

Moldova through the five senses



A multi-sensory campaign that evolved from a Netflix documentary promotion to nationwide storytelling, engaging 50k Moldovans as country brand ambassadors.



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Issue



Moldova's country brand is still shaped by pessimistic post-soviet imagery, while its offerings in rural authenticity, its rich flavours and timeless craftsmanship remain under-recognised. With only 65k Netflix subscribers locally, a documentary shining a light on its treasures risked staying niche. Moldovan tourism association ANTRIM needed a campaign that scaled viewership and positioned the country an attractive business and leisure destination.

Creative solution



The concept of "Moldova through the Five Senses" transforms the "Flavours of Moldova" documentary release into a nationwide storytelling effort. The current digital landscape removes us from the most powerful, visceral way of experiencing the world - our senses. Using this insight we wrote five original stories that unlock emblematic memories, highlight Moldova's rich offering and inspire Moldovans to share them. The sweetness of Moldovan fruits, the sky-blue freshness of village houses, the joyous swallows song, the prickly, yet surprisingly comforting texture of the traditional rugs, come to life described with expressive detail across "See, Hear, Taste, Sense and Touch Moldova".



- ◆ May smelled of lilac by the gate. When you arrived, the first thing you did was fill your arms with blossoms and bury your nose in them. You breathed in that unique scent, so unmistakably "home." Then you picked a bouquet and searched among the flowers for one with five petals. People said that if you ate it, it would bring you luck in love.

Can you smell the lilac?

- ◆ Live the full experience.
- ◆ Flavours of Moldova - on Netflix from 24 September.



**Smell
Moldova**



**Touch
Moldova**



**See
Moldova**



**Taste
Moldova**



**Hear
Moldova**



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Creative solution



The stories were iterated across a series of shareable creatives:

- 5 oil-brush illustrations gave the campaign a premium signature.
- 10,000 postcards delighted the senses with inserts of tea, dried fruit pastilles, and tiny traditional carpets - all representing treasured products of Moldova's rich soils and traditional craftsmanship. Each was paired with a clear call to "live the full experience" and watch the documentary.
- 16 gift boxes for top influencers containing traditional Baba Neagra cake, premium Purcari wine, sensory postcards and customised message packs.
- 5 audio tracks, added warmth and intimacy via QR.
- 9 gamified OOH stands across 11 high-traffic locations invited travellers to weave coloured threads into a Moldovan graphic and take a sensory postcard.

The creatives were designed to both tease the documentary's broader Moldova narrative and serve as standalone brand assets.



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Execution



The documentary was set to release on September 24, 2025. Our approach was to maximise earned exposure through PR and influencer engagement.

Creating anticipation, July to early September.

We led with an organic teaser release supported by TV and radio appearances. Exclusive, behind the scenes screenings mobilised 300 investors as multipliers. Teaser projections on Independence Day, the country's largest concert, scaled cultural visibility with 90k exposures.

Continuous partner amplification, paid social and radio drove sustained word-of-mouth: 67 travel and lifestyle influencers posted positive campaign reviews seen by 880k people, including Moldovan diaspora. Overall 50k people liked and shared campaign content, becoming country brand ambassadors.

Converting attention into conversation, September.

Media and influencer engagement made the documentary the No.1 topic on release day: 16 creator unboxing videos invited over 2.1M people to join the campaign; prime-time interviews reached 900k people, including reports by all 5 of the country's major TV stations.

Scaling participation, late September to November.

Offline, 9 gamified stands appeared in 11 high-traffic touchpoints, including the Chisinau International Airport, border crossings, major restaurants, wineries and Tourism Information Centers. People played the thread game and collected over 10,000 sensory postcards.



