

**TARGET**  
GROUP WORLDWIDE



**Berlizzo**  
Group

# WE ARE THE ONES WHO



## LAUNCHED

over 30 brands on the market



## CARRIED OUT

campaigns in more than 15  
countries



## HAVE BEEN SERVING

our client for 20 years



## MANAGED

over 1500 projects



## HAVE BEEN AWARDED

«Cannes Lions» Award and CEE  
Regional Award for EXCELLENCE  
IN MARKETING



## DEVELOPED

the best marketing specialists  
on the market



## HAVE IMPLEMENTED

CSR projects for children and  
environment



## ALWAYS LEAD

in quality and responsible  
approach



# WHO TRUSTS US

WITH THEIR MARKETING GOALS

linella



# WHAT WE CAN DO FOR YOU

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## MEDIA

Media can either be your friend or your enemy. Let's make it your friend.

01



## DIGITAL

If you are not online, you don't exist.

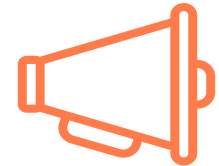
02



## BTL & EVENTS

The best marketing, doesn't feel like marketing.

03



## PR & COMMUNICATION

Learn the language of your customers and you will win their hearts.

04





# 1 MEDIA SERVICES

## TV

- Development of multimedia strategies.  
Market research and competitors' analysis.

## RADIO

- Traditional and internet radio stations.  
Media planning/buying.  
Media monitoring/reporting.

## OOH

- Billboards and bigboards.  
LED screens.  
Trolleybus and taxi advertising.  
Ads on street furniture like bus stops or benches.

## INDOOR

- Shop-windows design and decoration.  
Floor graphics.  
Promotional stands and Information table.  
Light boxes.  
Displays in markets.

SELECTION OF

# TV & RADIO CASES

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## МЕЛОЧИ ЖИЗНИ

TV strategy development & yearly TV campaigns, incl. TV spots adaptations.



## МЕЧТА ХОЗЯЙКИ

TV strategy development & yearly TV campaigns, incl. TV spots adaptations.



## Я ЛЮБЛЮ ГОТОВИТЬ

TV strategy development & yearly TV campaigns, incl. TV spots adaptations.



## SHOPPING MALLDOVA

TV strategy development, yearly TV & radio campaigns.

SELECTION OF

# TV & RADIO CASES

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## PRIMUL FORUM ECONOMIC INTERNATIONAL CHISINAU

TV & Radio campaign, incl. TV spots elaboration and adaptations.



## ODA PROGRAMUL GUVERNAMENTAL DIGITALIZARE

TV & Radio campaign.



## DIRECȚIA GENERALĂ MOBILITATE URBANĂ

Yearly TV & Radio campaign, incl. TV spots elaboration and adaptations.



## FORUM SOCIAL URBAN

TV & Radio campaign, incl. TV spot elaboration and adaptations.



SELECTION OF

# TV & RADIO CASES

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## CUZA VODĂ

TV strategy development & yearly TV campaigns.



## DESCOPERA

TV & Radio campaign.



## METRO

TV & Radio campaign, incl. TV spots elaboration and adaptations.



## ANIMALIENS WINES

TV strategy development, yearly TV campaigns.

SELECTION OF

# TV SPOTS PRODUCTION

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## UCIP IFAD

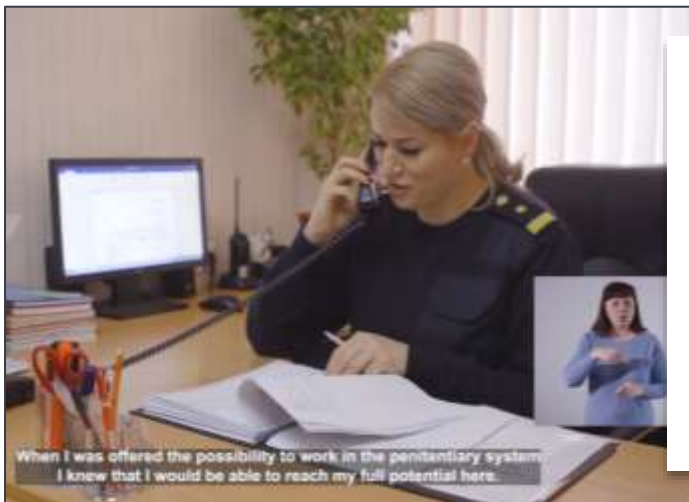
AgriBusiness  
Budget –  
asistentul tău  
financiar

