

Service Provider Description

OVER 550 Communication
Projects and Campaigns
(local and national)
for over 50 national and
international companies



COMPANY DESCRIPTION

Today PProfile Agency is one of the most active and notorious communication agencies on the Moldovan market. In addition, we are one of the first PR agencies in Moldova. For fifteen years, on the Moldovan market, we have implemented more than 550 communication campaigns of local, national and international level for the largest commercial brands and international organizations. Partnerships with the media are the foundation of our communications business. Also it is worth mentioning that we are constantly expanding the list of media partners -keeping pace with developing technologies, we are quickly mastering work on new media platforms -we are working with "Telegram" channels that are gaining popularity, we interact with online talk-shows on various platforms (youtube, facebook, TikTok), constantly expanding interaction with opinion leaders and influencers in social networks, bloggers, vloggers, trendsetters.

Currently PProfile Agency consists of 3 departments: PR and Social Media, Production, Event Management. We have a permanent staff of 12 people, and around 8 external consultants. The projects are implemented in strong cooperation between departments, located in an easy to access office in the center of Chisinau.

Financial and organisational management of the company is implemented in collaboration and close consultancy with our finance and law firm Brodsky, Uskov, Loooper and Reed.

All the processes in the company are supervised by the Partners of the company and/or even directly coordinated and implemented if needed.

[European Investment Bank \(EIB\)](#)

Elaboration and implementation of nationwide communication campaign on EU/EIB efforts to support Moldovan entrepreneurs.

[Moldovan Investment Agency](#)

Elaboration and implementation of nationwide communication campaign on supporting local tourism #NeamPomit.

[Mogo Finance](#)

Development and implementation of creative promotional concepts, communication plans, PR-strategy -permanent collaboration.

[Philip Morris International](#)

Corporate affairs communication and consulting / content development for digital communication tools – permanent collaboration

[Petrom Moldova \(OMV Group\)](#)

Development and implementation of creative promotional concepts, communication plans, PR-strategy, SMM -permanent collaboration.

[Yandex Taxi/ Yandex Plus](#)

Development and implementation of creative promotional concepts, communication plans, PR-strategy, SMM -permanent collaboration.

[Association in the Field of Waste Collection and Processing Colectez.eu](#)

Development and implementation of creative promotional concepts, communication plans, PR-strategy, SMM -permanent collaboration.

[Chateau Cristi Winery](#)

Development and implementation of creative promotional concepts, communication plans, PR-strategy, SMM -permanent collaboration.

[Air Moldova/ Altitude inflight magazine](#)

Full inhouse production of the magazine (concepts, copywrite, interviews, design, publishing, partnerships, etc.)

ORGANISATIONAL CAPACITIES

CURRENT INTERNATIONAL AND NATIONWIDE CLIENTS AND PROJECTS

PAST
INTERNATIONAL
AND NATIONWIDE
CLIENTS
AND PROJECTS

For a full list of clients and
projects please access:
shorturl.at/ctG36

[Swiss Cooperation Agency](#)

National Communication campaign (SMM, mass-media and video production) -20 Years of cooperation SW-MD Project.

[Ecorys: Caravan and Awareness Campaign "Europa pentru fiecare" \(EU Project\)](#)

Caravan "Europe for everyone" was an EU technical assistance project for the Bureau of Reintegration of Moldova. The campaign was conducted in 22 main cities of Moldova. The agency was responsible for supporting the organization of the events in the 22 districts, for the successful implementation of the media campaign.

[Transtec Belgium: DCFTA - Efficient information for business in Moldova \(EU Project\)](#)

Organization of national conference for more than 180 SME representatives from Moldova and communication campaign

[Rule of Law Institutional Strengthening Program \(ROLISP\), USAID](#)

Implementing a media and a social media campaign through a wide range of media channels in order to improve Moldovan public awareness of the courts' automation reforms and of the benefits of these reforms for citizens and court users.