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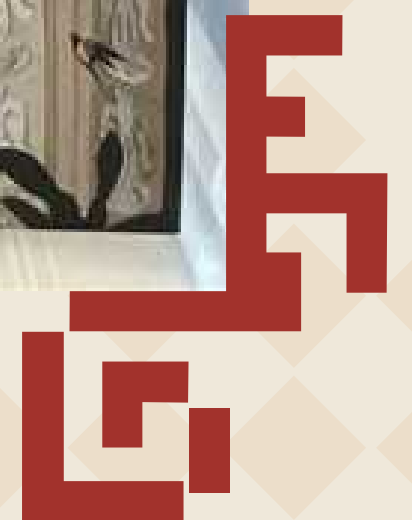
Impact

The campaign's key achievement is in evolving from a Netflix documentary promotion into a nationwide storytelling effort, mobilising 50k Moldovans as brand ambassadors. Set targets were exceeded with:

- 6.5M impressions
- 3M people reached (vs. 1.8M target), with 1.8M locally and 1.2M outside Moldova.
- 2.7M video views (vs. 1M),
- 50k positive engagements.

Performance was driven almost exclusively by earned media: 5M impressions, 3M in reach, 2.6M video views, and 44k engagements. Crucially, the premise of Moldova as a place you can see, touch, smell, taste and hear, resonated strongly with the public, generating 99% positive sentiment across over one thousand reviews.

Among the business and investor community, targeted efforts by partners (Maib bank, Purcari Winery, Moldova Investment Agency, the Ministry of Culture and others) engaged 73k people, reinforcing credibility with potential investors. The campaign demonstrated longevity beyond the Netflix moment. An early impact story aired in October on the country's top channel PRO TV, profiling three campaign locations that saw an increase in visitors. The client, ANTRIM, continues to use the sensory assets in country-brand activations, including postcard distribution on Chişinău-Bucharest flights and at international travel fairs.



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Results



- 5.1M** earned impressions;
- 3M** reached (1.8M in Moldova; 1.2M outside Moldova).
- 2.6M** earned video views.
- 50k** engagements;
- 99%** positive sentiment.

Earned reach contributions: 1.8M editorial ; 2.1M influencers ; 880k word-of-mouth/UGC; 73k partner mobilisation.



Own assets



- 5 digital illustrations
- 10,000 sensory postcards
- 16 influencer gift boxes
- 9 gamified OOH
- 5 audio tracks

Media outlets



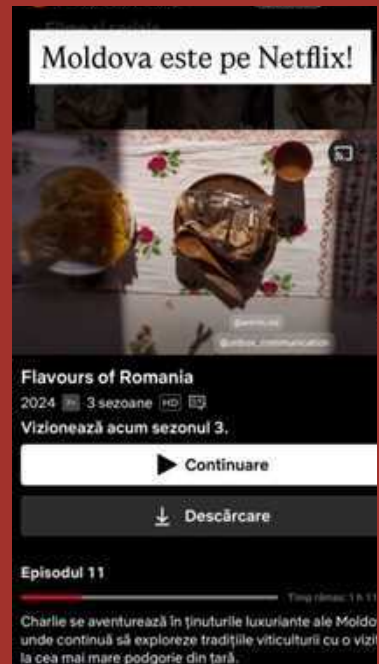
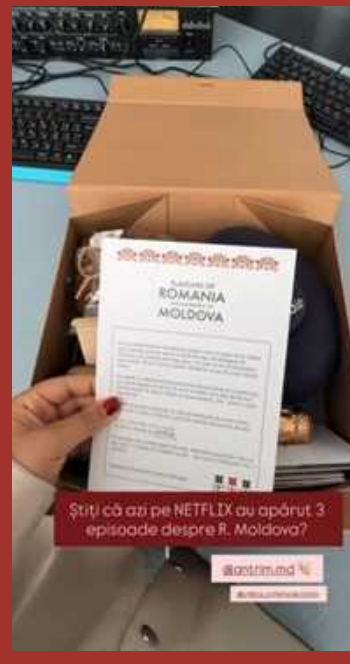
[PRO TV](#) | [TV8](#) | [JurnalTV](#) | [TVR Moldova](#) | [Stiri](#) | [Agora](#) | [Diez](#) | [Noi](#) | [NewsMaker](#) | [Moldpres](#) | [Curaj TV](#) | [Locals](#) | [Nokta](#) | [Ai nostri](#) | [Cibbovare Italy](#) | [IDM Austria](#) | [Radio Chisinau](#) | [Realitatea](#) |

