

## Company Profile

QUBO Communications is one of Moldova's leading strategic communication agencies, with nearly a decade of experience in designing and delivering complex, cross-sectoral communication initiatives. Founded in 2017 by four women with extensive backgrounds in journalism and communication, our agency brings together journalistic accuracy, institutional understanding, and the proven capacity to lead complex communication efforts. Our founders have worked across Moldova's media, corporate, and NGO sectors, and have played a formative role in shaping the country's communication infrastructure: from co-founding the Association of Public Relations and Communication Specialists (ASRP) and helping establish the Bureau for Circulation Audit (BATI), to participating in international audits of government communication and developing the country's most comprehensive training program for government communicators.

We have delivered over 1,000 communication projects ranging from national campaigns to targeted interventions, for national institutions, international organizations, and private sector clients. Our work has supported the Government of the Republic of Moldova and its subordinate institutions in bringing key reforms closer to citizens, through projects delivered in partnership with international organizations. We have contributed to public communication efforts across core policy areas such as justice and anti-corruption, education, healthcare, governance and institutional reform, economic development, entrepreneurship, tourism and viticulture, social assistance, transportation, national branding, digital innovation and IT, diaspora engagement, environmental sustainability, commerce, and human rights. QUBO has also played a strategic role in developing Moldova's startup ecosystem – from developing the communication strategy for Startup City Cahul, to launching and branding the Startup Moldova Foundation, and supporting startup accelerators such as Technovator. Our collaboration with the Organization for the Development of Entrepreneurship (ODA) and the Moldovan Government on promoting the 373 program for SMEs highlights our ability to align national priorities with public engagement strategies.

In addition, through a long-standing partnership with GIZ, we have supported the Government of the Republic of Moldova in communicating the Moldova 2030 National Development Strategy. We also developed institutional communication strategies for the country's four key anti-corruption institutions: the Criminal Asset Recovery and Management Agency (SPCSB), the National Anticorruption Center (CNA), the National Integrity Authority (ANI), and the Prosecutor's Office of the Republic of Moldova. We have helped define how institutions speak to citizens, and how strategic communication can shift attitudes, bridge trust gaps, and drive policy uptake.

A flagship example of our real-time communication capacity is the European Political Community (EPC) Summit, hosted by Moldova on June 1, 2023. QUBO coordinated public communication efforts at national and international level, providing real-time updates to citizens and global audiences on the summit's proceedings, which brought together over 40 heads of state. We led digital communications, press event logistics, and media engagement, operating around the clock and under pressure. The success of this project reconfirmed QUBO's ability to deliver communication under pressure – with speed, scale, and full internal capacity – in one of the most high-profile political events ever hosted in Moldova.

Our training portfolio is one of the most robust in the country. We have shaped Moldova's communication workforce through our experience as university lecturers, institutional trainers, and strategic advisors. We have delivered communication training and mentorship programs for a wide range of beneficiaries, including the

team of the State Labour Inspectorate (ISM), vocational schools across Moldova, university students, healthcare professionals from all regions, local mayors and community initiative groups, key institutional teams leading Moldova's anti-corruption efforts, entrepreneurs and business association members, as well as teachers and professional associations. Whether through communication training, crisis communication simulations, digital communication capacity building, or long-term mentoring, we've contributed to raising the communication standards across sectors.

Our work goes beyond producing messages – it is grounded in a deep understanding of audiences, institutional coordination, and the ability to translate complex institutional and societal dynamics into coherent and actionable narratives. This strategic approach has guided our collaboration with institutions such as GIZ Moldova, the Council of Europe, Soros Foundation Moldova, the World Health Organization, International Labour Organization, UNFPA, EU project "Support to Enforcement of the Intellectual Property Rights", EU project "Technical Assistance to support Civil Society Organizations development in the Republic Moldova", Competitiveness Project in Moldova and Future Technology Activity Project financed by USAID and Swedish Government, MISRA Project financed by USAID, JARA Project, The USAID Justice Reform and Anti-Corruption Project, The USAID Moldova Model Court Initiative, USAID Moldova Rural Competitiveness and Resilience Activity (RCRA) Project, European Fund for Southeast Europe (EFSE), Green for Growth Fund (GGF), Finance in Motion, International Research & Exchanges Board "Comunitatea Mea" Program, implemented by IREX, SKAT Foundation, 3 Pillar Global, Central Project Management Agency from Lithuania, Invest Moldova Agency, The Entrepreneurship Development Organization (ODA), e-Governance Agency (AGE), National Health Insurance Company (CNAM), National Agency for Road Transport (ANTA), Moldovan Association of ICT Companies (ATIC), "MEDIACOR" Centre of Excellency for production of digital media in Moldova, "TEKWILL" ICT Excellence Centre, National Office of Vine and Wine (ONVV), Medpark International Hospital, Heritage International School and many others.