[UNWTO 3rd Global Conference on wine tourism](#)

Concept, production of visuals, PR and communication, logistics, media relations, artistic program support

[UN Women Moldova - organization of a Gender Photo Contest](#)

on promoting gender equality and regional photo exhibitions through show-casing of inspiring photos at the national and regional levels; media and a social media campaign (collection, development and dissemination of successful stories of women leaders in print, on-line and audio-visual media)

[Chemonics Corporation \(USAID\)](#)

Production and promotion of video films for small wine producers #VinulMeu Project.

[#Redescoperă Moldova](#)

[Redescoperă Hîncești](#)

[Redescoperă Bardar](#)

[Redescoperă Orhei](#)

[Redescoperă Chișinău](#)

[Redescoperă Moldova. Sud](#)

Creative and executive: Profile Agency

Production: 45 Extreme Production

[MoldovaAgroIndBank CSR Campaign.](#)

Creative and executive: Profile Agency

Production: 45 Extreme Production

[European Investment Bank](#)

[Impreuna mai puternici](#)

Creative and executive: Profile Agency

Production: 45 Extreme Production

[#Vinul Meu Campaign](#)

[Crama Tudor](#)

[Crama Tronciu](#)

[Vinăria Unicom](#)

[Leuntea Vin](#)

Creative and executive: Profile Agency

Production: 45 Extreme Production

EXAMPLES OF
PRODUCED VIDEO

More videos made by "45
extreme production" you can
find on the link below:
shorturl.at/hsFLZ

[#NeamPornit](#)

Client: Moldovan Investment Agency,
Social Media Strategy, Plan, Content creation, Implementation: PProfile Agency

[BeBetter Project](#)

Profile Agency Project
Full in-house Social Media development and implementation

[Yandex Go Moldova](#)

Client: Yandex Go
Social Media Strategy and Implementation: PProfile Agency

[Chateau Cristi](#)

Client: Chateau Cristi Winery.
Full in-house Social Media development and implementation: PProfile Agency

[Caragia Winery](#)

Client: Caragia Winery.
Full in-house Social Media development and implementation: PProfile Agency

[Colectez.eu](#)

Profile Agency Project
Full in-house Social Media development and implementation

[Livada Moldovei](#)

Client: European Investment Bank
Full in-house Social Media development and implementation

EARNED MEDIA
PRESENCE AND
ENGAGEMENT
EVENTS

PProfile Agency is an important event organizer for the mass-media. This are just some of the examples of earned media and engagement events we have organized:

[Economic Press Forum: 100 days of government](#)

with the participation of more than 30 journalists, including 4 international

[Summit GUAM](#)

[Moldova Business Week 2018](#)

[Egalitate prin Obiectiv](#)

18 photo exhibitions and debates for local youth and regional mass media in 18 districts of Moldova

[Closing Event "Women in Politics"](#)

[3rd UNWTO Global Conference on Wine Tourism](#)

[Closing event GOPA Consultant \(EU Project\)](#)

[Press-conference AIC](#)

[Underland Wine & Music Fest](#)

[Descopera Festival](#)

Over the past 2 years, the Profile agency has organized more than 5 field press tours for our international clients: Philip Morris (Italy, Romania, Ukraine), Farnak (Ukraine), NG Company (Bulgaria) and more than 10 local press tours and conferences.

CLIENTS AND
REFERENCES
CONTACTS

[Moldovan Investment Agency](#)

Rodica Verbeniuc, Director: +373 79400026

[UN Women Moldova](#)

Elena Ratoi: +373 60610005

[Ecorys and Transtec Belgium](#)

Andrei Stoiciu: +40744552662

[USAID](#)

Alexei Burciu: +373 79967184

[Swiss Cooperation Agency](#)

Liliana Vitu: +373 69149217

[Petrom Moldova](#)

Andrei Leahu: +373 69600145

[Chateau Cristi](#)

Constantin Sevciuc: +373 7399110

[Yandex GO](#)

Antonina Snezhinskaya +79096284846

[European Investment Bank](#)

Nicoleta Panta +37368478357