

TARGET
GROUP WORLDWIDE



Berlizzo
Group

2022

“Stopping advertising to save money, is like stopping your watch to save time”.

Henry Ford

WE ARE THE ONES WHO

LAUNCHED
over 30 brands on the market

CARRIED OUT
campaigns in more than 15
countries

HAVE BEEN SERVING
our client for 20 years

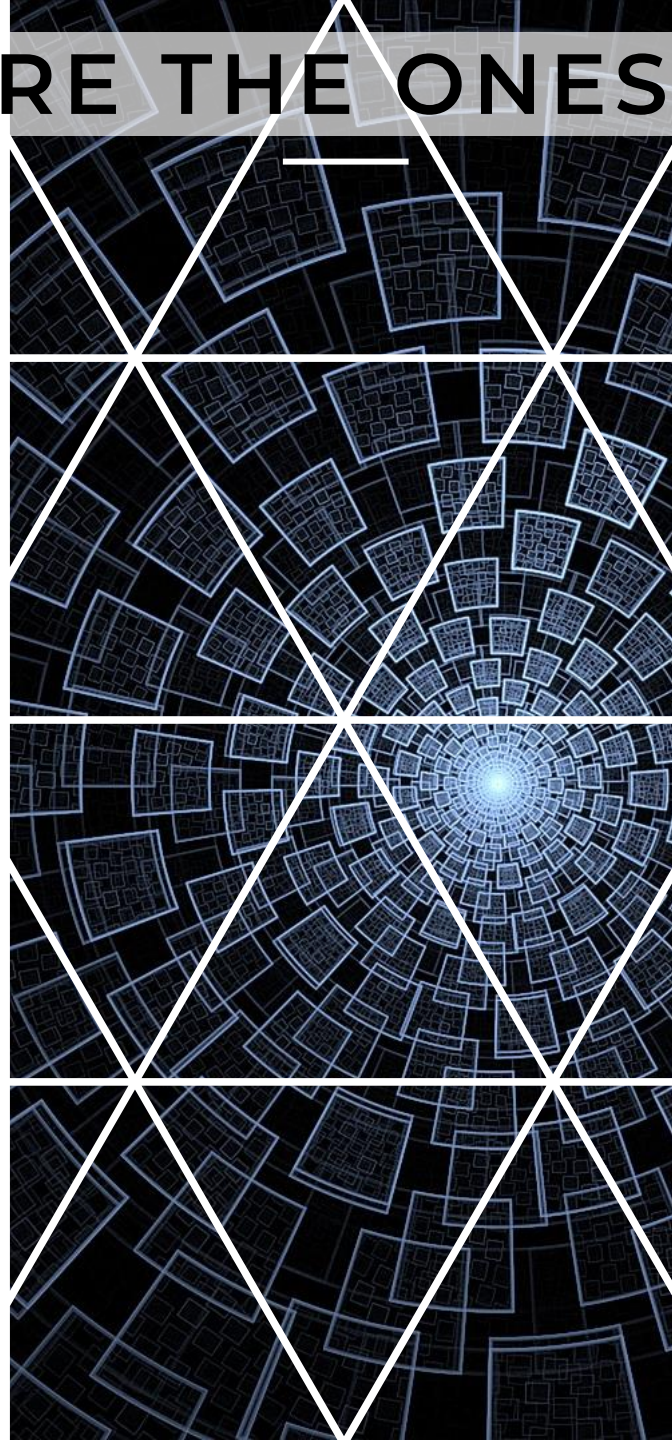
MANAGED
over 1500 projects

HAVE BEEN AWARDED
«Cannes Lions» Award and CEE
Regional Award for EXCELLENCE
IN MARKETING

DEVELOPED
the best marketing specialists
on the market

HAVE IMPLEMENTED
CSR projects for children and
environment

ALWAYS LEAD
in quality and responsible
approach



WHO TRUSTS US

WITH THEIR MARKETING GOALS

linella



WHAT WE CAN DO FOR YOU



MEDIA

Media can either be your friend or your enemy. Let's make it your friend.

01



DIGITAL

If you are not online, you don't exist.

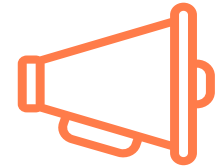
02



BTL & EVENTS

The best marketing, doesn't feel like marketing.

03



PR & COMMUNICATION

Learn the language of your customers and you will win their hearts.