<https://www.youtube.com/watch?v=QAfHSI7aa3o>



## MOLDOVA ZAHAR

Image video spot,  
incl. filming of  
production on  
the factory.



## UN WOMAN

Women in  
Penitentiary

<https://www.youtube.com/watch?v=A-0Plan4byI>



## INITIATIVA POZITIVA

Acum infectarea  
cu HIV poate fi  
preventita

<https://www.youtube.com/watch?v=WuTBT5-kwZM>

SELECTION OF

# TV SPOTS PRODUCTION

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## DESCOPERA

Open Air  
Classical Music  
Festival

<https://fb.watch/lzh6SvHhzA/>



## DIRECTIA DE TRANSPORT

Preț unic la toate  
tipurile de  
călătorii

<https://www.youtube.com/watch?v=vFShfc9p2EQ>



## PRIMĂRIA mun. Chișinău

Primul Forum  
Economic al  
Capitalei

[https://www.youtube.com/watch?v=ms\\_XUmOyNfw](https://www.youtube.com/watch?v=ms_XUmOyNfw)



## PRIMĂRIA mun. Chișinău

Forum Social  
Urban

[https://youtu.be/E1C\\_MpmK9Kw](https://youtu.be/E1C_MpmK9Kw)



SELECTION OF

# INDOOR & OOH CASES

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OM ACTIV GALETE

OOH launch campaign.



ALASKA SEAFOOD

Branding of the “Ocean Proodus” store.  
Adapting and realisation of design.



SATUL GERMAN

LED launch campaign.

# VIDEO PRODUCTION



## UCIP IFAD

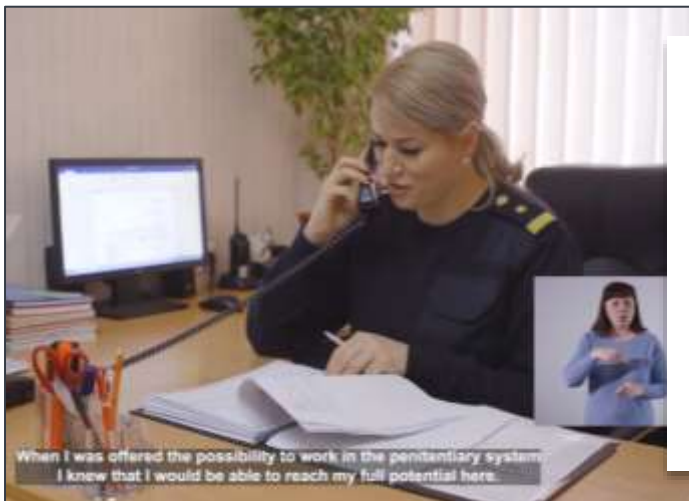
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Acum infectarea  
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# VIDEO PRODUCTION



## DESCOPERA

Open Air  
Classical Music  
Festival

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[https://youtu.be/E1C\\_MpmK9Kw](https://youtu.be/E1C_MpmK9Kw)



# SELECTION OF PHOTO PRODUCTION

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## PRIMARIA CHISINAU GALA VOLUNTARILOR

In the context of marking Youth Year 2023, Chisinau City Hall has proposed to recognize the merits of the most active young people in the municipality throughout the current year.

# SELECTION OF PHOTO PRODUCTION

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## VERNISAJUL VINULUI

Wine exhibitions are usually organized by the National Office of Vine and Wine (ONVV), together with the strategic partner USAID Moldova, through the Rural Competitiveness and Resilience Project.