While rooted in Moldova, QUBO also operates internationally – having successfully collaborated with clients and partners from Slovakia, Romania, Georgia, Armenia, Ukraine, Canada, and Germany. Our regional leadership is exemplified by our role in the EU4Youth programme, implemented by the Central Project Management Agency from Lithuania across all six Eastern Partnership countries, where QUBO serves as the lead communication agency.

Our team – over 20 professionals spanning public relations, media strategy, content creation, design, video production, digital communication, and event management – brings together the full spectrum of skills needed to plan, execute, and manage complex communication projects from start to finish. We follow current design and content trends closely, delivering materials that are not only technically sound, but also visually relevant and audience-responsive. Whether it's a landing page for a campaign, a digital brochure, a short-form video, or a photo-led visual story, we prioritize clarity, usability, and consistency across touchpoints. Our design and video teams work together to produce coherent visual narratives that are accessible, adaptive, and easy to repurpose across formats and platforms – from static print layouts to dynamic digital assets. We operate as an integrated unit, ensuring strategic alignment, analytical depth, and creative impact in every assignment. The team also includes representatives from multiple generations – from senior experts with deep institutional memory to Gen Z creatives who bring fresh perspective and agility – enabling us to develop solutions that are both forward-looking and rooted in experience.

QUBO Communications is also an active member of the Alliance of Small and Medium Enterprises (AIM), maintaining direct access to the perspectives and challenges of Moldova's SME sector, a key constituency in

national economic development. This affiliation informs our work with entrepreneurial clients and strengthens our relevance in policy and market communication. We are equally committed to promoting integrity and ethical practices in our field – as members of the Zona Zero anti-corruption platform, we operate under a business model that is transparent, responsible, and zero-tolerance towards corruption.

## Our Experience

QUBO Communications has extensive experience in developing and implementing over **1,000 communication strategies and projects** across sectors, audiences, and formats — from public health and institutional reform to brand positioning and digital innovation. Our work spans initiatives of national relevance and regional cooperation, implemented in collaboration with governments, international organizations, and the private sector. The following sectors illustrate the breadth and depth of our portfolio: **governance and institutional reform, healthcare, social development, education, environmental sustainability, economic development, entrepreneurship, wine and viticulture, financial services, digital innovation and IT, human rights, diaspora engagement, commerce, and employer branding**.

In **healthcare**, we have promoted medical services and public health initiatives for clients such as **Medpark International Hospital** — a client we have partnered with since 2017. From the very beginning, QUBO has been Medpark's trusted communication partner on its most significant brand campaigns, including the 10-year anniversary, the creation and launch of the Medpark Foundation, the clinic's full restyling campaign, and multiple service-specific communication efforts — promoting key centers such as Maternity, IVF, Surgery, and Oncology. We have also maintained a long-standing collaboration with the **World Health Organization**, working closely with the **Ministry of Health** to provide consistent communication support over the years. Together, we have developed and implemented national awareness campaigns on post-COVID rehabilitation, stigma reduction for COVID-19 survivors, the importance of breastfeeding, youth mental health, and the risks of electronic cigarette use among adolescents and young people.

In the field of **social development**, we have led strategic campaigns with the support of the **International Labour Organization (ILO)** and in close collaboration with the **Ministry of Labour and Social Protection** of the Republic of Moldova. Our work has contributed to advancing the reform of the **State Labour Inspectorate (ISM)**, providing communication support for recruitment and employer branding to attract young professionals. We also developed and implemented the national awareness campaign [lucrezlegal.md](http://lucrezlegal.md), promoting the importance of declared work and informing employees and employers about their rights and responsibilities. Together with the **Soros Moldova Foundation**, we carried out a national information campaign to explain the **concept of criminal asset recovery** and to clarify the responsibilities of the **Criminal Assets Recovery Agency**.

