chifle.

**SANDWICH TO-GO**

1. Prăjește pâinea în tavașer.
2. Pe 2 felii, pune parizerul Doktorskaia Carmez, sos lute, cașcaval, frunze de salată roșie, sare.
3. Acoperă cu celelalte 2 felii de pâine și pe diagonală.

**CARMEZ**  
TOTUL ÎNCEPE DE LA GUST  
Din 1904

**OLIVIER**

1. Adăugă cuburi de castraveți mușcați și mazărea verde.
2. Amestecă totul cu sare, piper și maioneză.
3. Decorează cu păstureală.

**CARMEZ**  
TOTUL ÎNCEPE DE LA GUST  
Din 1904

**TOTUL ÎNCEPE DE LA GUST**

**CARMEZ**  
Din 1904

**DOKTORSKAIA**  
Parizer

**Salam CAPITALA**

Carne de Vițel și de Porc

**Salam MOLDOVENESC**

Carne de Porc

**Salam BRAUNȘVEIGSKAIA**

Carne de Porc și de Vițel

**CARMEZ**  
TOTUL ÎNCEPE DE LA GUST  
Din 1904

**Maturare cu RUMEGUȘ DE FAG**

Folosim tehnologii moderne de maturare a produselor de carne, care urmăresc caracteristicile ideale de temperatură și umiditate. Maturarea este finalizată până la 60 de zile, un proces ce sporește aroma produselor și transformă gustul rețetelor tale.

**CARMEZ**  
TOTUL ÎNCEPE DE LA GUST  
Din 1904

**Atunci când MAI AI TIMP**

**CROSTINI CU PATE SI DULCEAȚĂ DE CEAPĂ ROȘIE**

1. Prăjește în rețea, cașcaval topeaș în ulei, până la culoare aurie.
2. Adăugă cimbru și frunze de dafin. Lăsa să se infuzeze 3 min.
3. Presară zahăr pește ceapă, lasă să se caramelizeze 5 min, fără să-l amesteci.
4. Pune sos Worcestershire, oțet de vin roșu și sare. Lăsa să fiarbă 5 min până se îndesă.
5. Întindea sereburile din topeaș.
6. Coace felii de baghetă în cuptor 12 min, cu fâș de sare și ulei, până capătă o culoare aurie.
7. Acumulează ungele croștinii cu Pate cu Fișel de Dunsan Carmez, apoi pune dulceața de ceapă servită.

**CARMEZ**  
TOTUL ÎNCEPE DE LA GUST  
Din 1904

**Calitate ÎNAINTE DE TOATE**

Ne vedem zilnic în magazinele unde tu punem la dispoziție cele mai proaspete și diverse produse din carne, pe care le poți folosi în cele mai apăsătoare rețete, oriunde, ori când, la micul dejun, prânz sau cină.

**CARMEZ**  
TOTUL ÎNCEPE DE LA GUST  
Din 1904

**CARMEZ**  
TOTUL ÎNCEPE DE LA GUST  
Din 1904

# Moldtelecom

## 2003

**Indigo Ogilvy** manages the fixed telephony and internet access ATL account of Moldtelecom since 2003.

## 2006-2007

Assigned to the Moldtelecom media account in **2006** and **2007** — TV, planning & buying.

## 2007

Developed the brand identity for the MTC mobile operation launch in the CDMA 2000 standard — Unite. Brand of the year 2007.

## 2018

We've developed new identity, the first company brand book, and the integration with Unite mobile and Business divisions.

## 2021

As a result of the merger of "Unite" mobile telephony with Moldtelecom, we developed the new Moldtelecom logo and created the new communication platform whose brand ambassador is the singer Irina Rimes.

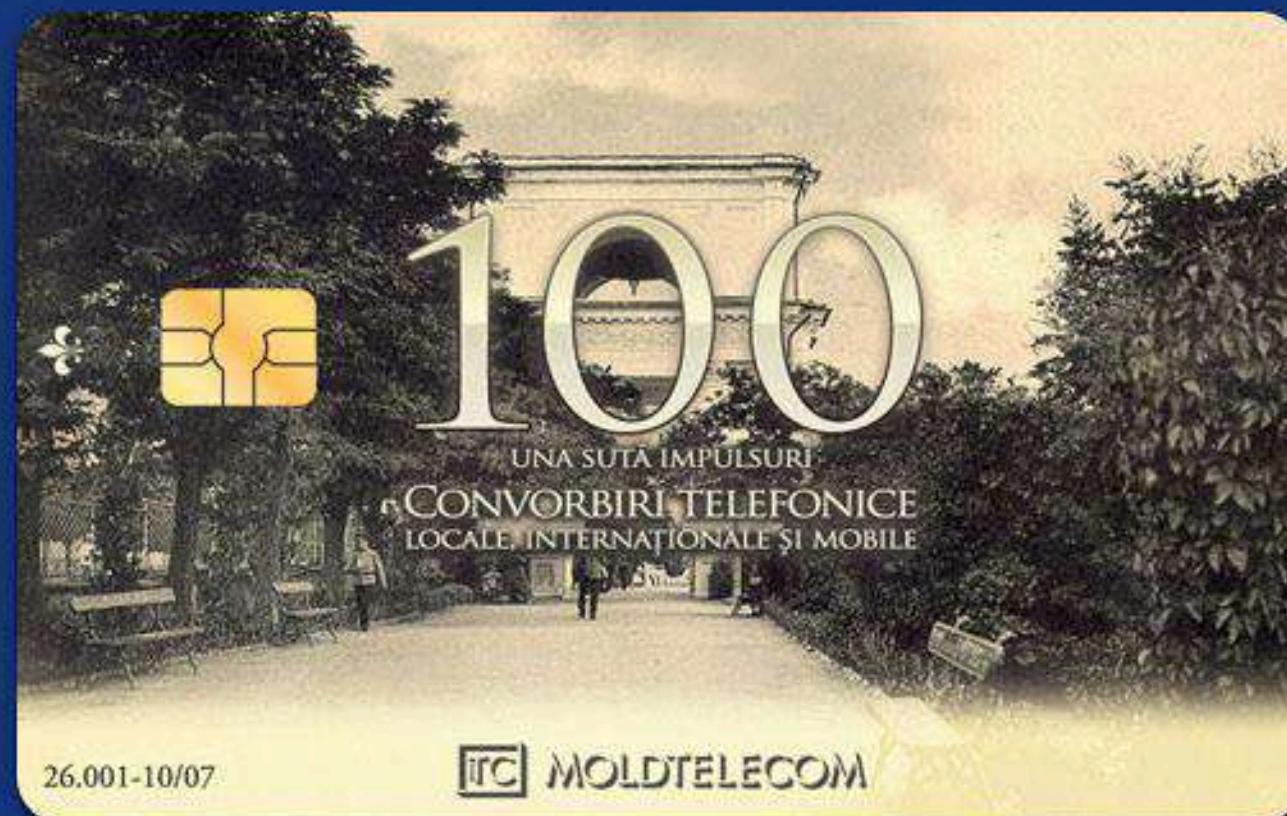
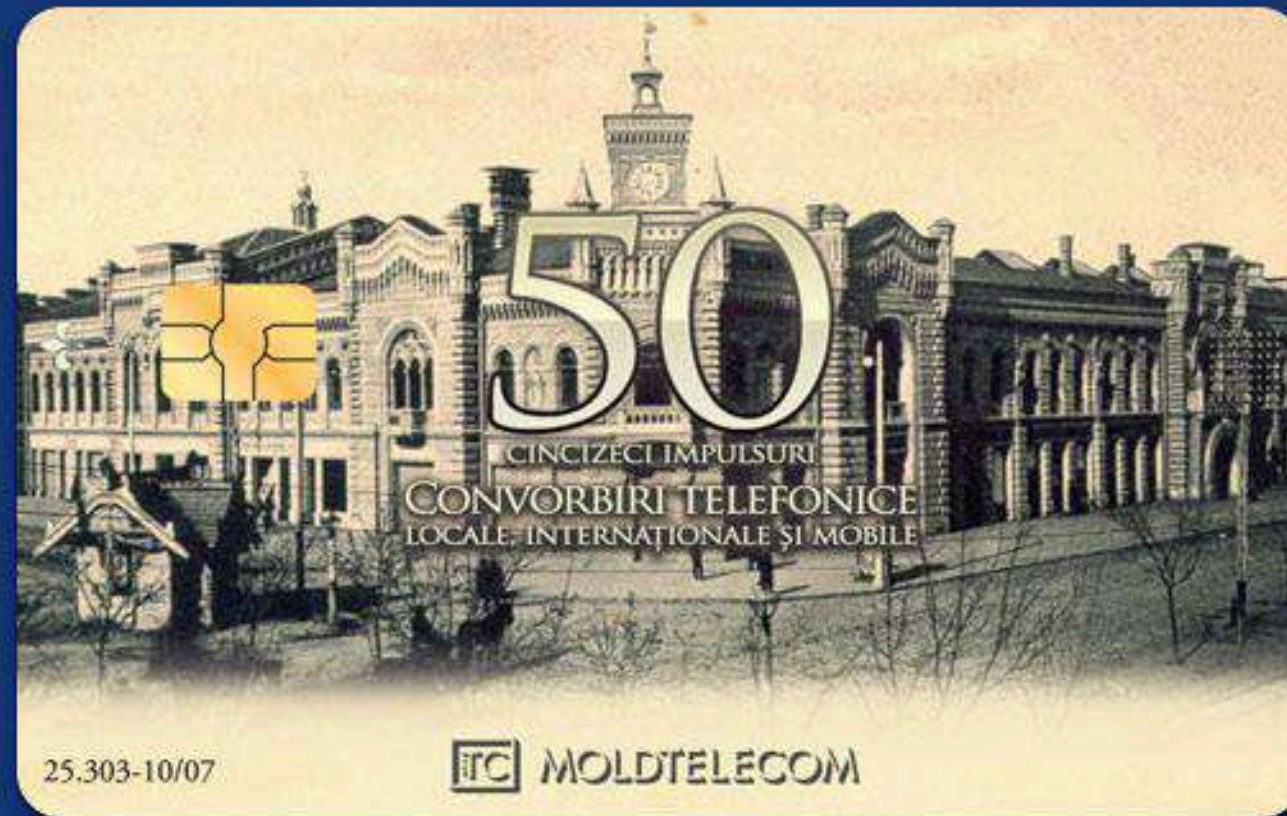
2003