SELECTION OF

# PHOTO PRODUCTION

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## LANSAAREA ANULUI TINERETULUI

A year dedicated to youth with significant investments in resources and efforts for organizing a series of additional activities and programs aimed at developing the youth sector.



SELECTION OF

# PHOTO PRODUCTION

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## MOLDOVA FASHION DAYS

A series of annual events aimed at promoting local fashion clothing producers and organized by the Association of Employers in the Light Industry (APIUS) with the support of the Future Technologies project, funded by USAID and Sweden.

SELECTION OF

# PHOTO PRODUCTION

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## FESTIVAL MEDIEVAL SOROCA

The EU Delegation to Moldova invited the public to the Medieval Cultural Festival 'Soroca – Porți deschise' to discover the medieval cultural heritage of Moldova.



# 2

## DIGITAL SERVICES

Complex reporting.  
Digital communication strategy  
development. Digital media  
planning. Content Creation.

Targeting on Facebook, Instagram,  
VK, OK, MyTarget, TikTok, LinkedIn.  
Content creation.

Google Ads contextual campaigns.  
Campaigns on local platforms (Ad  
Mixer). Lead generation  
campaigns. Sales funnel.

Collaborations with influencers.

Mobile platforms campaign.



# SELECTION OF DIGITAL CASES



## NATAKHTARI

- Yearly mood-board.
- Monthly post plan and content creation.
- Management.
- Communication on FB/IG/VK.
- Holding contests, giveaways.
- Collaborations with influencers.
- Targeting on 12 CIS countries.



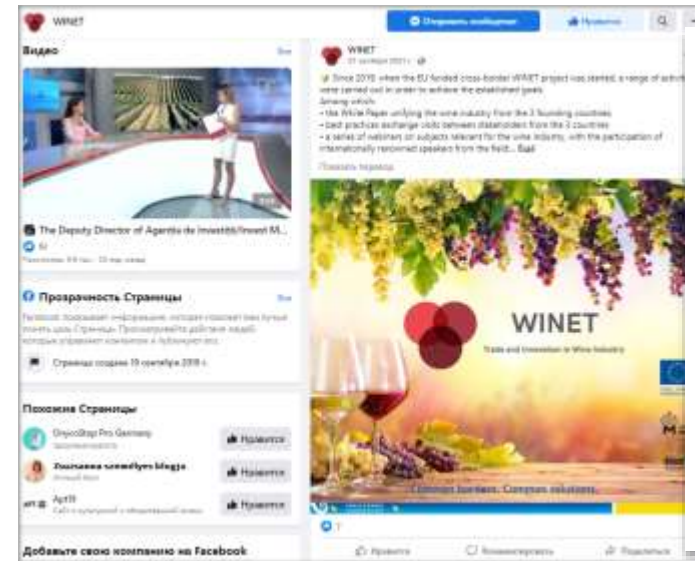
## UCIP IFAD

- Development of brand book and communication campaign concept.
- Monthly post plan and content creation.
- Organization of online webinars.
- Management.
- Communication on FB/IG.
- Targeting.



## INVEST MOLDOVA

- Yearly digital communication plan.
- Monthly post plan and content creation.
- Management.
- Communication on FB/IG/VK.
- Holding contests, giveaways.