04



1 MEDIA SERVICES

TV

- Development of multimedia strategies.
Market research and competitors' analysis.

RADIO

- Traditional and internet radio stations.
Media planning/buying.
Media monitoring/reporting.

OOH

- Billboards and bigboards.
LED screens.
Trolleybus and taxi advertising.
Ads on street furniture like bus stops or benches.

INDOOR

- Shop-windows design and decoration.
Floor graphics.
Promotional stands and Information table.
Light boxes.
Displays in markets.

SELECTION OF

TV & RADIO CASES



ATLANT

Multimedia strategy development, yearly TV & radio campaigns for 15 years, incl. spots adaptations.



МЕЧТА ХОЗЯЙКИ

Yearly TV campaigns, incl. TV spots adaptations and TV promo actions.



МОСКОВСКИЙ ПРОВАНСАЛЬ

Yearly TV campaigns, incl. TV spots adaptations.



MALL

TV strategy development, yearly TV & radio campaigns.

SELECTION OF

TV & RADIO CASES



ALPARI

TV strategy development, yearly TV campaigns, incl. TV spots development and adaptations.



CASTEL MIMI

TV strategy development, image TV campaign.



METRO

Monthly TV campaigns.



CRJM

Yearly TV & radio campaigns.

SELECTION OF

INDOOR & OOH CASES

OM ACTIV GALETE



OOH launch campaign.

PROCREDIT BANK

Deschiderea
setului de servicii



Transferuri
bănești



Conturi de economii
FlexSave



Intrări
pe cont



COMISION FIX LUNAR

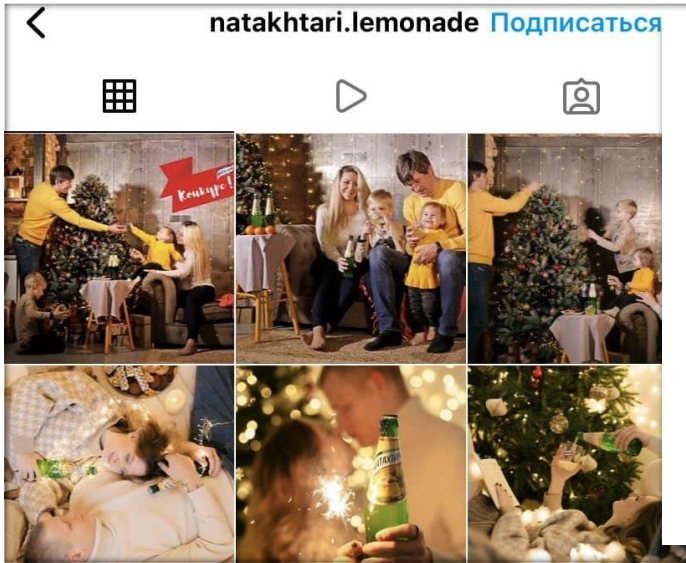
Indoor campaign in Linella and N^o1 market.



2 DIGITAL SERVICES

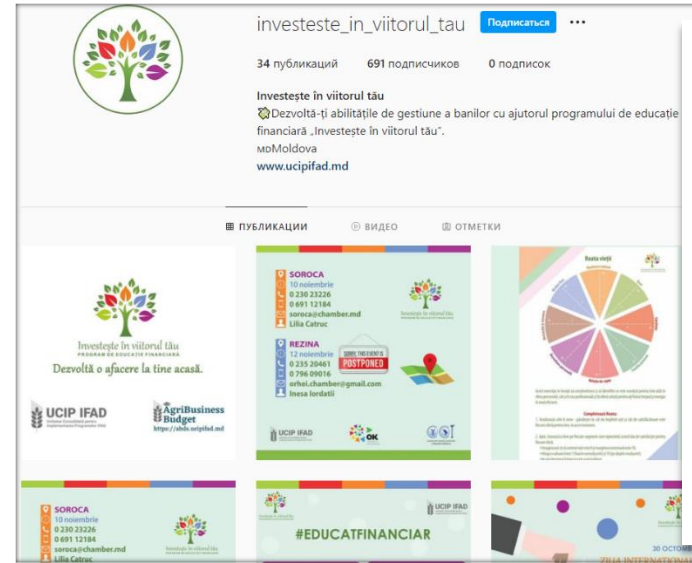
- Complex reporting
Digital communication strategy development.
Digital media planning.
- Targeting on Facebook, Instagram, VK, MyTarget, TikTok, LinkedIn.
Content creation.
- Google Ads contextual campaigns. Campaigns on local platforms (Ad Mixer). Lead generation campaigns.
- Lead generation campaigns.
Sales funnel.