# Connected for 22 years.

Our collaboration with Moldtelecom began in 2003, when fixed-line telephony was king.

Here's a throwback: phone cards for public payphones — yes, the ones on the street.

What a time!



2006

# Unité launch

We helped launch Moldova's third mobile operator, Unité.

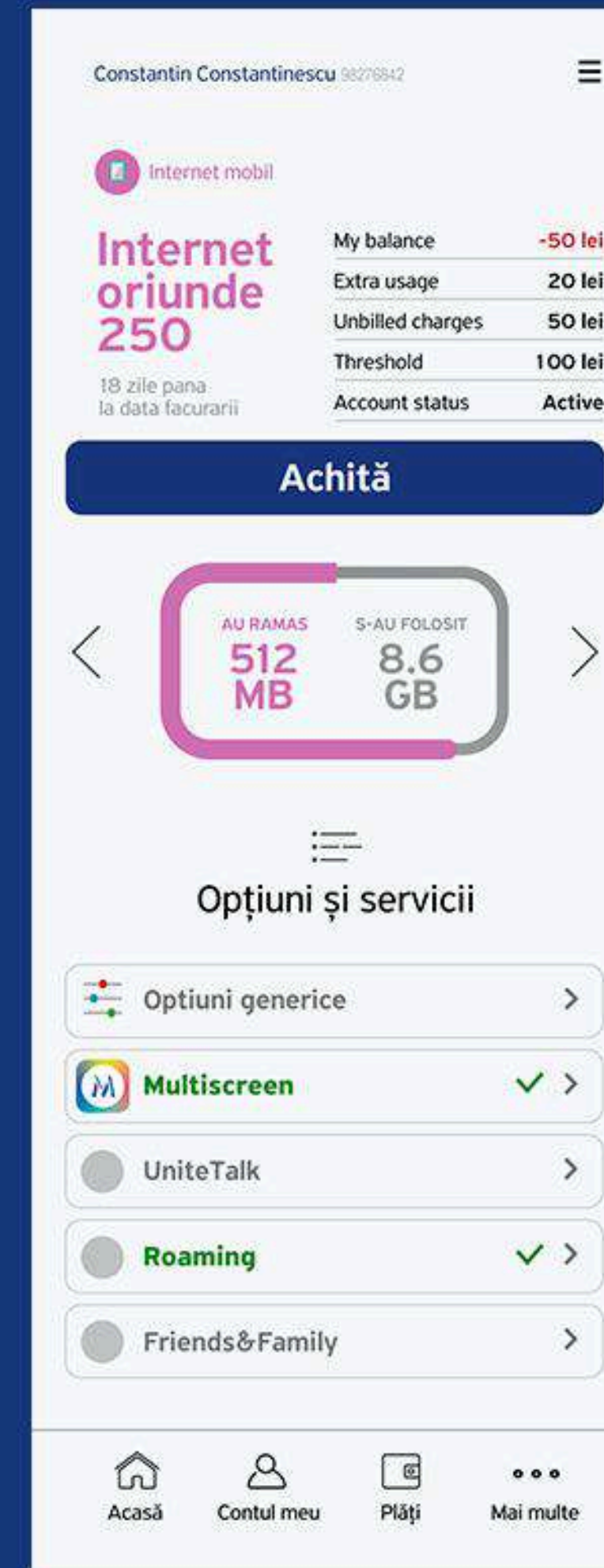
From brand identity and guidelines to campaigns and materials – we built the brand for over a decade.



2020

# MyMoldtelecom

We designed the interface and user experience for the account management app.



2021

# A new chapter

In 2021, Unité fully merged under the Moldtelecom umbrella.

We led the company's first-ever rebranding in almost 30 years — bringing all services together under one unified brand experience.



#strategy

#identity

2023

In 2023, we celebrated  
Moldtelecom's 30th anniversary  
alongside Moldova's most  
influential and innovative  
cultural voices.

împreună  
creăm  
viitorul

30 ANI

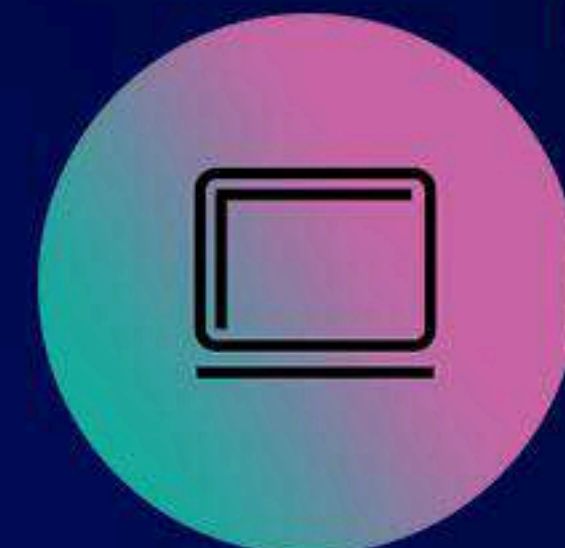
Marcel Lazăr

Moldtelecom

**159**  
lei lunar



net mobil **4G+**



**Trafic net mobil nelimitat.  
Modem 4G+WiFi cadou.**

 **1180**

Ofertă valabilă în Chișinău și Bălți, în dependență de posibilitățile tehnice. Prețul de 99 lei lunar se oferă pe o perioadă promoțională de 12 luni, după 12 luni, abonatul va achita prețul abonamentului în funcție de viteza aleasă: 100 Mbps – 169 lei, 200 Mbps – 189 lei, 300 Mbps – 219 lei.



**Moldtelecom**

2022

# PrePay

Cartela PrePay is one of the key parts of Moldtelecom's business.

Targeted at young users, the brand got a bold, playful, and rebellious identity.