## WINET

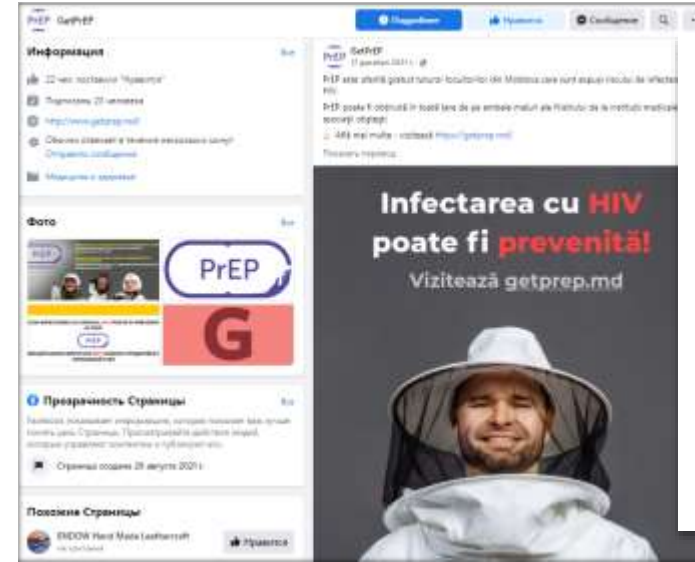
- Monthly post plan and content creation.
- Organization of online webinars.
- Management.
- Communication on FB/IG.
- Targeting on 3 countries.

# SELECTION OF DIGITAL CASES



## CUZA VODA

- Development of digital communication strategy
- Conducting advertising campaigns on local platforms and FB/IG.
- Targeting.



## INITIATIVA POZITIVA

- Development of communication campaign concept and visuals.
- Monthly post plan and content creation.
- Organization of online webinars.
- Management.
- Communication on FB/IG.
- Targeting.



## ATLANT

- Development of digital communication strategy.
- Monthly plan and content adaptation.
- Conducting banner and video campaigns on MyTarget, FB, Youtube, Google.
- Google Ads contextual campaign.



## HERIPRENEURSHIP

- Development of digital communication strategy.
- Monthly post plan.
- Content creation.
- Targeting on 6 countries.



# SELECTION OF DIGITAL CASES



## SANDRA HAPPINESS FEST

- Development of digital communication strategy
- Conducting advertising campaigns on local platforms, FB/IG & Google Ads.
- Targeting.



## MOLDOVA FASHION DAYS

- Development of digital communication strategy
- Conducting advertising campaigns on local platforms, FB/IG & Google Ads.
- Targeting.



## TÂRGUL CRĂCIUNULUI

- Development of digital communication strategy
- Conducting advertising campaigns on local platforms, FB/IG & Google Ads.
- Targeting.



## MOȘ ZAHARIA

- Yearly mood-board.
- Monthly post plan and content creation.
- Management.
- Communication on FB/IG.



# ADVERTISING IN MOBILE PLATFORMS BYYD

Increasing brand recognition through advertising in mobile applications. Attracting targeted traffic to the website. Stimulating the target audience to make purchases. Informing customers about the product. Rich Banners creation and adaptation.

Before and after the main advertising campaign, a brand lift research is conducted, aimed at increasing brand awareness among people who have seen the advertisement.



## COLLABORATIONS WITH BLOGGERS

Collaboration with bloggers for the Alaska Seafood brand with the aim of attracting the target audience to a culinary masterclass with Alexander Komerzan.

Additionally, informing the audience about significant discounts during the «Ocean Probus» store's promotional period.



# 3

## BTL & EVENTS

- Client-oriented and staff-oriented events.  
Conferences, round tables, anniversaries. Public events.
- Brand activations.  
Participation in events as sponsor / partner. Participation in exhibitions and fairs.
- Promotions, samplings, tastings.  
POSM.
- CSR projects.