SELECTION OF DIGITAL CASES



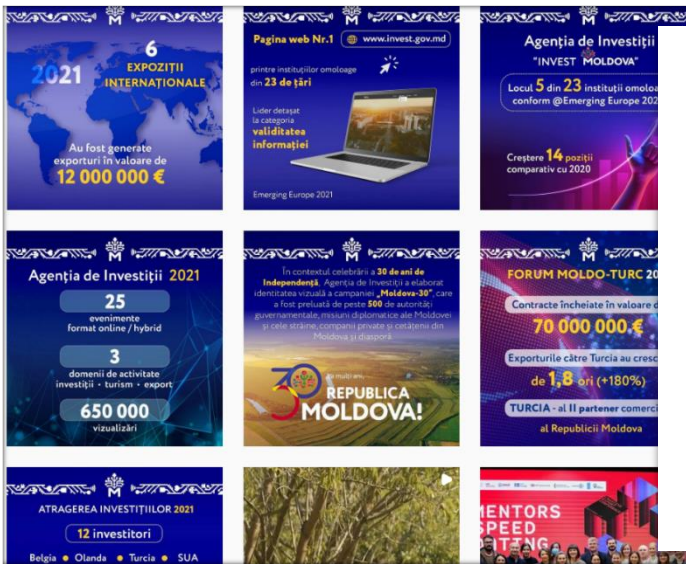
NATAKHTARI

- Yearly mood-board.
- Monthly post plan and content creation.
- Management.
- Communication on FB/IG/VK.
- Holding contests, giveaways.
- Collaborations with influencers.
- Targeting on 12 CIS countries.



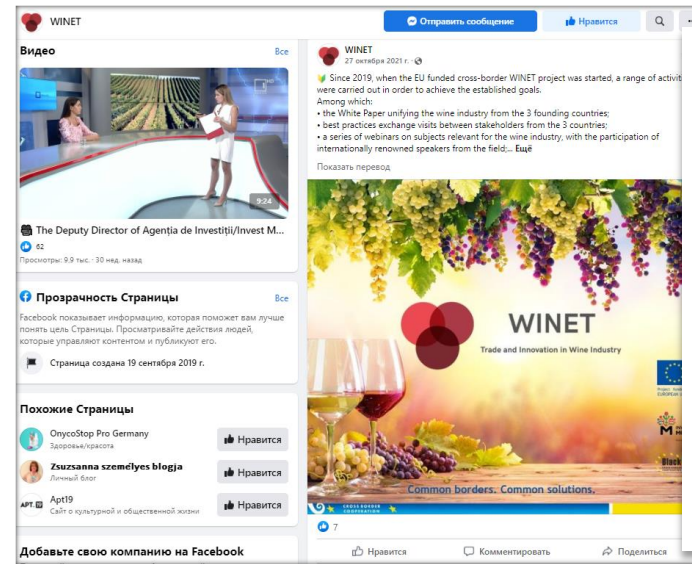
UCIP IFAD

- Development of brand book and communication campaign concept.
- Monthly post plan and content creation.
- Organization of online webinars.
- Management.
- Communication on FB/IG.
- Targeting.



INVEST MOLDOVA

- Yearly digital communication plan.
- Monthly post plan and content creation.
- Management.
- Communication on FB/IG/VK.
- Holding contests, giveaways.



WINET

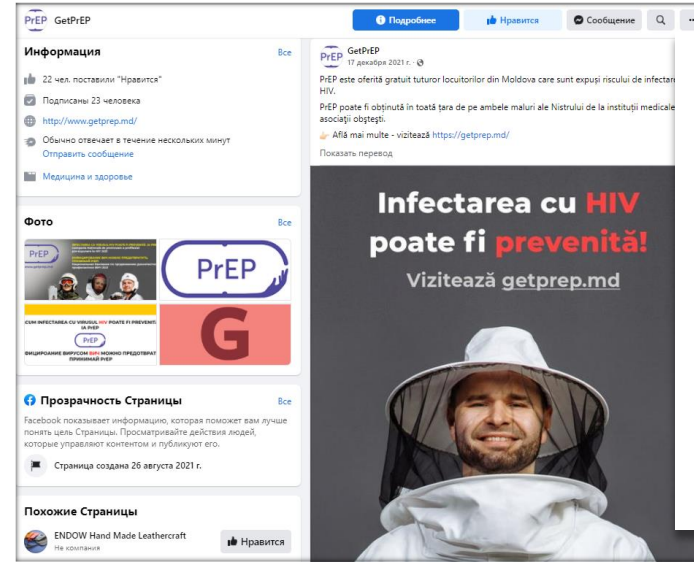
- Monthly post plan and content creation.
- Organization of online webinars.
- Management.
- Communication on FB/IG.
- Targeting on 3 countries.