#strategy

#identity

IA-ȚI CARTELA  
100% ONLINE

UPGRADE  
DE 10 LEI:

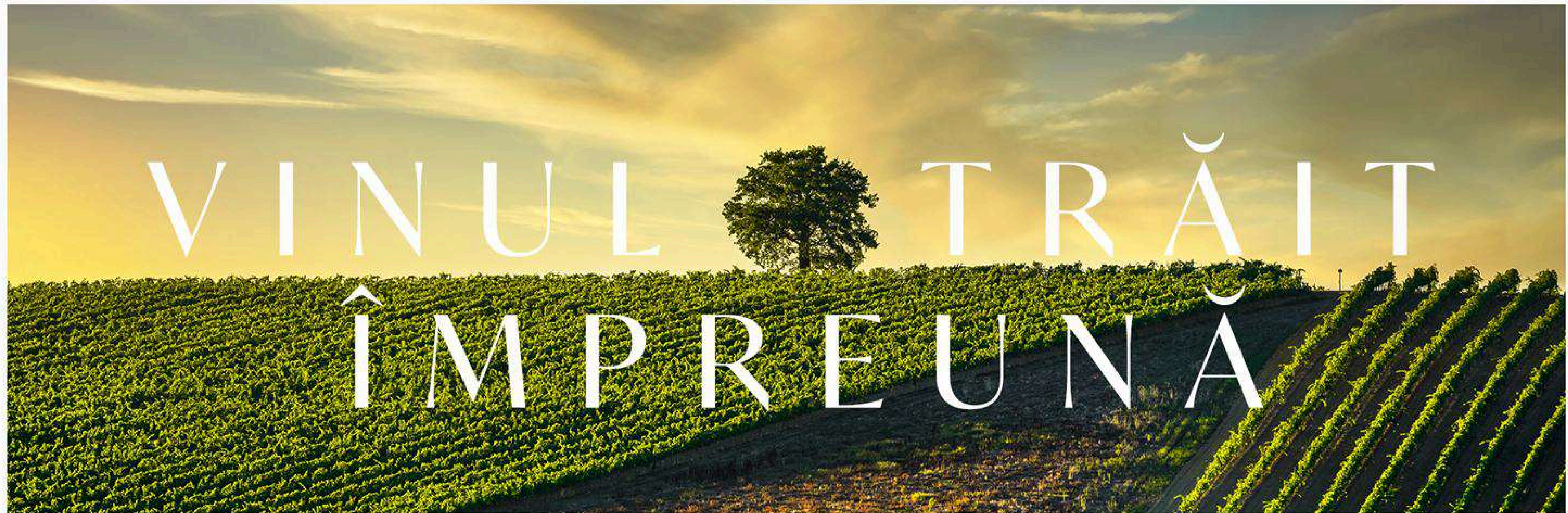
30 MIN SAU 3 GB SAU 30 SMS

CARTELA DIGITALĂ



Moldtelecom





RADACINI



**Felicia**  
Healthcare  
Group

2023

## Brand identity

In 2023, we created the new identity for Felicia Healthcare Group – one of Moldova's leading pharmaceutical players.



**Felicia**  
Healthcare  
Group

we  challenges

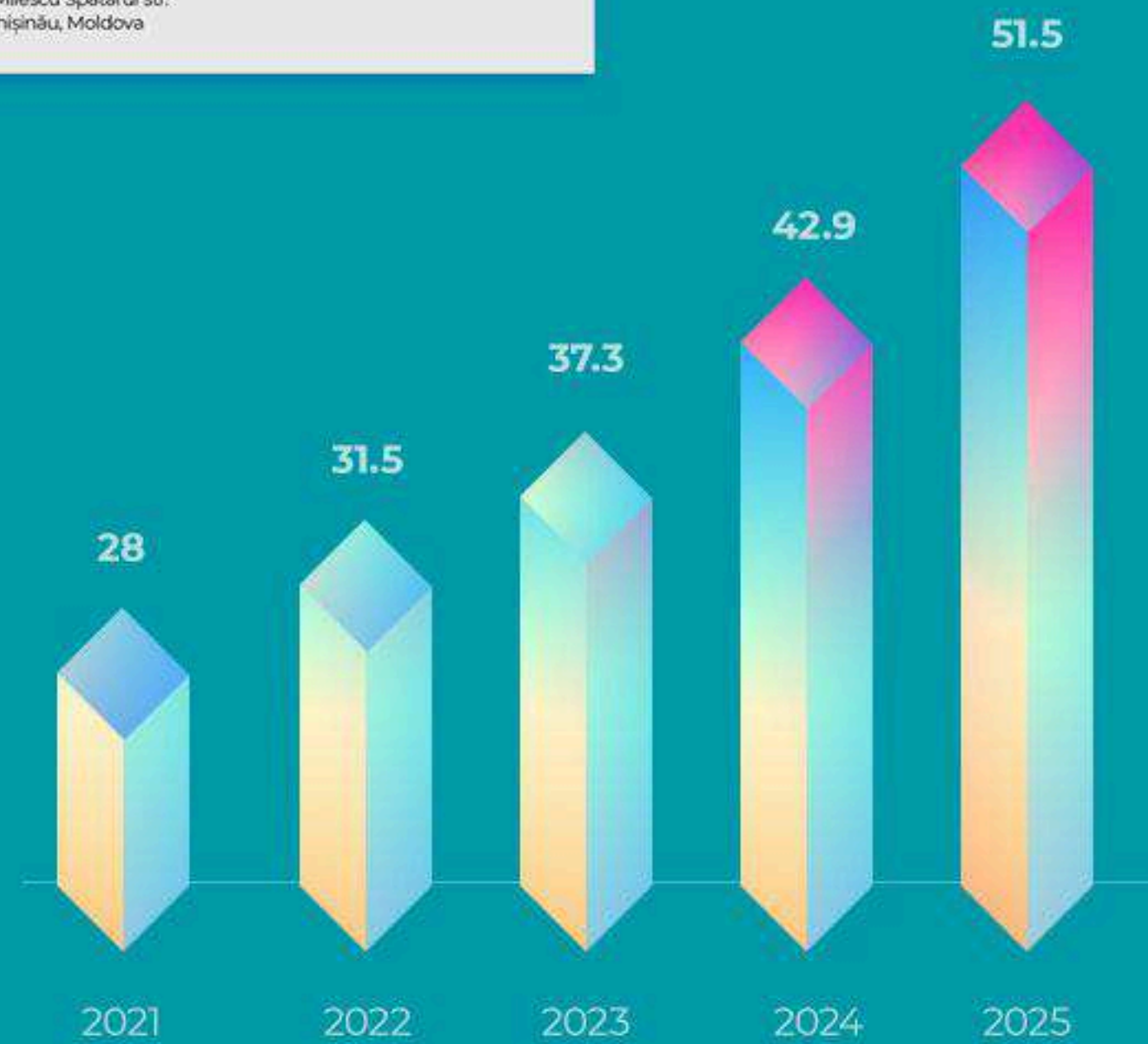


**Felicia  
Healthcare  
Group**

Constantin Templieru  
Marketing Manager

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36, Nicolae Milescu Spatarul str.  
MD-2075, Chişinău, Moldova





Felicia  
Healthcare  
Group

2023

# Rising Philharmonic

Rising Philharmonic, a new cultural initiative by the Ministry of Culture, required full communications support to launch its brand and a global architectural competition for its future venue.

The institution needed to establish credibility, attract international attention, and align multiple stakeholders—government, cultural entities, and the public—under a tight timeline.

The campaign attracted submissions from top global architecture firms, positioning Rising Philharmonic as a visionary national project. The unified brand, digital rollout, and stakeholder engagement built strong public visibility and set the foundation for long-term cultural impact.



## ABOUT THE PROJECT



### About the project

The "Serghei Lunchevici" National Philharmonic in Chisinau is a central cultural space for the Republic of Moldova. On September 24, 2020, following a devastating fire, a large part of the National Philharmonic was consumed by flames.

The "Rising Philharmonic" project is an initiative of the Ministry of Culture of the Republic of Moldova to rehabilitate the cultural building of the National Philharmonic. The aim of the initiative is to organize an International Competition of Architectural Solutions in order to obtain rehabilitation concepts of the National Philharmonic building. The winning concept will represent an architectural solution of exceptional quality, contributing to the further development of the image of the city and the country.



UNHCR \ World Refugee Day

# Strategic design and communication for impact.

We developed a wide range of campaign materials for UNHCR Moldova, supporting multiple initiatives dedicated to refugees and host communities. One of the highlights was the 2024 World Refugee Day campaign – a bold and heartfelt visual message of gratitude from the refugee community to the Moldovan people and international donor





Empowering women through community and identity.

We developed the strategy and brand identity for GLIA HUB – a vibrant platform dedicated to supporting women entrepreneurs. From naming to launch events, every element was designed to nurture a strong, empowering community of innovation and leadership.



2024

# Cashless campaign

## Behavioral change campaign

In partnership with VISA and the Moldovan Banks Association, this nationwide campaign aimed to shift consumer habits toward cashless transactions, addressing public hesitancy through relatable, evidence-based messaging. The campaign targeted a diverse population with limited prior exposure to digital finance, combining public trust-building with practical tools.

### Strategic Actions:

Developed and launched ATL creative (TV, OOH, print)

Created a dedicated campaign website and digital toolkit

Delivered tailored messaging via social media and influencers

Adapted communications by age, region, and digital literacy level

# Alege să plătești online

Pentru că ești  
recompensat  
cu bani pentru  
banii plătiți și îi  
acumulezi direct  
pe cardul tău.



