



QUBO Communications Ltd.

www.qubo.md

COMPANY OVERVIEW

QUBO Communications is a full-service communications consulting company, specialized in **strategic communication**. Our team of 20 highly skilled professionals constitutes the foundation for our truly holistic approach in communication, ensuring the in-house availability the expertise and production of communication tools necessary for our projects: strategy, PR, Media Relations, copywriting, design, event management, video production, etc. Collaborating with entities from various fields and sectors has strengthened our team's expertise in developing a custom integrated strategic communication approach for each client. Inspired by new technologies and innovations, we offer our clients state-of-the-art, effective, and tailored communication solutions.

QUBO Communications has relevant and extensive experience in implementing and managing complex communication campaigns, organizing events, promoting various national or international projects, and offering full communication support for developing and consolidating clients' institutional image and reputation. At QUBO we have an advanced understanding of the project environment: relevant background, social issues, current situation in the relevant sector, social and economic development, best practices, etc. We have worked on big, national-scale and international projects, on specific issues, in various fields, and with a wide range of clients, showing our flexibility and professionalism in achieving the desired results, based on the communication needs. We have built a powerful partnership with the mass-media, which helps us adopt the right media strategy and media planning, to achieve the goal of the project in terms of effectiveness and visibility.

Our approach to every project is based on the following:

- a. Strategic approach in planning and implementing country-wide communication campaigns and activities
- b. High level of services provided in compliance with expected communications objectives
- c. Integrated and professional project team, which is well organized and very flexible to the client's needs; our team has clearly defined skills, both managerial and functional
- d. Mature and strong relationship with the local media (national and regional)
- e. Well-structured communication with the client, based on the working tools developed by the team to facilitate communication
- f. Strong spider communication network, which involves the client, the media, the beneficiaries, and other stakeholders in achieving the expected results and outputs.

The services that QUBO Communications provides to respond most effectively to its partners' needs are:

SERVICE	DESCRIPTION
Strategy & Strategic Planning 	Understanding client's values, vision, and aspiration to develop tailored communication strategies and plans, which provide added value to institutional processes and actions.
Public Relations 	Building and managing client's reputation using all forms of media and communications. Maintaining a good relationship between the client (business, organization, public body, etc.) and its audience.
Media Relations 	Targeting key journalists/influencers from own database with the right information at the right time. Media strategy, media planning, expertise in preparing press interviews and media appearances.
Copywriting & Content Writing 	Copywriting, content and web content writing, professional editing and translating (Romanian, Russian and English): PR articles, blog posts, social media posts, infographics, ads, etc.
Graphic Design 	Developing clear and effective branding, visual identity, and graphic design, following the latest graphics trends. Reaching target audiences through unique and recognizable visuals.

Event Management



Strategically planning, organizing, and managing conferences, meetings, trainings, and other successful events with a “wow factor”.

Corporate Communication



Effective corporate communication within leading companies, international organizations, public bodies, NGOs, etc. Integrated consistent communications to get the right message to target audiences.

Crisis Communication



Assessing specific crisis risks, to create a tailored crisis management plan. Fast response in managing crisis and post-crisis communication, assistance in decision-making and debriefing.

Social Media Management



Building and engaging communities around brands through effective SMM strategies, targeted communication, and innovative online activities. Sending the right message and protecting the brand reputation.

Video Production



Developing creative concepts for video materials. Professional video/photo shooting, lights and sound setting, organizing of the filming space; image/video editing and postproduction.

QUBO Communications' clients

QUBO Communications has an extensive experience of collaboration with various profiles of clients. Our exclusively positive record includes working with international organizations in Moldova, international projects, EU technical assistance projects, local NGOs, and civil society, but also with corporate clients. For the past 5 years QUBO Communications has been working with:



World Health Organization



Delegația
Uniunii Europene
în Republica Moldova

EU project "Support to Enforcement of the
Intellectual Property Rights"



Competitiveness Project in Moldova
financed by USAID and Swedish
Government



Delegația
Uniunii Europene
în Republica Moldova

EU project "Technical Assistance to support
Civil Society Organizations development in
the Republic Moldova"



UN Women & Public Association "Făclia"
Project "Empowering Women for Decent
Work and Decent Life"



sUNICEF Moldova



QUBO Communications Ltd.

www.qubo.md



European Fund for Southeast Europe



GIZ Country Office Moldova



Finance in Motion



3Pillar Global



International Research & Exchanges Board
"Comunitatea Mea" Program,
implemented by IREX, supported by
USAID



Green for Growth Fund (GGF)



QUBO Communications Ltd.