In **governance and reform**, we have supported high-level institutions such as the **Presidency of the Republic of Moldova**, the **Ministry of Justice**, the **Criminal Asset Recovery and Management Agency (SPCSB)**, the **National Integrity Authority (ANI)**, the **Moldovan Prosecution Service**, the **Ministry of Energy** and the **National Anticorruption Center (CNA)**, including through strategic projects financed by **GIZ, USAID** and **Energy Community Secretariat**, helping to strengthen transparency, reform understanding, and institutional trust.

In **financial services**, we have worked with organizations such as the **European Fund for Southeast Europe (EFSE)**, **Finance in Motion**, the **Moldovan Banks Association** (#NoCashProject), and **Moldova Institutional and Structural Reforms Activity (MISRA)** projects (Cadmus). Our collaboration in this sector has focused on communicating key topics such as access to finance, investment in government securities, economic empowerment, and financial literacy. We take pride in helping make complex financial subjects more accessible and engaging for the public.

In **education**, we have enhanced the visibility and public profile of institutions like **Heritage International School** — a client we have supported since its earliest concept stage. From when the school was just an idea on the founders' table to its current status as a leading international institution, QUBO has provided full 360-degree communication support. We are proud to have helped bring international education closer to children in Moldova through this long-term partnership. We have also contributed to educational reforms and programs supported by **GIZ Moldova**, including campaigns that promoted dual education as a relevant and appealing option for Moldovan adolescents. These efforts aimed to reframe perceptions, raise awareness, and highlight success stories of dual education pathways.

In the **wine and viticulture** sector, we have promoted Moldova's wine industry through visibility campaigns for the **National Office of Vine and Wine (ONVV)** — a partner since 2014, for whom we have continuously promoted Moldova's wine sector through national and international visibility campaigns. Over the years, we have helped communicate and amplify the country's most emblematic wine-related events, including National Wine Day, Vernisajul Vinului, and the Divin&Degust Festival. We have also supported the development and promotion of the national wine brand — Wine of Moldova, positioning local excellence on the international stage.

Our expertise in **environmental communication** includes partnerships with the **Green for Growth Fund (GGF)**, the development of a Strategic Communication Plan for a five-year community engagement program on selective waste management for the **Municipality of Sibiu, Romania**, and collaboration with **SKAT Consulting's Mă Implic** project. These initiatives focus on promoting sustainable energy efficiency measures for reducing energy consumption, strengthening local community engagement, and advancing environmentally responsible practices.

In the **IT and digital innovation** sectors, we have contributed to the growth of the Moldovan tech ecosystem through projects with the **Moldovan Association of ICT Companies (ATIC)**, the **Startup Moldova Summit**, and the **Deep Tech Gigahack** conference. We have also supported the digitalization of public services through initiatives led by the **e-Governance Agency (AGE)** and other institutional partners, helping to improve access, usability, and visibility of digital tools developed for citizens and businesses.

In **employer branding**, we have supported recruitment and talent positioning strategies for clients such as **METRO Cash & Carry Moldova**, **Victoriabank**, and **Digi Talents** by **Moldovan Association of ICT Companies (ATIC)**. Our work has helped these organizations present themselves as employers of choice and retain qualified professionals. Through tailored communication strategies and creative campaigns, we've contributed to strengthening employer visibility, culture, and talent attraction.

In the field of **institutional outreach**, we have collaborated with the **Competition Council of Moldova**, providing strategic design and social media support for select high-impact institutional initiatives aimed at raising awareness of Moldova's competition policies. Additionally, for **diaspora engagement**, we have supported diaspora-focused initiatives with the **Bureau for**

**Diaspora Relations (BRD)**, helping connect Moldovans abroad with economic and development opportunities at home.

In the **commercial sector**, we have strengthened brand presence and customer loyalty for major private sector clients, including **maib**, **METRO Cash & Carry Moldova**, and **Shopping MallDova**. Our work has included integrated campaigns, social media management, video production and seasonal promotion strategies. For **METRO**, we have also supported employer branding, while for **MallDova** we've delivered creative campaigns that drive foot traffic and enhance brand positioning within the lifestyle and retail space.