**VISA**



Asociația Bancilor  
din Moldova

Campania #FărăCash este organizată de Asociația  
Băncilor din Moldova în parteneriat cu Visa și cu  
sprijinul tuturor băncilor comerciale din Moldova



Cu suportul Proiectului Tehnologiile Viitorului  
finanțat de USAID, Suedia și Marea Britanie.

2025

# Always school program

Behavioral change campaign

The Always School Program is an ongoing nationwide initiative implemented annually in close coordination with the Ministry of Education. Each school year, the program reaches approximately 8,900 5th and 6th grade girls in ~200 schools across 10 regions, rotating locations to ensure full national coverage over a two-year cycle.

Designed to build self-esteem, menstrual literacy, and positive health behaviors at a formative stage, the program is a flagship example of social and behavior change (SBC) in practice. Sessions are delivered in-school by trained moderators using structured content and branded educational kits, fostering safe, inclusive conversations on puberty, self-care, and emotional well-being.



2024

# Hospital sampling

Behavioral change campaign

HOSA (HOspital SAmping) is the first and only national hospital sampling program in Moldova, with 17 years of uninterrupted execution. Each year, the program connects with over 20,000 mothers – covering ~86% of all births in the country – by distributing informative kits in maternity hospitals and offering a first moment of brand and behavior engagement right after birth.





2024

# The interactive book of history

The agency partnered with the National Museum of History of Moldova to create an immersive installation that brings the evolution of writing to life. Through simple gestures, visitors explore a giant interactive book. Part of the Muzeele Viitorului program, the project blends storytelling and technology for an engaging learning experience.



## The Archeology of Ancient Writing

The journey of writing in the northern Black Sea region began in the mid-1st millennium BC, seen through Greek inscriptions on coins, pottery, and stone steles from Olbia, Tyras, and Histria.

In the early centuries AD, Latin writing entered the region between the Prut and Dniester (Nistru) rivers, documented on coins and graffiti on ceramic, metal, or stone objects. At the same time, Sarmatian pictographic writing, evidenced by tamga signs on various items, and Gothic runic writing from the 3rd-5th centuries spread throughout the area.

**1** Bone objects with geometric signs (Cucuzli, Baboivta period)

**2** These ancient geometric symbols, connected with the spirituality of prehistoric societies, expressed cosmogonic ideas or concrete things, thereby perpetuating encoded information about the universe, daily life, and religious practices.

**3** In the course of developments in the ancient Near East (Babylon, Egypt, China, etc.), these magical geometric symbols formed the basis of the first writing systems, which later emerged as universal ancient scripts.

**4** **1** Mammuth ivory penknife Paleolithic period

**5** **2** Female clay figurine Cucuzli-Trypilla culture

**6** **3** Female clay figurine Cucuzli-Trypilla culture

**7** **4** Male clay figurine Cucuzli-Trypilla culture

**8** **5** Facial amphora with cosmogonic symbols Cucuzli-Trypilla culture

**9** **6** Amphora with cosmogonic symbols Cucuzli-Trypilla culture

**1** Dating from Tyras and Histria with Greek inscriptions, 4th-3rd c. BC

**2** Coin with inscription with Latin inscriptions, 1st and 2nd c. AD

**3** Coin with Arabic inscriptions, 10th-11th c.

**4** Amphora with Gothic inscriptions, 10th-11th c.

**5** From the 6th century, Greek writing returned via the Byzantine Empire, seen on the coins and Christian objects.

**6** In the 10th-11th centuries, Arabic writing appeared on oriental coins. Filing runic writing on stone steles or metal items, and Turanian nomadic pictographic writing on ceramic vessels.

**7** At the same time, Cyrillic writing spread from south of the Danube, documented in Christian stone inscriptions from the 12th-13th centuries.

## The Secrets of Romanian Manuscripts

In a vibrant era of the Middle Ages, Romanian culture began to weave its story, fighting foreign domination and enriching itself with Byzantine, Slavic, and Latin influences.

With the emergence of official documents and primed seals, writing in the national language became a witness to a Romanian society in full evolution.

Monasteries, serving as both religious sanctuaries and cultural learning, ignited the flame of learning, their secret scriptoria.

Each book was a *handmade masterpiece*, resulting from collaboration among various craftsmen: ranners, miniaturists, and scribes, all contributing to the final creation.

These manuscripts, enriched with illustrations and artistic ornaments, were not just books but *treasures of knowledge and beauty, linking history and culture through each meticulously written and decorated page.*

**1** Sheep of Domnita (sheepskin), 16th century

**2** Periodic book from Sighet (the Great), 1627-1628

**3** Stephen the Great (Stefan cel Mare), Moldovan scribes created a unique style, making the *Moldovan script*, making that era a true golden age for manuscripts.

**4** Each book was a *handmade masterpiece*, resulting from collaboration among various craftsmen: ranners, miniaturists, and scribes, all contributing to the final creation.

**5** These manuscripts, enriched with illustrations and artistic ornaments, were not just books but *treasures of knowledge and beauty, linking history and culture through each meticulously written and decorated page.*

## The Odyssey of Prints

The first Romanian books, spreading beyond borders, united Romanians spiritually through *shared culture and literature*, as Nicolae Iorga emphasized.

This cultural unity is reflected in the *geographical diversity* of the *prints*, from Sibiu to Chisinau, marking each significant city on Romania's cultural map.

**1** Moldavia, Prince of Moldavia, 1456-1524

**2** Artisan Constantin (1700-1754) poet, writer, and diplomat

**3** Miron Crangul (1670-1745) historian, literary critic, playwright, poet, journalist, literary professor

**4** Ioanina, Nisorel Monastery 1828

**5** Sibiu, panoramic view, 1883

**6** Plan of Chisinau, 1917

**7** Elisaveta Costache (1870-1929) Prince of Moldavia and a great scholar of Romanian humanism

**8** Nicolae Iorga (1871-1940)

**9** Mihail Moșanu (1859-1943)

## The Magic of Printing

The invention of the printing press with movable type by *Johannes Gutenberg* in 1450 opened a new era in the history of writing, marking the beginning of profound changes not only in the history of books but also in Christian civilization.

Gutenberg sparked this revolution by *printing the Bible* in 1456, a monumental project that took over two years with each copy unique in printing and illustrations.

In the Romanian Lands, printing was introduced in 1508 in Targoviste by ruler *Rada the Great* (Rada cel Mare), who ordered monk *Macarie* to print the *Litany Book*.

**1** Typewriting device for the Gutenberg Bible

**2** Johannes Gutenberg (1394-1468) inventor of the movable type printing press

**3** Varvara Moroz, 1643

**4** Three Holy Hierarchs Monastery in Iasi

**5** The first printing house in Transylvania was established by Lucas Trapoldiner in 1528 in Sibiu, where the first Lutheran Catechism in Romanian was printed.

**6** In Moldavia, *Prince Vasile Lupu and Metropolitan Parlaam*, with the help of Petru Movila, established a printing house at a priory house at the Three Holy Hierarchs Monastery in Iasi in 1643, an essential work for the development of Romanian literary language.

## Writing Instruments

Writing instruments evolved from *simple stone and bone* tools, later from papyrus, the latter being used as the first pen prototype.

For about a millennium, *goose and swan feathers* served as writing instruments.

Major innovations in writing history included *graphite pencils* made in 1795, *metal nibs*, and *reservoir pens* introduced in the early 19th century.

*Petrache Poni* contributed to the evolution of the pen in 1827, further modernized by Brissart, Coffin, and Waterman.

*Ballpoint pens*, invented by the Biro brothers in the first half of the 20th century, paved the way for future innovations such as modern markers and fine-tipped rollerball pens.

**1** Reed pen 20 BC-AD 364

**2** Swan feather

**3** Petrache Poni

**4** Ballpoint pen

**5** Graphite pencil

**6** Metal nib

**7** Reservoir pen

**8** Rollerball pen

## The Story of the Typewriter

The typewriter, *invented in 1794 by Henry Mill* and refined for about 300 years, revolutionized communication, giving writing a professional and legible appearance.

Various prototypes, from *William Austin Burt's 'Typographer'* in 1839 to *Rasmus Malling-Hansen's 'Writing Ball'* in 1865, evolved in design and functionality, leading to the *'Remington'* typewriter, marketed in 1873.

By 1920, the mechanical typewriter had reached a *standardized design*, with each key operating an arm that imprinted the letter on paper by striking an ink ribbon.