SELECTION OF DIGITAL CASES



CUZA VODA

- Development of digital communication strategy
- Conducting advertising campaigns on local platforms, FB/IG.
- Monthly post plan.
- Targeting.



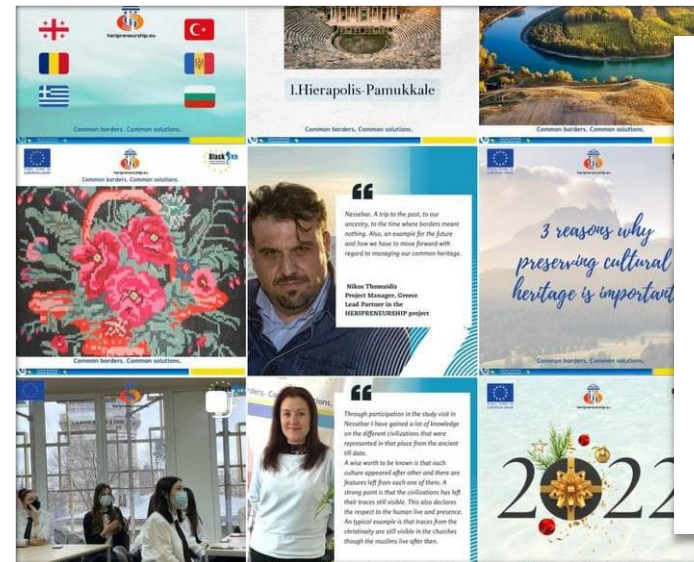
INITIATIVA POZITIVA

- Development of communication campaign concept and visuals.
- Monthly post plan and content creation.
- Organization of online webinars.
- Management.
- Communication on FB/IG.
- Targeting.



ATLANT

- Development of digital communication strategy.
- Monthly plan and content adaptation.
- Conducting banner and video campaigns on MyTarget, FB, Youtube, Google.
- Google Ads contextual campaign.



HERIPRENEURSHIP

- Development of digital communication strategy.
- Monthly post plan.
- Content creation.
- Targeting on 6 countries.

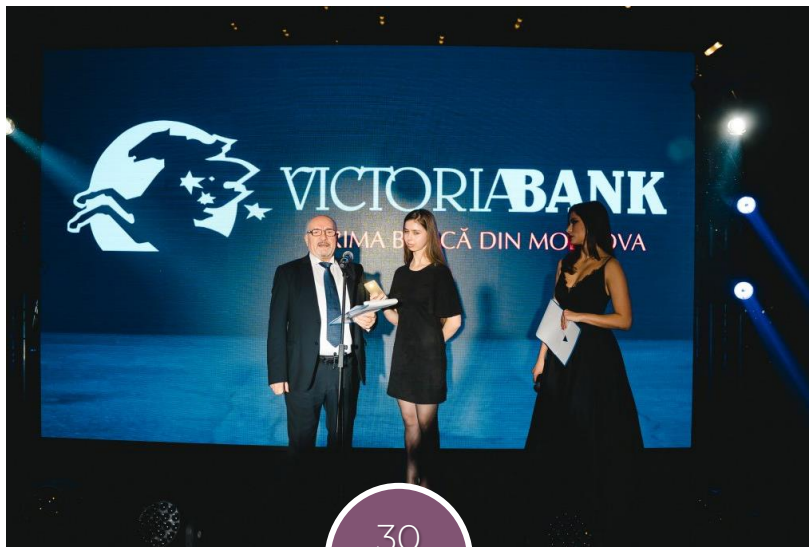
3

BTL & EVENTS

- Client-oriented and staff-oriented events.
Conferences, round tables, anniversaries. Public events.
- Brand activations.
Participation in events as sponsor / partner. Participation in exhibitions and fairs.
- Promotions, samplings, tastings.
POSM.
- CSR projects.