We have also supported **refugee integration** efforts through communication projects implemented with the support of the **German Agency for International Cooperation (GIZ)** and funded by the **European Union**. These initiatives have helped shape inclusive public narratives, engage host communities to promote understanding, reduce stigma, foster social cohesion, and support anti-corruption messaging.

QUBO has a proven track record in managing communication for **large-scale international events**, such as the **European Political Community Summit** — Moldova's most high-profile diplomatic event to date, hosted on June 1, 2023, bringing together over 40 heads of state and government, **Moldova Business Week**, the **Global Conference on Wine Tourism (3rd edition)**, **Moldova Digital Summit**, **Netherlands–Moldova Business Forum**, **Benelux–Moldova Business Forum**, **Cahul Business Summit**, **Tekwill Expo Day**, **Moldova Electronic Forum**, **Tech Women Summit**, and the **Moldova Eco-Energy Gala**. For each event, we ensured strategic communication planning, design and video production, real-time content delivery, media relations, and nationwide visibility, both online and offline.

**Training and capacity building** are integral to QUBO's work. Drawing on our cross-sectoral experience, we deliver programs that strengthen strategic and operational communication skills — from digital engagement to crisis response. We've trained and mentored professionals from institutions such as the **National Health Insurance Company (CNAM)**, the **National Office of Social Insurance (CNAS)**, health NGOs, the **National Agency for Road Transport (ANTA)**, social and commercial service providers, the **European Business Association (EBA)**, **doctors and nurses of the Institute of Oncology**, and **vocational colleges**. These initiatives contribute to a communication culture that is more inclusive, responsive, and better aligned with citizens' needs.

## **QUBO's Experience in International Campaigns**

Over the past decade, QUBO has played a central role in promoting Moldova's country brands abroad, including the **Wine of Moldova** brand, the national symbol of excellence in the wine industry, and the **Pomul Viții** brand, which represents the country's broader image of growth, creativity and vitality. Together with the **Moldovan Government**, **Invest Moldova Agency**, **ONVV**, **ANTRIM** and other partners, QUBO has supported Moldova's image and the visibility of Moldovan exports, investment potential, and tourism profile through flagship events and campaigns such as **Moldova Business Week (2018-2024)**, **Moldova Tourism Forum**, **Moldova Wine Day**, **EPC Summit**, **Benelux–Moldova Business Forum**, **Startup Moldova Summit** and **Moldova Digital Summit**. Our agency provided end-to-end strategic communication services, from international media outreach and PR Newswire distributions to digital storytelling, video production, and event

communication. Some of the most recent examples of international media coverage resulting from our communication efforts include:

<https://startupsmagazine.co.uk/article-leaders-take-centre-stage-startup-moldova-summit>

<https://emerging-europe.com/community-content/moldova-digital-summit-2025-advancing-regional-innovation-and-digital-leadership>

<https://news.cision.com/chemonicsmoldova/r/moldova-digital-summit-2024--establishing-moldova-as-a-leading-hub-for-digital-innovation-in-eastern,c4005645>

[www.columnist24.com/technology/8225/from-hackathon-to-regional-hub-moldova-strengthens-its-global-role-in-deeptech-innovation](https://columnist24.com/technology/8225/from-hackathon-to-regional-hub-moldova-strengthens-its-global-role-in-deeptech-innovation)

<https://news.cision.com/chemonicsmoldova/r/moldova-secures-millions-in-investments-during-moldova-business-week-2024,c4044808>

In recent years, QUBO has also been responsible for the communication of **EU-funded and donor-supported programs**, such as the **Behavior Change Campaign on EU-Funded Energy Reforms in Moldova (Energy Community Secretariat, 2025)**, which included a media collaboration with **POLITICO Europe**, positioning Moldova as a success story in energy transition and resilience: [www.politico.eu/sponsored-content/energy-as-a-sovereignty-project-moldovas-road-from-crisis](https://www.politico.eu/sponsored-content/energy-as-a-sovereignty-project-moldovas-road-from-crisis)

Beyond placements, QUBO has hands-on experience managing international journalists and media delegations for large-scale events. During the **European Political Community Summit (EPC Summit, 2023)**, the largest diplomatic event ever held in Moldova, our team coordinated real-time communication, media accreditation, and on-site press logistics for hundreds of journalists, ensuring consistent international coverage. We also manage journalist engagement for Moldova's events and tourism initiatives, including international media at **Moldova Wine Day (2014-2025)** and press visits organized jointly with **ANTRIM** (the National Inbound Tourism Association of Moldova).