**1** 'Cocarde' USA, 1916

**2** 'Dynamis' Germany, 1936

**3** 'Lettreton de Lutz' Yugoslavia, 1917

**4** Young woman using a Sholes and Glidden typewriter, 1873 publication

**5** Patent drawing for the typewriter invented by C. L. Sholes, G. Glidden, and J. C. Walker, 1868

**6** In Europe, typewriters became popular in 1884 and were widely used until the 1980s-90s.

**7** The museum collection features a variety of mechanical, electric, and electronic typewriters produced by typewriter companies like *E. Remington & Sons, Adler, Typewriter Company, and others.*

**8** The introduction of the *personal computer, word processing programs, and affordable printers* led to the disappearance of typewriters from common use, transforming them into museum exhibits.

## The Electronic Book

The *personal computer*, introduced in the 1970s and 1980s, marked a major leap in the evolution of writing, facilitating the shift from manual to digital text and revolutionizing text processing.

*Smartphones* have transformed writing and reading into mobile experiences, allowing access to and creation of written content from anywhere, while innovating communication through email, text messages, and social media apps.

The *eBook*, emerging in the early 2000s, represented a transition from physical books to digital ones, offering portability and access to a *large volume of reading material on a single device.*

This evolution from *print to digital* reflects the deep interaction between technological development and our communication and reading practices.

Personal computers, smartphones, and eBooks did not just change how we interact with written text; they also opened *new horizons in the digital age*, altering writing and reading fundamentally.

**1** eBook

**2** A digital version of a printed book, read on electronic devices like smartphones, for example, is easy to download, download, and read without needing a physical library. eBooks can be carried in a pocket, making them a convenient alternative to physical books, making them popular for their portability and accessibility.

**3** The thickest book

**4** Corina, Chisinau, 1917

**5** Corina, Chisinau, 1917

**6** Corina, Chisinau, 1917

**7** Corina, Chisinau, 1917

**8** Corina, Chisinau, 1917

## Curiosities from the World of Books

A captivating collection preserved by MNIM.

**1** Corina, Chisinau, 1917

**2** Corina, Chisinau, 1917

**3** Corina, Chisinau, 1917

**4** Corina, Chisinau, 1917

**5** Corina, Chisinau, 1917

**6** Corina, Chisinau, 1917

**7** Corina, Chisinau, 1917

**8** Corina, Chisinau, 1917

**9** Corina, Chisinau, 1917



# The Secrets of Romanian Manuscripts

Princely book from Stephen the Great (1457-1504)



Stamp of Gheorghe (Ștefan) the Chancellor, 1660



The oldest manuscript from the Romanian area is Nicodim's Gospel Book (1404-1405), written at Prislop Monastery



In a vibrant era of the Middle Ages, Romanian culture began to weave its story, fighting foreign domination and enriching itself with *Byzantine, Slavic, and Latin influences.*

Stephen the Great (Ștefan cel Mare), Moldovan scribes created a unique style, *the Moldovan script*, making that era a true golden age for manuscripts.

With the emergence of *official documents and princely seals*, writing in the national language became a witness to a Romanian society in full evolution.

Each book was a *handmade masterpiece*, resulting from collaboration among various craftsmen: tanners, miniaturists, and scribes, all contributing to the final creation.

*Monasteries*, serving as both religious sanctuaries and cultural centers, ignited the flame of learning in their secret scriptoria.

*These manuscripts, enriched with illustrations and artistic ornaments, were not just books but true treasures of knowledge and beauty, linking history and culture through each meticulously written and decorated page.*