SELECTION OF

# CLIENT-ORIENTED EVENTS

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BTL & EVENTS CASES



30  
years

## VICTORIABANK

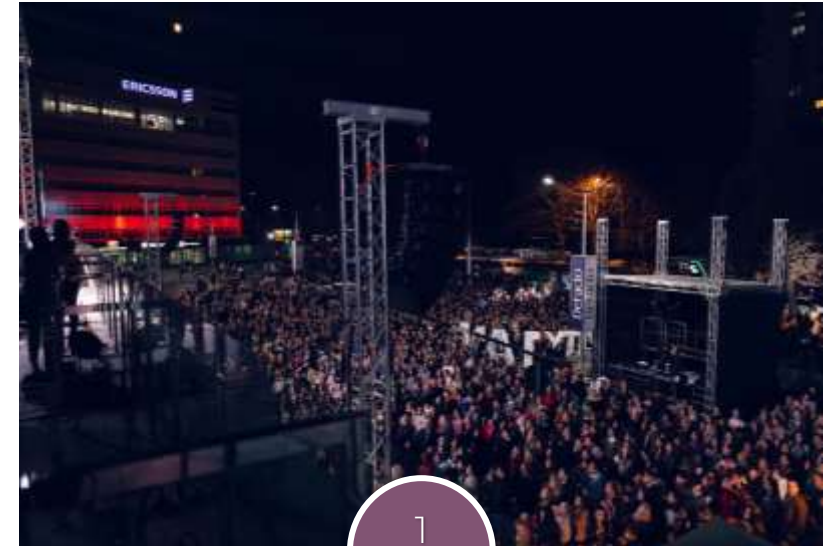
A classy evening event for the bank's employees and partners.



30  
years

## VOLTA

Outdoor event for the customers, including the organization of a raffle.



1  
year

## ZITTY MALL

Major outdoor event with over 3000 people present. Concert of a popular Romanian band.

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Complex event management services: event concept & budget, planning the logistic & artistic part, food & drinks management, creation of graphic and video materials, technical equipment & prints, banners&venue decoration.



# SELECTION OF CLIENT- ORIENTED EVENTS

BTL & EVENTS CASES

Planning the logistic & artistic part, food & drinks management, technical equipment & prints, venue decoration.



## KAUFLAND, Stores opening

Opening events of four Kaufland stores.



## EFES, Chisinau beer relaunch

An event for over 2000 guests: employees and partners. Concert of a popular local band.

# SELECTION OF CLIENT-ORIENTED EVENTS

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BTL & EVENTS CASES



## STYLAGE

An event for the staff & B2B clients of the brand. An elegant White Party, with a special atmosphere.



## NESQUIK

Annual outdoor event for the children of staff & customers, with different theme and different activities.



## COCA COLA

An event for 10 years anniversary of Coca Cola company in Moldova.

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Complex event management services: event concept & budget, planning the logistic & artistic part, food & drinks management, creation of graphic and video materials, technical equipment & prints, banners & venue decoration.



# SELECTION OF STAFF-ORIENTED EVENTS

BTL & EVENTS CASES



## EFES, New Years Party

700 company employees were invited into the world of Grinch. A themed event that involved an intricate script.



## LINELLA, Children's Day

For many years in a row Linella has been organizing an extraordinary outdoor party for the children of their employees.



## Phillip Morris, team building

A group activity designed to boost team spirit through fun and engaging activities.

Complex event management services: event concept & budget, planning the logistic & artistic part, food & drinks management, creation of graphic and video materials, technical equipment & prints, banners & venue decoration.



# SELECTION OF PUBLIC EVENTS

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## BTL & EVENTS CASES



### MOLDOVA FASHION DAYS

For 9 years in a row we have been organizing the only event in the country that is meant to promote the local fashion industry.



### COOL PARTY

A major concert that attracted 7,000 participants, marking the end of the Year of Youth..



### VERNISAJUL VINULUI

A select event, dedicated to the promotion of wine culture and consumption of quality wine in Moldova.

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Complex event management services: event concept & budget, planning the logistic & artistic part, food & drinks management, creation of graphic and video materials, technical equipment & prints, banners & venue decoration.

# SELECTION OF PUBLIC EVENTS

BTL & EVENTS CASES

Planning the logistic & artistic part, food & drinks management, technical equipment & prints, venue decoration.



## **SOROCA OPEN GATES, medieval cultural festival**

A special cultural event dedicated to the promotion and preservation of the historical and cultural heritage of the Soroca District.