www.qubo.md



Organization for Small and Medium
Enterprises Sector Development



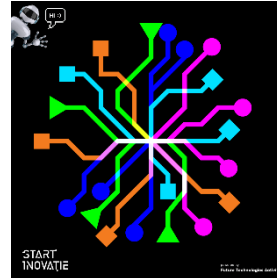
Moldovan Association of ICT Companies
(ATIC)/TEKWILL



Moldova Invest Agency under the
Government of the Republic of
Moldova



Government of the Republic of Moldova
(payment for the services through “Moldova
Concert” LTD)



“Future Technologies Activity”, supported
by USAID and Sweden



“MEDIACOR”
Centre of Excellency for production of
digital media in Moldova



QUBO Communications Ltd.

www.qubo.md



National Office of Vine and Wine (ONVV)



Heritage International School of Moldova



"TEKWILL"
ICT Excellence Centre



METRO Cash & Carry Moldova



Moldova Agroindbank



MEDPARK International Hospital



QUBO Communications Ltd.

www.qubo.md



Victoriabank
Part of Transilvania Group



Phillip Morris International Moldova



Medpark Foundation



TEKEDU International NGO
Making Technology Accessible to Young
People in Moldova



Association of PR and Communication
Specialists



Shopping MallDova



Radisson Blu Leograd Hotel



Dectrans Broker



Proiect de implicare civică
în guvernarea locală

“Mă Implic” Project
Implemented by Skat Consulting Ltd



QUBO Communications Ltd.

www.qubo.md

ARTCOR
CENTRUL INDUSTRIILOR
CREATIVE

Centre for Creative Industries

MOL
DOX

“Moldox” Non-governmental organization
of Moldova for “International Festival of
Documentaries” Project, 2019

QUBO’s key projects

COMMUNICATION STRATEGIES AND CAMPAIGN CONCEPTS

- Creating the institutional **Communication Strategy** for TEKWILL Project (2020, 2021)
- **“La Mulți Ani! Serios” – 10th anniversary campaign** for Medpark International Hospital (2021)
- **Refreshment brand campaign for Medpark** International Hospital: logo refreshment, new tagline (2021)
- National Campaign Series: Fighting stigma associated with COVID-19 (2020), Rehabilitation after COVID-19 (2020-2021), Promoting the Community Mental Health Centers campaign (2021-2022) for the **World Health Organization in Moldova**
- Creating the **Communication Strategy** for National Office of Vine and Wine (ONVV) (2017)
- **PR campaign promoting the logo refreshment and new strategy of MAIB** (2021)
- **Creating institutional Communication Strategy** for the “Association of Psychologists of Tighina” NGO (2017)
- Creating **Employer Branding Strategy** for Victoriabank – part of Banca Transilvania group (2020)

- Providing strategic communication consultancy based on an annual contract, **developing the concept and implementing the communication campaign to promote the 10 years' anniversary** of the Shopping MallDova commercial center (“10 ani de nota 10”) (2017)
- Developing **the institutional communication campaign for the 5 years' anniversary of AGEPI** within the EU Project “Support to Enforce Intellectual Property Rights” (2018)
- Developing the **institutional Communication Strategy** for the Invest Moldova Agency (2019)
- Developing the communication strategy and implementing the **national communication campaign promoting the “TwentyTu” national educational program** of ATIC and providing monthly consultancy in PR, Media Relations, crisis communication, advocacy (May 2018 – present).
- **Developing the Global Brand communication plan and campaign** for the launch of the corporate slogan of METRO in Moldova (2019)
- Creating and conducting **numerous strategies for national communication campaigns** dedicated to “Vernisajul Vinului” (ONVV), “National Wine Day” (ONVV), “#RămânemAproape” (Metro Moldova) and other (2017-2018)

INFORMATION/AWARENESS CAMPAIGNS AND EVENTS

- Promoting Moldova as a favorable destination for investments, including the “**Moldova Business Week**” event organized by **Invest Moldova Agency** (3 editions: 2018, 2019, 2020)
- Promoting the National Wine Day (4 editions: 2017, 2018, 2019, 2020) organized by the **National Office for Vine and Wine**
- Promoting the “Future Technologies” concept in Moldova / **Visit of USAID Administrator Samantha Power** / Launch of the “Future Technologies Activity” in the Republic of Moldova, organized by the “**Future Technologies Activity**” in Moldova, **funded by USAID and Sweden**
- Implementing the national campaign promoting the **ICT Summit** (2021)
- Creating the concept and implementing the **National campaign promoting the Tekwill Aniversary** (2021)