During the reigns of Alexander the Good (Alexandru cel Bun) and



# **SOCIAL MEDIA ACTIVATIONS**

#VINULMEU

10<sup>ani</sup>

Asociația  
milor producători  
de vinuri  
din Moldova

**LIVE**

Joi  
25 iunie  
21:00

# TRIGON

LIVE SESSION

Partenerii strategici

USAID

Svea Sverige

UKaid

Sprijin

ARTCOR

Organizator

Pat

#VINULMEU

10<sup>ani</sup>

Asociația  
milor producători  
de vinuri  
din Moldova

**LIVE**

Sâmbătă  
23 mai  
21:00

Muzică  
și poezie  
cu

# Dara & Zina Zen

#VINULMEU

10<sup>ani</sup>

Asociația  
milor producători  
de vinuri  
din Moldova

**LIVE**

Воскресенье  
31 мая  
20:00

ГОТОВИМ ПО  
традиционному  
гагаузскому  
рецепту

Лариса Червен  
KaraGani Winery

Маша Шурбану  
Wine Ușeni Local

Masterclass Casa Mar

#VINULMEU Decanter

10<sup>ani</sup>

Asociația  
milor producători  
de vinuri  
din Moldova

**LIVE**

Vineri, 26 iunie, 20:00

## Degustare de vinuri Rosé

Carolina Maslo  
Specialist Degustare  
Wine & Spirits  
Masterclass

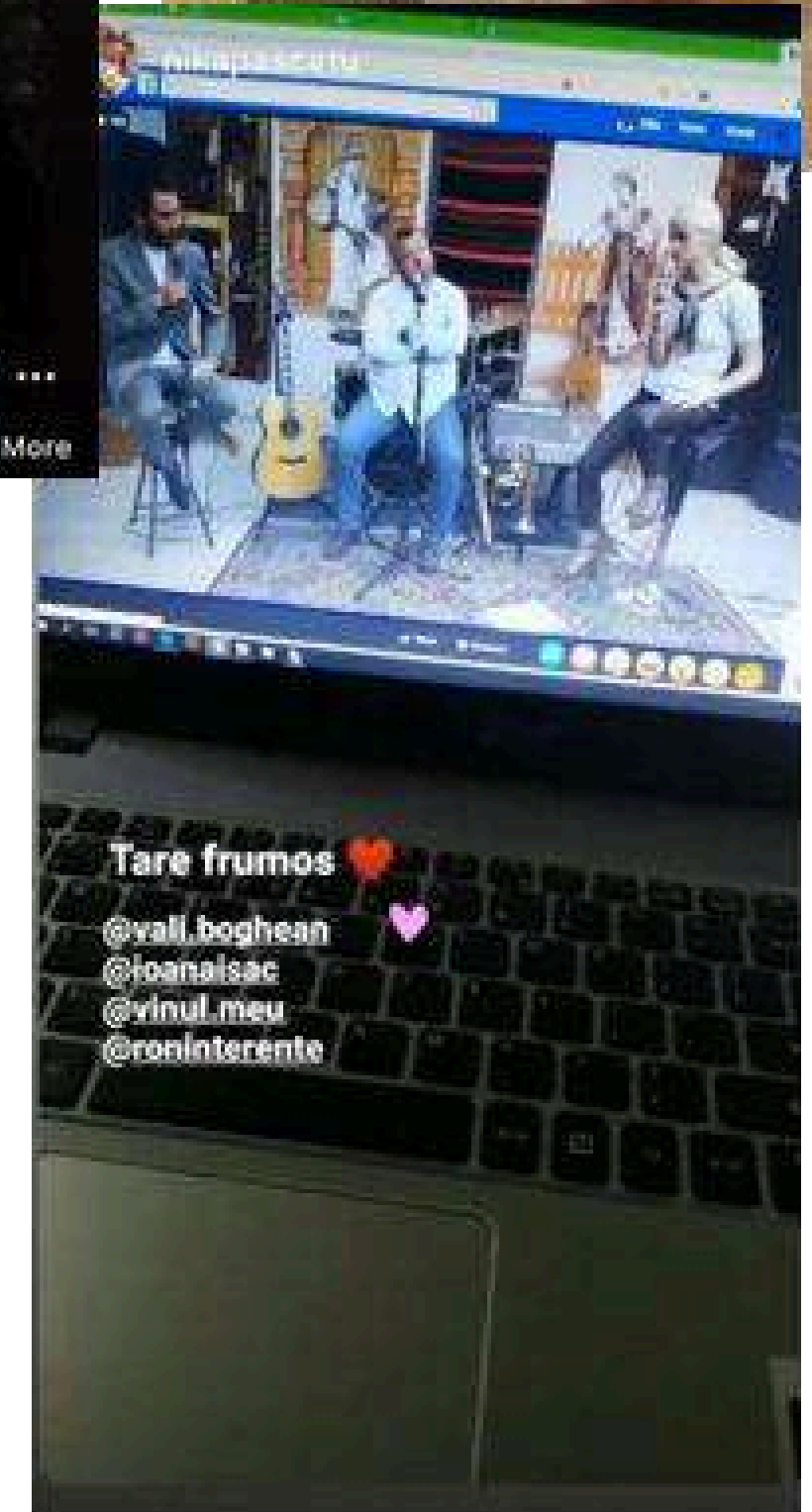
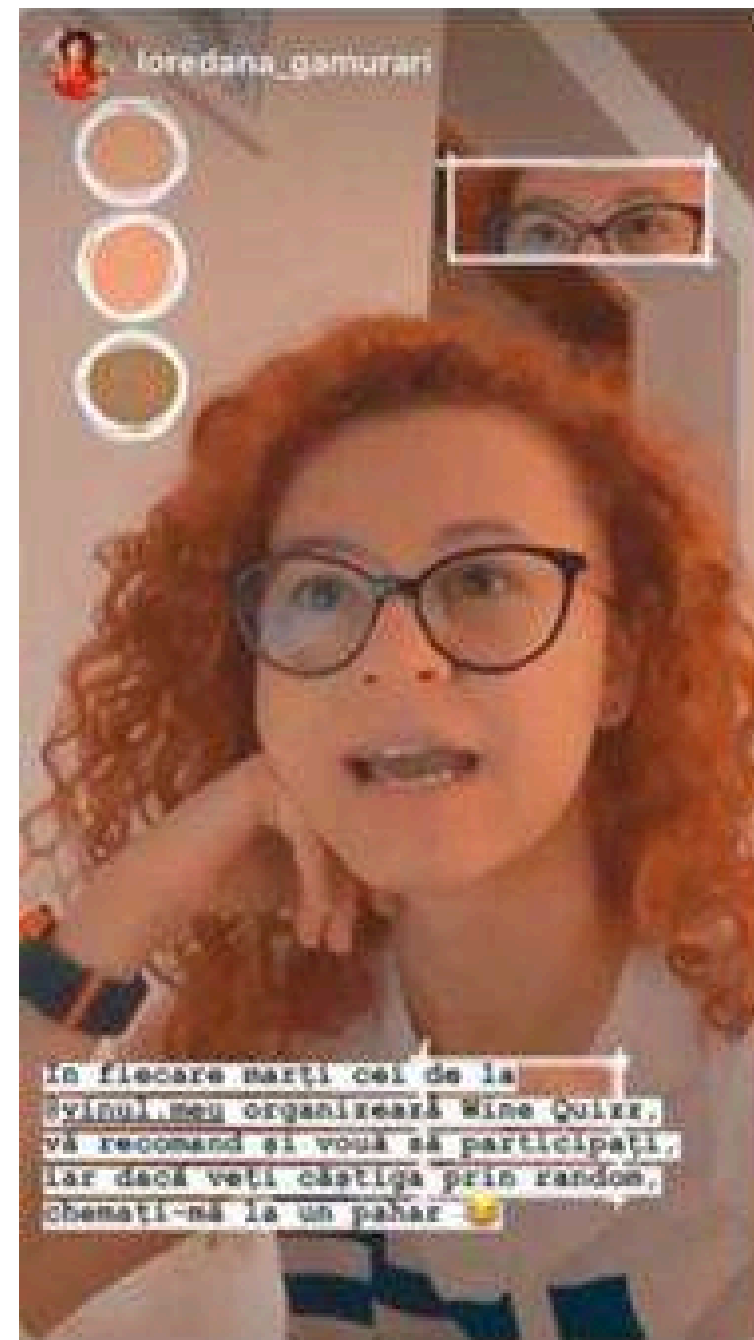
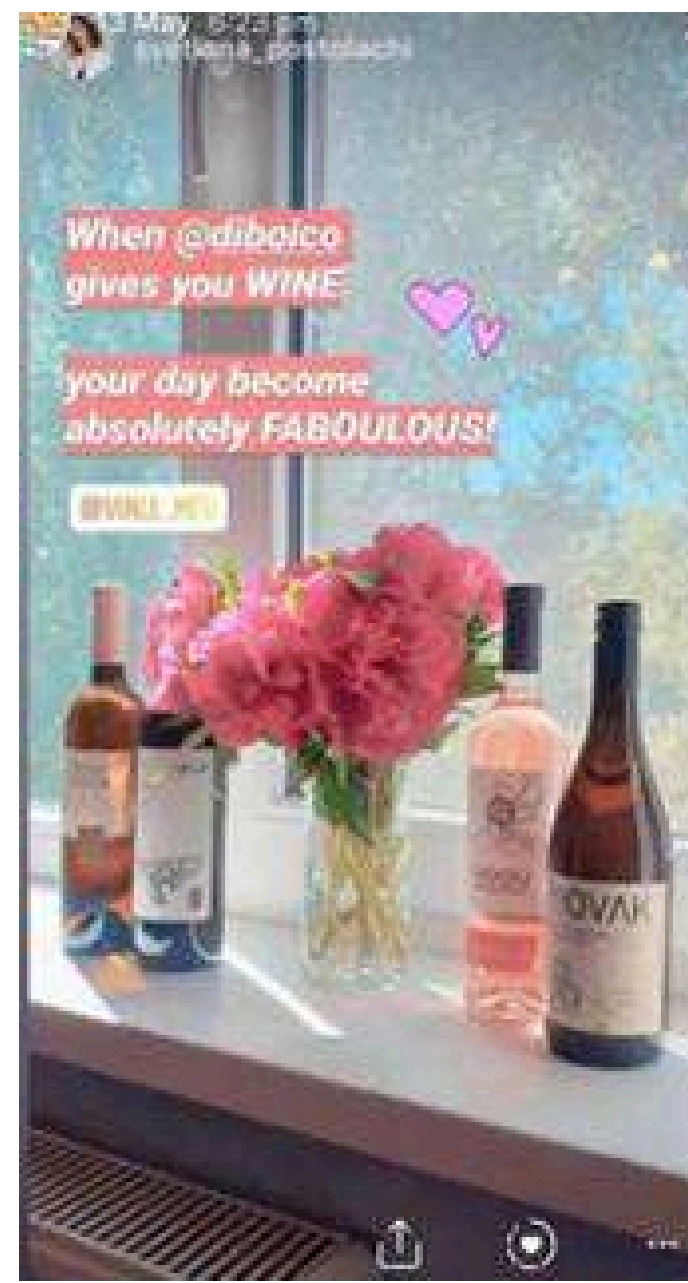
Irina Calliman  
Specialist Degustare  
Wine & Spirits  
Masterclass