Earned assets



- 16 top influencer videos
- 36 major media reports
- 67 travel and lifestyle reviews

Influencer earned media



Public reaction

delia_laibar 73w · ❤️ by author
Now that's something to look forward to! Such a beautiful country..🥰🥰
Reply See Translation 2

romana.wanders 73w · ❤️ by author
I am so glad you have decided to visit my country 🥰
Reply See Translation 2

mihaelascarlatescu0106 73w · ❤️ by author
Wow, can't wait! 🥰
Reply See Translation 2

colinaink 73w · ❤️ by author
Ce tare!!!! 🔥🔥🔥
Reply 1

armandpaul288 73w · ❤️ by author
Congrats for including Moldova in this series!!
Reply See Translation 1

abob07 73w · ❤️ by author
Thank you for shining a spotlight on Moldova 💙
Reply See Translation 1

radubirgaoanu 29w · ❤️ by author
Even more eager to go there.
Reply See Translation 1

missturcanu 29w · ❤️ by author
So beautiful 🤍 proud to be Moldovan 🇲🇩
Reply See Translation 1

ionela_grebanosu 18w
cind ajunge si pe Netflix Italia? 🤔🥰🥰
Reply 3

monicanovacovici 46w · ❤️ by author
We can't wait to see 🥰❤️❤️❤️❤️❤️❤️
Reply See Translation 1

liviubeju 46w · ❤️ by author
When will be aired? Just on Netflix?
Reply See Translation 1

Ion Turcan · 2nd Chief Commercial Officer at Viorica Cosmetic (edited) 2w ...
Hello! Beautiful initiative to promote the country brand and beautiful Moldovan traditions. At the same time, I would like to mention that the Airport is a point through which thousands of foreigners pass daily, businessmen from different countries, who spend at least one hour in the given area. The Departure area inside the airport is a place where local producers can promote their products, thus being a strategic point of export promotion for our country. It would be welcome to expand the spaces dedicated to local producers, giving them adequate traffic and visibility spaces. It would be a good initiative from the Moldovan Investment Agency for export promotion.
Show original · Translation settings
Like · 🗨️ 9 | Reply

Elena Dumitru Rotari
Îmi aduc și eu aminte, fix așa covor avea bunica pe perete ,era mega frumos, făcut de ea.
10w Like Reply 🥰
Asociatia Nationala pentru Turism Receptor si Intern replied · 1 Reply

Adriana Stefan Preda
N AM UITAT!
11w Like Reply 🥰
Asociatia Nationala pentru Turism Receptor si Intern replied · 1 Reply

tatiana_f_z 73w · ❤️ by author
Wow , I am so excited to see the new series about my country 🇲🇩
Reply See Translation 1

Nicu Nic
O idee foarte bună bravo celui sau celor care au inițiat-o si au pus-o in aplicare ,respect
25w Like Reply

tanya_amira 21w · ❤️ by author
I wish I could see it, I'm in UK..
Reply See Translation 1

julia.jsd 21w · ❤️ by author
Hiya, is this available in the UK?
Reply See Translation 3

jennpenn 21w
How can US viewers watch this?
Reply See Translation

inbeeldproducties 19w
Finally. And when on Dutch Netflix? 🥰
Reply See Translation

Svetlana Rotarciuc
Ați redat frumoase amintiri si clipe...
14w Like Reply 4 🗨️🥰🥰

Natalia Damian
Frumoasă descriere respect .
14w Like Reply 3 🗨️🥰🥰

fbn.zckr 20w
Will it be released in Germany as well?
Reply See Translation 1

mariaforostov 26w · ❤️ by author
Omg can't wait for this! Big thank you for your curiosity, eye for art and for bringing this to life!
🥰🇲🇩 7

Andrada Tatar
It would be great if the Flavours can be available to European market and more. I am a huge fan of the series! 🥰🥰🥰
38w Like Reply 5 🗨️