- Developing the **Social Media Campaign** and organizing the “Preventing and Combating Violence Against Girls and Women and Domestic Violence” INTERNATIONAL CONFERENCE, 19-21 October 2021, for CDF (**Women’s Law Center**)
- **Organizing the online event “Comunitatea mea”**, developed by IREX (2022)
- Developing the **Social Media Campaign** for the project „Altfel de modele. Altfel de discursuri” and **organizing the event** under the same title, 26 November 2021, for the **Women’s Law Center**
- **“Mediacor” Center launch event and PR campaign**, December 2021, organized by the **Future Technology Activity**, financed by USAID and Sweden
- **Organizing the event "MENTAL HEALTH IN THIS CHALLENGING WORLD". INTERNATIONAL CONGRESS, 2nd EDITION**, Chisinau, 24-26 June 2021, developed by the Society of Psychiatrists, Narcologists, Psychotherapists and Clinical Psychologists (SPNPPC) in Moldova
- Developing the **awareness campaign** “Tekwill in each school” (2020)
- Providing **PR and Social Media support** for the **Europe Day in Cahul campaign** (2021)
- **Developing the concepts and implementing the Moldova Startup WEEK campaign** (2021) and **Moldova Cyber WEEK campaign** (2021)
- Providing strategic event management services to organize **training sessions within the Educational Program “Developing the professional abilities of the communication specialists from the Government of the Republic of Moldova”** implemented by the Association of PR and Communication Specialists in partnership with the Government of the Republic of Moldova, with the financial support of the US Embassy in Moldova (2017-2018)
 - Providing communications services and media relations to promote **“IT Career promotion campaign for girls”** project, **“Tech Women Summit”** event, **“Scholarships in IT for girls and women”** projects, etc. for ATIC (2018)
 - Organizing the **launch event and the PR campaign for the EU project “Technical Assistance to support Civil Society Organizations development in the Republic Moldova”** (2018)
 - Developing the strategy and implementing **the national campaign promoting the 3rd UNWTO Global Conference on Wine Tourism 2018 and Moldova Business Week 2018**, organized by the Invest Moldova Agency.

- Providing **strategic communication services, including strategic event planning for Moldova Competitiveness Project** financed by USAID and Government of Sweden (2017 - July 2018)
- Providing **strategic event planning and management for over 60 events** (PR events, trainings, seminars, round tables, galas, open air events, etc.) for the World Health Organization, such as **Health Awards Gala 2018 and 2019** (a national strategic event organized in partnership with the Government of the Republic of Moldova with over 300 high level participants: Government representatives, heads of medical institutions from the country, representatives of national and international organizations, etc.); **“The National Health Forum”**, 2019; **Policy Dialogue 2018**, organized in partnership with UNFPA with over 100 high level participants; **Immunization Week 2017**, a national awareness campaign consisting of a series of media and public events and awareness actions; **World Antibiotic Awareness week 2017-2018**, a national awareness campaign comprising a series of media and public events and awareness actions; **a series of educational and professional events on breastfeeding**, etc. The campaigns and events of the World Health Organization have been organized in Chisinau, the Transnistrian region, as well as in the main regional centers of the country.
- For UNICEF, our team has provided support in organizing **9 events to strengthen the capacities of adolescent boys and girls in first response in case of hazard and first aid**, a 3-day multi-platform national event organized in 10 different locations, attended by over 1200 teenagers and 300 adults. Our team has also provided full strategic planning and management of the **“Launch of the Analytical Review of Governance, Provision and Quality of Early Childhood Education Services at the Local Level in Countries of Central and Eastern Europe and the Commonwealth of Independent States 2018”**, a strategic national event attended by up to 100 high level participants.
- Full management of the **“Wine Friendly Restaurant” program during 2017-2018**, a series of wine tasting events organized in the restaurants of the capital city, members of the “Wine Friendly Restaurants” program. The owner of the program is the National Office for Vine and Wine.
- Implementing the **national communication campaigns** promoting the **National Wine Day (2017-2018)**, the **Wine Vernissage (2017 – 2 editions, 2018 – 2 editions)**, the **“DeGust & DeVin” national festival (2017)** and other strategic communication services for the National Office for Vine and Wine.

LAUNCHING AND GROWING NEW ENTITIES/COMPANIES ON THE MARKET

- **Preparing and launching the Heritage International School entity on the Moldovan market:** developing the **communication and marketing strategy for launching the company**, developing the **communication strategy to enroll students in the 1st , 2nd , 3rd and 4th years of school activity**, developing and implementing the **annual school communication strategy (2017, 2018, 2019, 2020, 2021 and 2022)**, developing the Social Media policy for employees, developing the “Go Heritage” CSR program, internal communication activities to consolidate the team, organizing all schools events (**1st of September, 31st of May event, Christmas Charity event**, etc.) since 2017 to present.