QUBO's regional leadership is further demonstrated by its role in the **EU4Youth programme**, implemented by the Central Project Management Agency (CPMA) of Lithuania across all six Eastern Partnership countries. Within this regional consortium, **QUBO serves as the lead communication agency**, responsible for coordinating strategic communication, media visibility, and storytelling across Armenia, Azerbaijan, Georgia, Moldova, Ukraine, and Belarus. This experience underlines QUBO's ability to work in multicultural, multilingual environments and manage complex international projects in partnership with EU institutions and implementing agencies.

A key component of QUBO's international capacity lies in its **long-term partnership with Magonova & Partners**, an international media and public affairs consultancy with strong expertise in European markets, including Germany and Switzerland. Together, QUBO and Magonova have the ability to successfully coordinate the publication and syndication of content in **leading international outlets**, including *Financial Times*, *Bloomberg*, *The Guardian*, *Politico Europe*, *Le Monde*, *Der Spiegel*, *Reuters*, *DW News*, *CNBC*, and *The Times*, in order to secure international visibility for Moldovan narratives within the most respected global media platforms.

QUBO has also coordinated **digital advertising campaigns via Meta Ads and Google Ads**, repeatedly promoting Moldova Business Week and other events in **strategic European markets**. These campaigns helped attract new international audiences, increase event visibility, and drive qualified traffic to campaign platforms.

QUBO's integrated team of strategists, copywriters, designers, and media experts delivers high-quality multilingual content (Romanian, Russian, English, French, plus other languages through our partners) and digital campaigns adapted to international audiences. With nearly a decade of experience in promoting Moldova's image abroad, QUBO stands as a reliable communication partner capable of developing and implementing international campaigns in cooperation with top-tier European media and communication networks.

## **QUBO Portfolio: Selected Communication Projects**

### **European Political Community (EPC) Summit**

*Client: Government of the Republic of Moldova*

QUBO led the full-scale public communication for Moldova's most important diplomatic event to date — the EPC Summit, held on June 1, 2023. Attended by over 40 heads of state and government, the summit was an unprecedented occasion in the country's recent history. Our team managed real-time digital communication, video production, social media content, press logistics, and national and international media engagement, reaffirming QUBO's ability to deliver under pressure and at the highest level of international visibility.

### **Moldova Business Week (2018-2024)**

*Client: Invest Moldova Agency*

QUBO has been a long-term communication partner for Moldova Business Week, the country's flagship investment forum. Over four editions, we provided integrated communication services, including international PR via PR Newswire, press events, messaging, video production, and advertising. We also coordinated the involvement of Moldova's diplomatic missions and organized media outreach through national platforms such as the Economic Press Club. Our strategy ensured global visibility and strong national engagement, with the latest edition attracting over 1,000 participants from 70 countries.

### **Moldova 2030 National Development Strategy**

*Client: GIZ Moldova*

QUBO supported the Government of Moldova in promoting its long-term strategic vision through a multi-phase campaign. We developed a comprehensive communication plan, a dedicated landing page, visual identity and social media content tailored to diverse audiences. We also led communications for the Macro Conference 2022 — attended by the President and Prime Minister — and produced video explainers, leaflets, and infographics. The campaign contributed to increased awareness and alignment of the Moldova 2030 Strategy with public institutions and citizens.

### **Support for Behavior Change Campaign on EU-Funded Energy Reforms in Moldova (2025)**

*Client: Energy Community Secretariat / Ministry of Energy*

QUBO designed and implemented a nationwide communication campaign to promote understanding and public trust in EU-funded energy reforms in Moldova. The campaign translated complex topics such as energy efficiency, renewable energy, and energy independence into relatable, people-centered stories through influencer collaborations, explainer videos, impactful visuals, and long-form interviews. As part of the project, QUBO coordinated a media partnership with POLITICO Europe, resulting in an international feature highlighting Moldova's progress on energy transition and resilience. Through creative storytelling and data-

driven audience insights, the campaign turned technical reforms into real, human stories about comfort, trust, and independence.