Inna Sanghina  
Specialist Degustare  
Wine & Spirits  
Masterclass

USAID \ #VinulMeu

# Celebrating Moldovan wine

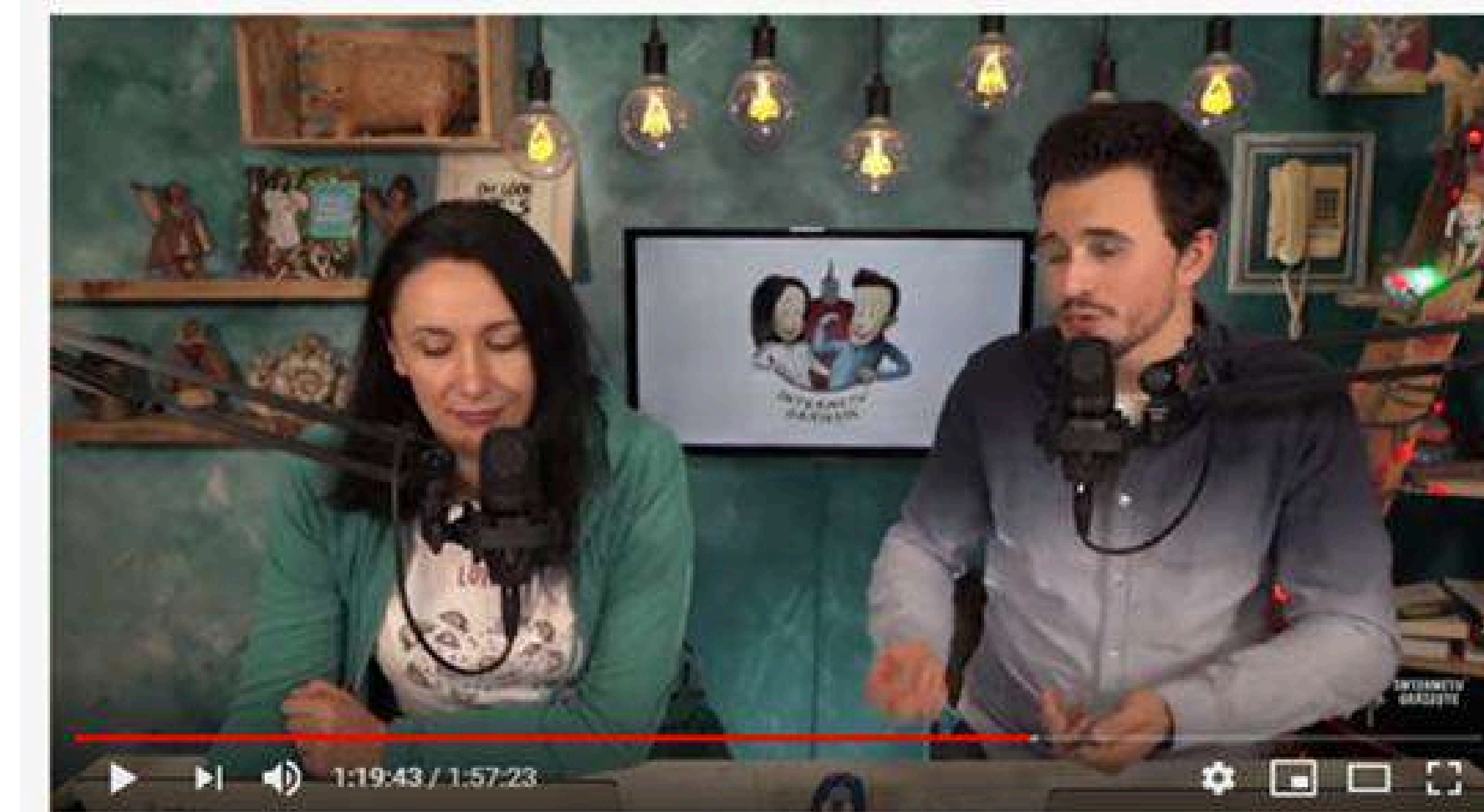
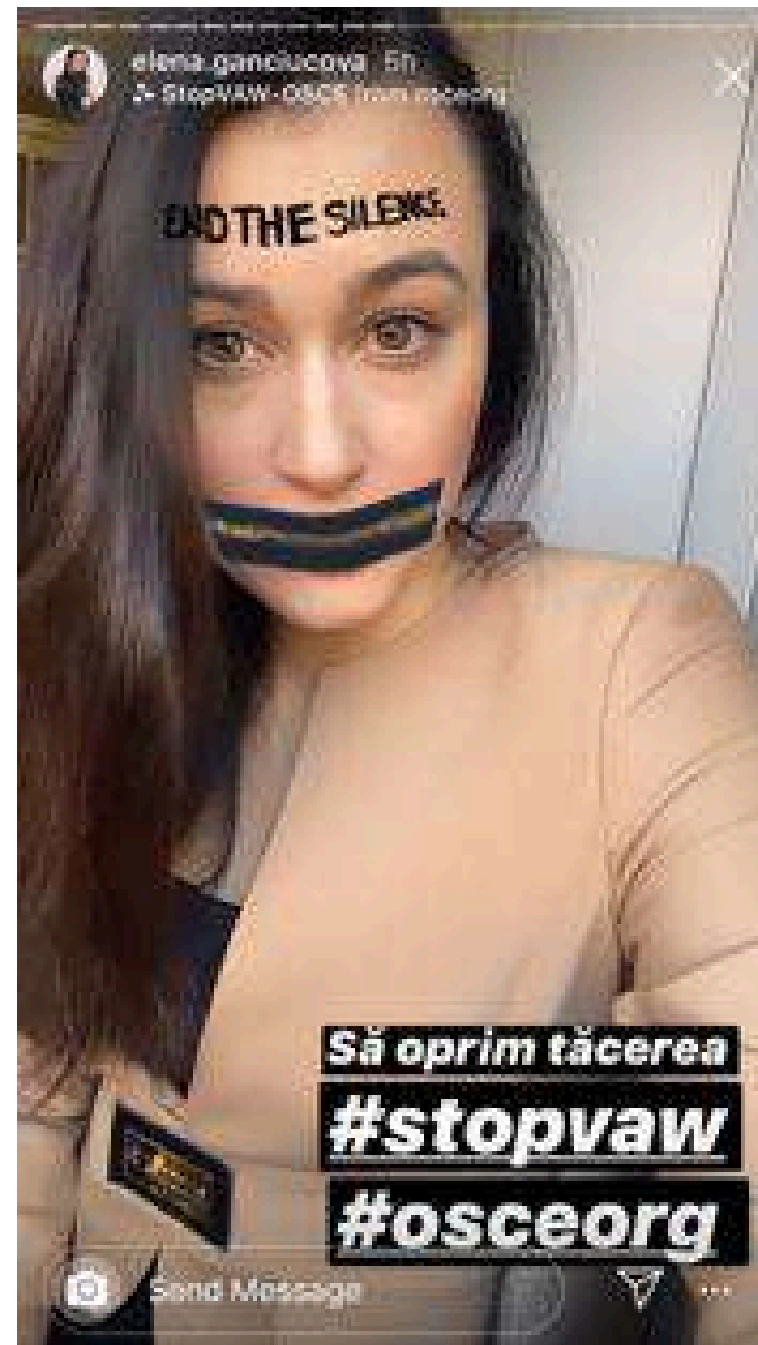
By activating a diverse community of content creators and wine lovers, we created and turned #VinulMeu into a movement. With continuous community management and storytelling, we generated organic content that celebrated Moldovan small wineries across platforms.



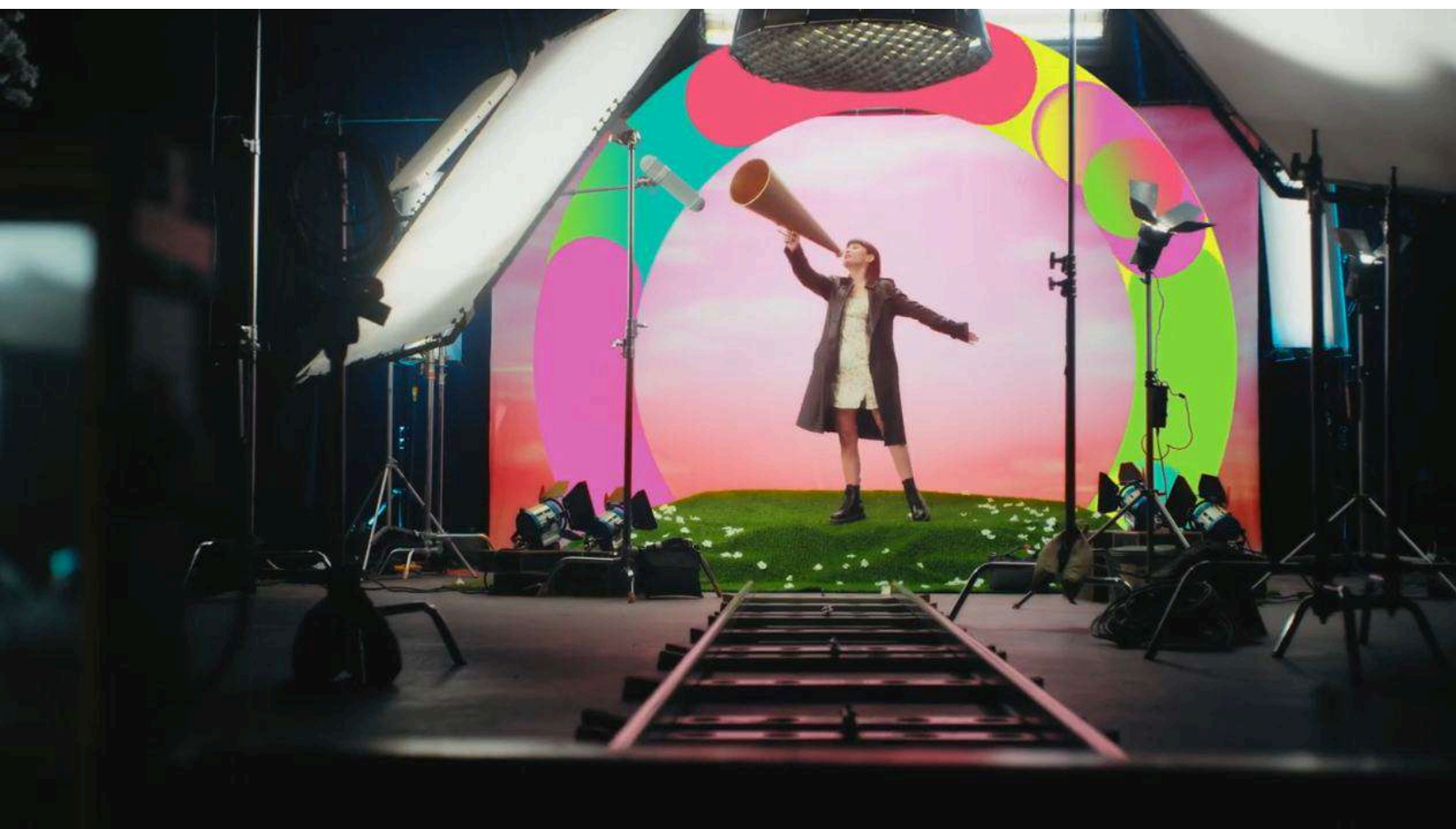
OSCE \ #StopVAW

# Community-driven awareness

Through impactful social media activations and influencer involvement, we built a strong online community that spoke out against gender-based violence. Strategic community management amplified the message and encouraged public participation under #StopVAW.