## **STARNET, StarParty**

A celebration on the occasion of the 20th anniversary of StarNet's establishment, which gathered thousands of people



# SELECTION OF CONFERENCES

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BTL & EVENTS CASES



## Nestle medical conferences

Yearly events organized for doctors and nurses.



## Global Wine Tourism Conference

The conference involved local and international stakeholders from the wine tourism industry.



## USAID, Structural Reform Program

The event announced the launching of a program supporting structural reforms at all levels



## IREX, Novateca

Event organized at the closing of Novateca, a project that restructured Moldovan libraries

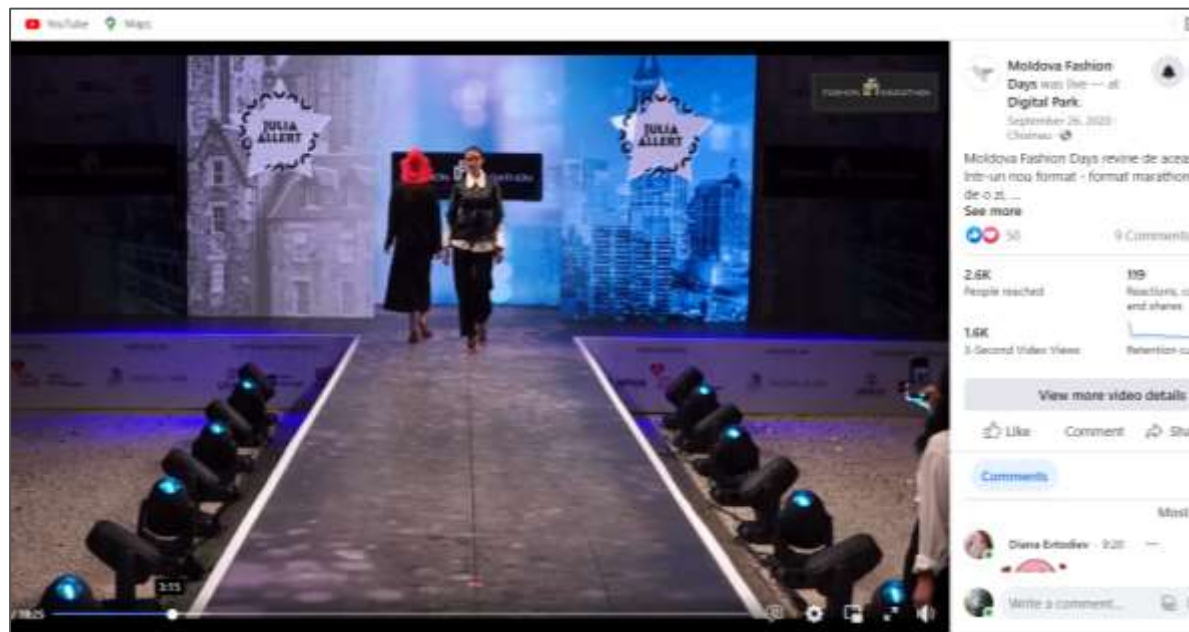
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Conference timeline & budget, logistic & technical part, food & drinks management, graphic design & prints, video production, banners&venue decoration.



## FASHION MARATHON

A hybrid event with over 20000 people who viewed the show



## #NEAMPORNIT CAMPAIGN LAUNCH

Event launching internal tourism promotion campaign.



## SELECTION OF ONLINE & HYBRID EVENTS

BTL & EVENTS CASES

## GENEROSITY GALA

This annual charity event is meant to collect funds for the activities of the NGO Child, Community, Family.



## SPORTS GALA

The gala is organized by the Ministry of Culture, to appreciate young people who have good results in sports and encourage them to continue.



SELECTION OF

# CSR CASES



SELECTION OF

# BRAND ACTIVATION

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BTL & EVENTS CASES



**RADLER**  
CHISINAU MARATON

*Radler*



**CHISINAU**  
SUMMER FEST

**Chisinau**



**LINELLA**  
BOSTANIADA

**linella**



**Sandra**  
MOLDOVA FASHION DAYS

*Sandra*



SELECTION OF

# BTL NCP/SAMPLING/ TASTING

BTL & EVENTS CASES



## NESTLE 3 IN 1

SAMPLING CAMPAIGN ON HOVERBOARDS WITH PORTABLE SPEAKERS.