### **USAID Administrator Samantha Power's Visit & Launch of the "Future Technologies" Project in Moldova**

*Client: Future Technologies in Moldova, funded by USAID and Sweden*

QUBO provided strategic communication support for the high-level visit of USAID Administrator Samantha Power and the official launch of the "Future Technologies" project in Moldova. Our services included PR messaging, media relations, copywriting, translation, and full logistical support for the launch event and press briefing. We ensured media coverage before, during, and after the events, coordinated spokesperson appearances on national TV, and developed briefing materials, including Q&A sheets. Additionally, we identified key influencers to promote the "Future Technologies" concept in Moldova, carried out media monitoring, and delivered detailed reporting.

### **Diaspora Days 2023**

*Client: GIZ Moldova*

We designed and implemented a digital-first communication campaign to promote Diaspora Days, including the Diaspora Congress and Diaspora Business Forum. Our work involved creative content, video storytelling, infographics, quizzes, live event coverage, and community engagement across platforms. The visual identity and messaging helped elevate the relevance and inclusivity of diaspora engagement for Moldovans abroad.

### **Be Our Guest Social Media Campaign (2023)**

*Client: USAID Moldova / RCRA*

To support tourism recovery and positioning, QUBO developed a vibrant social media campaign showcasing Moldova as a welcoming destination. We produced tailored visual content, digital storytelling, copywriting, ads, and a video series in collaboration with Moldova Travel. The campaign emphasized emotional connection and visual storytelling, boosting digital visibility of Moldova's touristic appeal.

### **Recruitment Campaign for the Labour Inspection in Moldova (2022)**

*Client: International Labour Organization (ILO)*

QUBO developed and implemented a nationwide recruitment campaign to support the Labour Inspection in Moldova. We created the campaign's visual identity, messaging, and slogan, and designed a custom mascot to connect with target audiences. The campaign included a detailed communication plan, media relations, and the production of TV and radio spots. We also developed web and social media content, managed online ads across the Google Display Network and Facebook, and ensured full media monitoring and reporting throughout the campaign.

### **National Health Campaign Series**

*Client: World Health Organization in Moldova*

QUBO designed and implemented a series of national awareness campaigns in partnership with the World Health Organization to address public health challenges in Moldova. The campaigns included:

- a) *Fighting stigma associated with COVID-19* (2020)
- b) *Rehabilitation after COVID-19* (2020–2021)
- c) *Promoting the Community Mental Health Centers* (2021–2022)
- d) *A vaccinated child is well protected* (2022–2023), targeting parents
- e) *Med Safety app promotional campaign* (2023)
- f) *The Breastfeeding Caravan* (multiple years), also targeting parents

We developed creative concepts, slogans, mascots, campaign strategies, and a wide range of communication tools. The campaigns featured national media outreach, the production of TV/radio spots, special media and podcasting projects, live webinars, and the development of the [www.cumtesimtiazi.md](http://www.cumtesimtiazi.md) website. We managed social media content, collaborated with regional outlets, produced infographics, and partnered with the Audiovisual Council to broadcast spots free of charge. Additionally, we authored the “Fighting stigma associated with COVID-19” communication guide to support future outreach efforts.

### **National Campaign: Promoting the Criminal Assets Recovery Process**

*Client: Soros Moldova Foundation*

QUBO supported a national campaign aimed at raising public awareness about the concept of criminal assets recovery and strengthening the institutional visibility of ARBI (CARA within the National Anticorruption Center). We developed the campaign strategy and visual identity, produced video animations and podcasts, and organized offline events for journalists and influencers. The project included media relations, media placement, social media consultancy, Google Ads campaigns, and the creation of a dedicated Social Media Guide. We also provided training, digital content development, and ongoing media monitoring, ensuring consistent communication and detailed reporting throughout the campaign.

### **Netherlands-Moldova Business Forum 2024**

*Client: Embassy of the Kingdom of the Netherlands to Moldova*

QUBO ensured the full digital and visual communication of this high-level bilateral event. We provided pre-event video production, real-time content, social media coverage, reels, and visual summaries to highlight success stories and encourage networking. Our involvement contributed to the forum’s professional image and international relevance.