**A FEW  
COMMERCIALS**



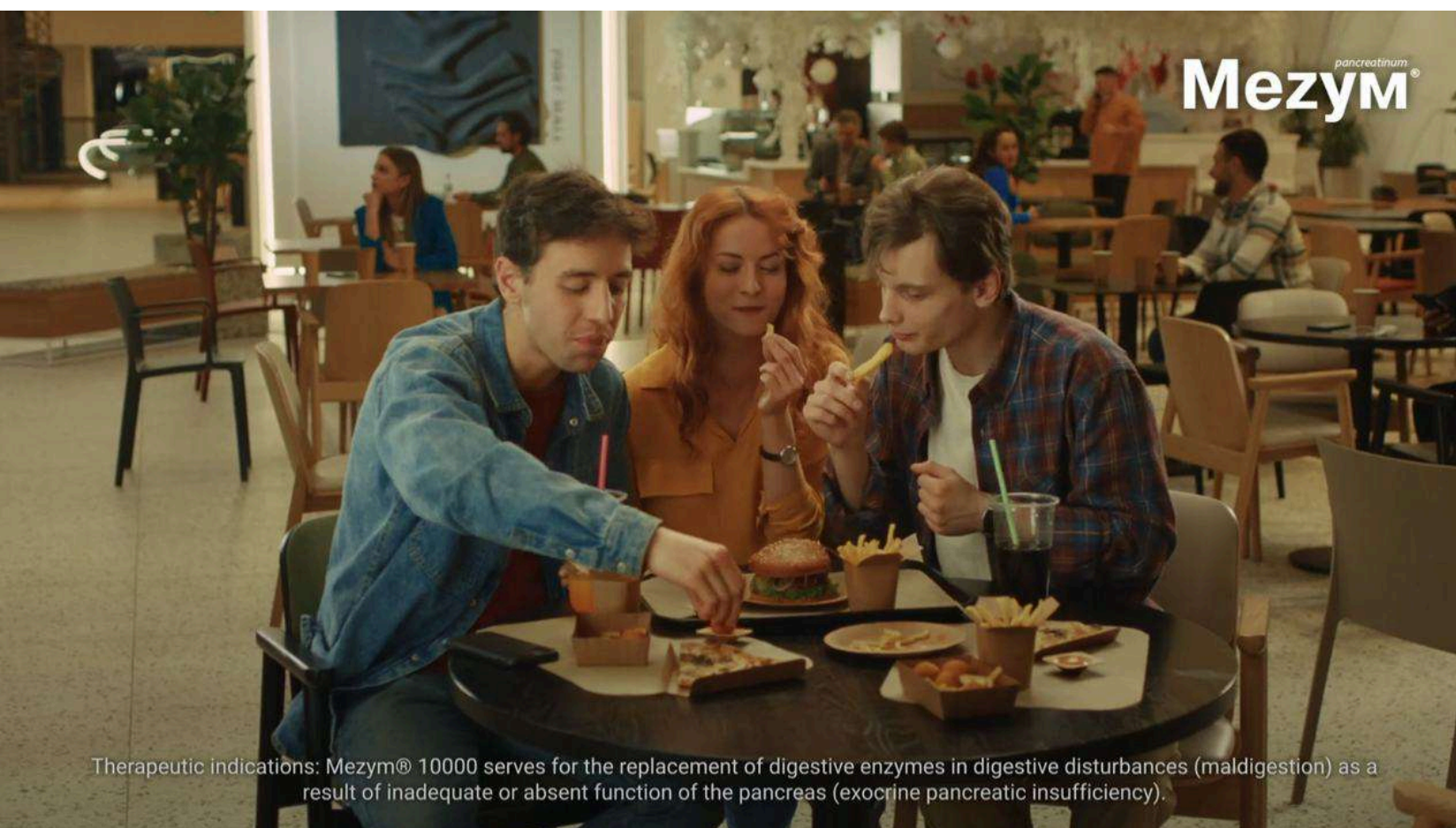
[https://youtu.be/\\_Ui0iUqITug](https://youtu.be/_Ui0iUqITug)



<https://youtu.be/OxMeySGt7Dk>



<https://youtu.be/ZuuPrMBroRw>

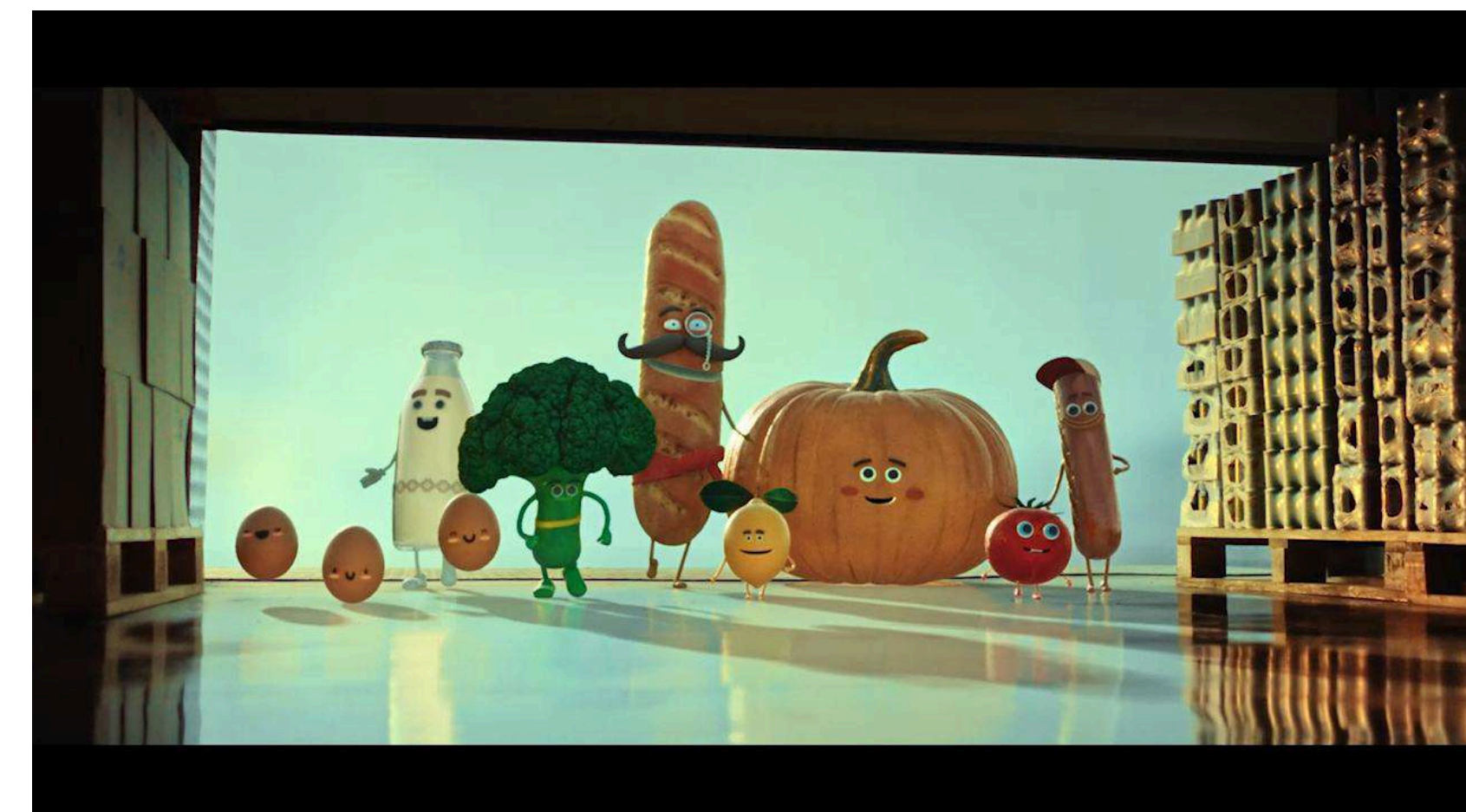


Therapeutic indications: Mezym® 10000 serves for the replacement of digestive enzymes in digestive disturbances (maldigestion) as a result of inadequate or absent function of the pancreas (exocrine pancreatic insufficiency).

<https://youtu.be/6q1ys5RqGDc>



<https://youtu.be/ny3Loc3Ds9c>



<https://youtu.be/14NKEo0BvA4>

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