## DIROL

SAMPLING CAMPAIGN ON ROLLER SKATES AND BRANDED CAR.



## KAUFLAND card

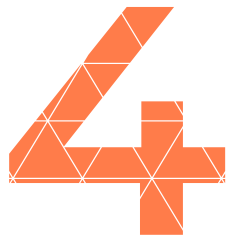
PROMOTIONAL CAMPAIGNS FOR THE DEVELOPMENT OF THE KAUFLAND DIGITAL CARD NETWORK.



## ROMPETROL

NATIONAL CONSUMER PROMO.





## PR & COMMUNICATION

- Communication strategy development.  
Communication plans and placement grids.
- Development of messages, copywriting,  
Graphic & video content creation for PR purposes.  
Placement of PR materials.
- Management of media relations, speech and  
article writing, press conferences and press  
tours.  
Media monitoring & reporting.
- Special PR projects.  
TV sponsorship.  
KOL.



# SELECTION OF PR & COMMUNICATION CASES



## MOS ZAHARIA

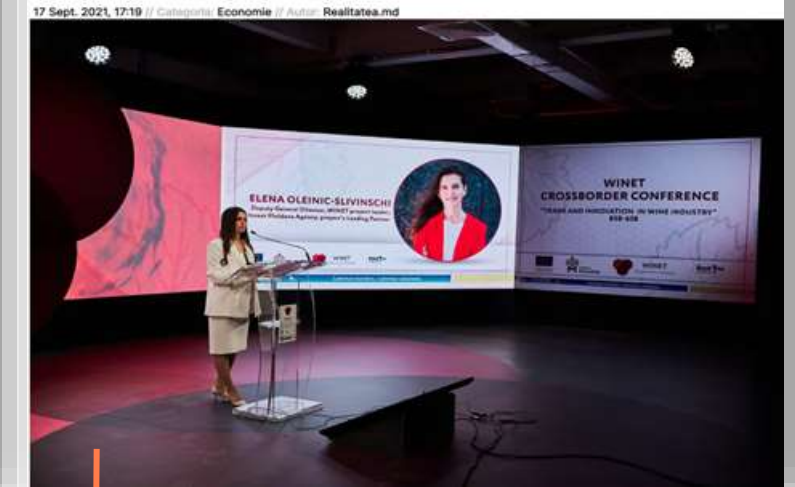
Communication strategy development, campaign concept, visuals, video content, copywriting, placement in all types of media, media monitoring & reporting.



## CHATEAU VARTELY

Communication plan development, message development, press release/news/speech writing, video content, placement, media management, media monitoring & reporting.

Speakeri de talie internațională la prima conferință transfrontalieră WINET organizată în R. Moldova



## WINET

Development of complex communication strategy & communication plan, message development, press release/news/speech writing, visuals, video content, placement in all types of media, distribution through PR wire, TV&radio shows participation.



# SELECTION OF PR & COMMUNICATION CASES



## REAL ESTATE FORUM

Communication plan development, campaign concept, visuals, video content.

Press release/news/speech writing, placement in all types of media, media monitoring & reporting.



## INVEST MOLDOVA AGENCY

Annual complex PR services, communication strategy, communication plan, press release/news/speech writing, placement in all types of media, media monitoring & reporting.



## MOLDOVA TOURISM FORUM

Communication plan development, press release/news/speech writing, placement in all types of media, media monitoring & reporting.

SELECTION OF

# TV SPONSORSHIP CASES

PR & COMMUNICATION

Developing participation concept and materials.

Writing the talking points for the TV show presenter.

Managing participation.

Analyzing effectiveness & reporting.