### **Moldova Digital Summit 2024**

*Client: USAID Future Technology Activity (FTA)*

We led the digital storytelling and media communication for this large-scale tech event. From teaser videos and live-streaming to social media series, highlights, reels and content curation — QUBO shaped the event’s presence on digital channels. We delivered a consistent and tech-savvy image aligned with the summit’s mission of promoting Moldova as a digital innovation hub.

### **#NoCash Campaign – Financial Inclusion Awareness**

*Client: Association of Banks of Moldova*

QUBO created and rolled out the national communication campaign for #NoCash, promoting electronic payments and financial literacy. We produced all key campaign materials, including video explainers, social media narratives, visual storytelling, and event coverage, targeting both institutional and individual users.

### **Startup Moldova Summit 2025**

*Client: Embassy of the Kingdom of the Netherlands / Startup Moldova Foundation*

For this milestone event of the local tech and startup ecosystem, QUBO managed the end-to-end communication strategy — from creative concept to visual execution, video storytelling, event branding, and social media management. Our work contributed to positioning Moldova’s tech scene in regional and international conversations.

### **eVMS – Promoting Government Securities**

*Client: Moldova Institutional and Structural Reforms Activity (MISRA)*

QUBO supported Phase 2 of the communication campaign for the Ministry of Finance’s eVMS platform. We

developed educational video explainers, graphic materials, and social media content to promote the benefits of government securities among individual investors. The campaign helped demystify a complex topic and increased traffic on the platform.

### **Post-Investment Support Campaign**

*Client: USAID Moldova – Moldova Structural Reforms Program (MISRA)*

QUBO developed and implemented a full-scope digital campaign to support the Invest Moldova Agency's post-investment promotion efforts. Our team created the campaign's visual identity, messaging, and digital strategy, including content for the landing page and social media platforms. We delivered clear visuals and actionable messaging to reinforce Moldova's image as an investor-friendly destination.

### **Competition Council Website Relaunch**

*Client: MISRA / Competition Council*

We designed and implemented the digital communication for the launch of the Competition Council's new website. Our team created the visual identity, copywriting, content design, ads, and campaign strategy. The campaign raised awareness of the institution's role and increased public engagement with the platform.

### **Benelux–Moldova Business Forum 2023**

*Client: Embassy of the Kingdom of the Netherlands to Moldova*

QUBO managed the visual and digital communication for this high-level forum focused on trade and investment. We created the event's branding, video teasers, real-time coverage, social media stories, and post-event content. Our team ensured a unified and professional image that matched the forum's international profile.

### **Moldova Tourism Forum 2023**

*Client: Invest Moldova Agency / Moldova Travel*

QUBO handled full communication for this national tourism event, which brought together international experts and local stakeholders. We produced branded visuals, video content, social media engagement, and digital storytelling to promote Moldova as an attractive destination. The campaign reinforced Moldova's brand in global tourism conversations.

### **Investim Acasă Campaign**

*Client: Invest Moldova Agency*

To promote economic reintegration of Moldovan returnees and diaspora, QUBO developed and implemented the "Investim Acasă" campaign. Our work included creative concept, messaging, campaign visuals, video storytelling, landing page content, and social media engagement. The campaign encouraged trust in public programs and highlighted real opportunities for entrepreneurship in Moldova.

### **National Wine Day / Wine of Moldova (2014-2025)**

*Client: National Office of Vine and Wine (ONVV)*

Since 2014, QUBO has contributed to shaping the public image of Moldova's wine industry, including its emblematic National Wine Day. We have delivered branding, PR, social media, advertising, and visual campaigns for events such as Vernisajul Vinului and Divin&Degust. Our work supports the international recognition of the Wine of Moldova brand.

