



12 August 2024

ORGANISATION & METHODOLOGY

1. STRATEGY

PRIOR MEDIA's approach based on the following principles:

- Utilizing a multi-platform communication strategy to reach diverse target groups.
- Developing of engaging content tailored to the specific needs and preferences of each audience segment.
- Emphasizing the practical advantages of ODA's instruments and projects.
- Highlighting the role of the EU in funding and supporting initiatives.
- Employing a mix of traditional and digital media channels to maximize campaign reach and impact.

Our methodology to create the effective awareness campaign involve such steps as:

1. Conduct a thorough analysis of target audience preferences, behaviors, and communication channels.
2. Develop a comprehensive communication plan outlining key messages, delivery methods, and timelines.
3. Create compelling visual and written content, including videos, infographics, and social media posts.
4. Organize PR events, press conferences, and interviews to generate media coverage and public interest.
5. Monitor campaign performance through regular data analysis and feedback collection.
6. Coordinate with project stakeholders to ensure alignment with project objectives and messaging.

PRIOR MEDIA is using the most up-to-date research and monitoring software and tools, including those provided by AGB/The Nielson Company, xPlane Research, Meta Ads, Google Ads, TrendX. Such professional instruments will allow us to develop the effective media plans and prove the Project with the credible and transparent follow-up reports (weekly, monthly, per campaign).

We will divide all the activities between our Creative, Media and PR departments.

PRIOR MEDIA's Creative department will secure following:

- Develop engaging and informative content tailored to different platforms and target audiences.
- Utilize multimedia formats, including videos, infographics, and social media posts, to convey key messages effectively.
- Incorporate storytelling techniques to make the campaign relatable and memorable.
- Ensure consistency in branding and design across all materials to enhance recognition and visibility.

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- Unite the efforts of our creative professionals, including graphic designers, videographers, and content creators, to produce high-quality content.

PRIOR MEDIA's Strategic Media department will secure following:

- Utilize a mix of traditional and digital media channels to maximize reach and impact.
- Identify relevant television channels, radio stations, and online platforms for broadcasting and promoting video commercials.
- Leverage project communication platforms and partner channels to amplify campaign messaging.
- Develop various media plans to optimize the timing, frequency and efficiency of video/audio spots placements.
- Monitor media performance and adjust strategies as needed to optimize campaign effectiveness.

PRIOR MEDIA's PR department will secure following:

- Organize PR events and communication activities to generate media coverage and public interest.
- Draft press releases and distribute them to relevant media outlets to ensure broad coverage of campaign activities.
- Schedule interviews with key stakeholders to provide insights and perspectives on public transport and urban mobility issues.
- Engage with civil society organizations, professional associations, and other stakeholders to broaden the audience reach through their communication channels.
- Maintain regular communication with project stakeholders to align PR activities with project objectives and messaging.

PRIOR MEDIA will develop and promote a comprehensive set of visibility materials and media plans for the traditional and digital media outlets.

All those actions and promotional materials developed by PRIOR MEDIA will lead to the following key outputs:

- Engaging and informative campaign materials distributed across multiple channels.
- Increased awareness and understanding of ODA's benefits among target audiences.
- Enhanced visibility of the "ODA's project and its objectives.

2. BACKSTOPPING, SUBCONTRACTING AND CAPACITY PROVIDING ENTITIES

Backstopping:

- Our team of awesome communication experts will provide ongoing support and guidance throughout the campaign implementation process.
- Regular consultations and feedback sessions will ensure the effective execution of tasks and the achievement of desired outcomes.
- Capacity-building initiatives will be implemented to strengthen the skills and knowledge of project staff and stakeholders.

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PRIOR MEDIA will provide weekly statistical data on the results of the Campaign, which will include demographic data and information about the actual impact.

The final campaign report will use all existing measurement tools, including AVE (Advertising Value Equivalency) analysis, to inform the Project Manager of its results.

Final Report containing all the deliverables as per the specific works, a comprehensive analysis of the campaign's effectiveness, documentation of the entire process and methodologies used, also any unforeseen challenges and solutions implemented.

Given the impressive professional expertise of the PRIOR MEDIA team, there will be no sub-contracts or consortium members involved in the project.

PRIOR MEDIA will spearhead the Information and Awareness campaign for the "ODA's Project, leveraging solely the resources of our in-house team without resorting to consortia or subcontractors.

As a leading and seasoned full-service communications agency, PRIOR MEDIA has been delivering exceptional services to both commercial clients and non-profit organizations since 2007.

Our expertise in creative, media, digital, SMM and PR has been honed through collaborations with renowned brands such as Johnson & Johnson, Beiersdorf/Nivea, Danone, VictoriaBank, Nestle/Nescafe, Suedzucker Moldova, Orange, BMW, MoldIndConBank, laboratoarele Abbott, ProCreditBank etc. as well as the biggest Governmental and Non-Governmental Organization: ODA, UN (UNDP, UN Women, UNFPA), EEF/East European Foundation, AEE/Agenția pentru Eficiența Energetică, USAID BRITE (Business Regulatory), USAID MRI, IREX, EU4Moldova, Primăria CHIȘINĂU, CEC/Comisia Electorală Centrală a Moldovei, European Delegation to Moldova, COE/Council of Europe and many others.

With over 17 years of experience and technical proficiency, PRIOR MEDIA has a proven track record in executing information and awareness campaigns on national and regional levels.

Let's make it happen together!

Best regards,

Alexandr Spatari,
General Manager



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