## ALASKA SEAFOOD

Salmon meat and roe from Alaska

Sponsorship in TV shows “Mega Утро” and “Gusturile se discuta” on CTC and ProTV channels during 2 months.



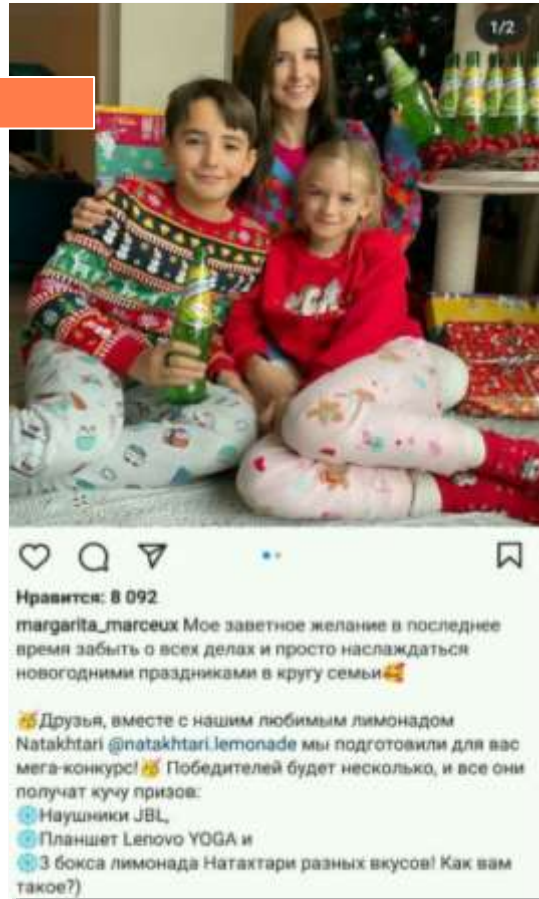
## HIPPOCRATES

Pharmacy network

Yearly sponsorship in TV show “Doctorii” on Prime channel.

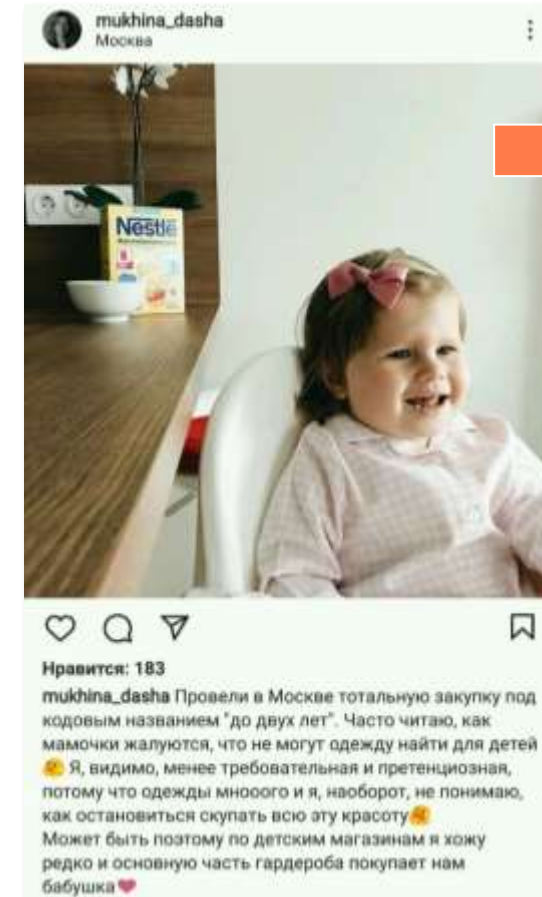
## NATAKHTARI

Creating a winter  
GiveAway with a  
millionaire blogger.



## NESTLE

Yearly collaboration  
with Key Opinion  
Leaders to promote  
Nestle porridge and  
Gerber baby food.



SELECTION OF

# KOL CASES



# LOOKING FORWARD TO

BEING OF ASSISTANCE

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