*Each of these projects reflects QUBO's core strengths: strategic thinking, content excellence, cross-platform adaptability, and the ability to translate complex themes into accessible communication.*

## Our Experience in Developing Strategic Communication Documents

QUBO has extensive expertise in drafting and implementing communication strategies for public institutions, international projects, and private organizations in Moldova. Our portfolio includes:

- **GIZ Moldova – Strengthening the Rule of Law and Anti-Corruption Mechanisms Project** – Development of communication strategies for five Moldovan anti-corruption institutions: NAC, Anticorruption Prosecutor's Office, General Prosecutor's Office, National Integrity Authority, and the Office for Prevention and Fight against Money Laundering, 2024
- **Heritage International School** – Annual Communication Strategy, Corporate Social Responsibility Program, and Social Media Guidelines, 2017
- **National Health Insurance Company** – Institutional Communication Strategy, 2023
- **Soros Moldova Foundation / ARBI** – Strategic social media communication guidelines and one-year strategic communication support to promote the concept of criminal asset recovery, 2022
- **Parliament of the Republic of Moldova, Parliamentary Committee on Health and Social Protection** – Communication guide for better promotion of a legislative initiative and mentoring support in promoting a new document, 2022
- **EU4Moldova: Startup City Cahul** – Institutional Communication Strategy, 2020
- **Tekwill / Center of Excellence in IT (USAID Project)** – Institutional Communication Strategy, 2019
- **Invest Moldova Agency** – Institutional Communication Strategy and mentoring support during its implementation, 2018
- **Victoriabank** – Employer Branding Strategy, 2018
- **Association of Psychologists from Tighina** – Institutional Communication Strategy, 2018
- **State Agency on Intellectual Property** – Institutional Communication Strategy and implementation mentoring, 2017
- **National Office for Vine and Wine** – Institutional Communication Strategy and implementation mentoring, 2017

## QUBO's Experience in Developing Visual Identities and Naming

QUBO Communications is a strategic communications company. In most of the projects it implements, the work begins with developing the visual identity and naming for the campaign, project, or organization. Over the course of its activity, QUBO has created dozens of identities and naming solutions; here, we present just a few examples:

- **Medpark International Hospital** – Visual Identity Restyling
- **National Anticorruption Center** – Visual Identity Restyling
- **Labor State Inspectorate** – Visual Identity Development
- **Medpark Foundation** – Visual Identity Development

- **Project: “Improving the Management of Protected Areas in the Republic of Moldova through Institutional Development, Capacity Building, and Habitat Restoration”** – Visibility and Communication Manual
- **RS Communications** (strategic event management agency) – Naming and Visual Identity Development
- **Tinto** (video production company) – Naming and Visual Identity Development
- **Medpark 10th Anniversary Campaign** - Naming and Visual Identity Development
- **Program for Promoting Moldova’s Top Exporters** - Strategic Naming
- **WHO National Awareness Campaign on the Harms of E-Cigarettes Among Youth – “Don’t Get Fooled!”** - Naming and Visual Identity Development

[Link to the projects](#)

## What Sets QUBO Apart

Our approach is built on collaborative teamwork, evidence-based insight, and uncompromising quality control — tailored to the Moldovan and regional context. This ability to adapt, deliver, and grow alongside our clients is rooted in several key strengths that define our work.

- We deliver projects through dedicated teams where each member’s role — from strategist to copywriter, designer, video producer, or event planner — is clearly defined and executed with precision.
- Quality assurance is embedded into our workflow, with multiple internal review layers, contingency plans for risk mitigation, and a strong focus on cultural sensitivity to ensure that messaging is inclusive and effective.
- We have deep media relations expertise built on long-term partnerships with national and international outlets, enabling us to secure impactful coverage and public visibility across platforms.
- We understand the broader context (the socio-economic landscape, sectoral dynamics, and policy environment) ensuring that our communication efforts are not only creative, but also aligned with real-world developments and strategic objectives.
- We have a unique team structure that brings together senior professionals with institutional memory and young creatives with bold digital instincts, enabling us to design campaigns that are both grounded and forward-thinking.
- We value open, transparent communication with our clients, offering flexible project management, structured reporting, and clear performance indicators.

At QUBO Communications, we believe that effective communication creates real opportunities: informed audiences, empowered communities, stronger institutions, and trusted brands.

**Partnering with QUBO means working with a team that blends strategic vision with creative impact. We combine international standards with deep local insight, ensuring relevance, integrity, and results.**



*A full-spectrum strategic  
communication agency with impact  
across Moldova and beyond*  
[www.qubo.md](http://www.qubo.md)

**QUBO Communications LTD**

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