SELECTION OF CLIENT-ORIENTED EVENTS

BTL & EVENTS CASES



30
years

VICTORIABANK

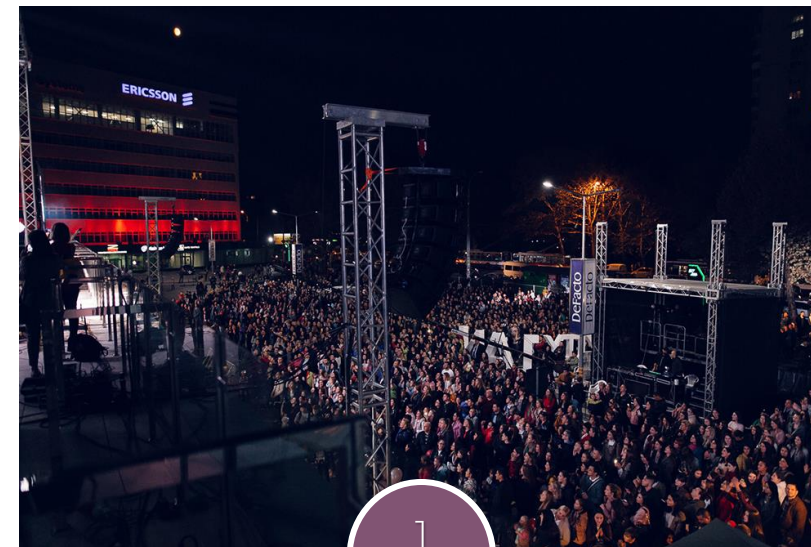
A classy evening event for the bank's employees and partners.



30
years

VOLTA

Outdoor event for the customers, including the organization of a raffle.



1
year

ZITTY MALL

Major outdoor event with over 3000 people present. Concert of a popular Romanian band.

Complex event management services: event concept & budget, planning the logistic & artistic part, food & drinks management, creation of graphic and video materials, technical equipment & prints, banners&venue decoration.

SELECTION OF

CLIENT-ORIENTED EVENTS

BTL & EVENTS CASES

Planning the logistic & artistic part, food & drinks management, technical equipment & prints, venue decoration.



KAUFLAND, Stores opening

Opening events of four Kaufland stores.



EFES, Chisinau beer relaunch

An event for over 2000 guests: employees and partners. Concert of a popular local band.

SELECTION OF

CLIENT-ORIENTED EVENTS

BTL & EVENTS CASES



STYLAGE

An event for the staff & B2B clients of the brand. An elegant White Party, with a special atmosphere.



NESQUIK

Annual outdoor event for the children of staff & customers, with different theme and different activities.



COCA COLA

An event for 10 years anniversary of Coca Cola company in Moldova.

Complex event management services: event concept & budget, planning the logistic & artistic part, food & drinks management, creation of graphic and video materials, technical equipment & prints, banners & venue decoration.

SELECTION OF STAFF-ORIENTED EVENTS

BTL & EVENTS CASES



EFES, New Years Party

700 company employees were invited into the world of Grinch. A themed event that involved an intricate script.



LINELLA, Children's Day

For many years in a row Linella has been organizing an extraordinary outdoor party for the children of their employees.



DRÄXLMAIER, Family Day

An outdoor festival to which all staff members with their families and closest friends were invited.

Complex event management services: event concept & budget, planning the logistic & artistic part, food & drinks management, creation of graphic and video materials, technical equipment & prints, banners & venue decoration.

SELECTION OF
PUBLIC EVENTS

BTL & EVENTS CASES



MOLDOVA FASHION DAYS

For 8 years in a row we have been organizing the only event in the country that is meant to promote the local fashion industry.



WINE&FOOD FESTIVAL

A major outdoor festival with over 10000 guests organized for the promotion of Moldovan wines.



DESCOPERĂ FESTIVAL

The only outdoor classical music festival in Eastern Europe with the participation of national and international opera stars.

Complex event management services: event concept & budget, planning the logistic & artistic part, food & drinks management, creation of graphic and video materials, technical equipment & prints, banners & venue decoration.

SELECTION OF
CONFERENCES

BTL & EVENTS CASES



Nestle medical conferences

Yearly events organized for doctors and nurses.



Global Wine Tourism Conference

The conference involved local and international stakeholders from the wine tourism industry.



USAID, Structural Reform Program

The event announced the launching of a program supporting structural reforms at all levels



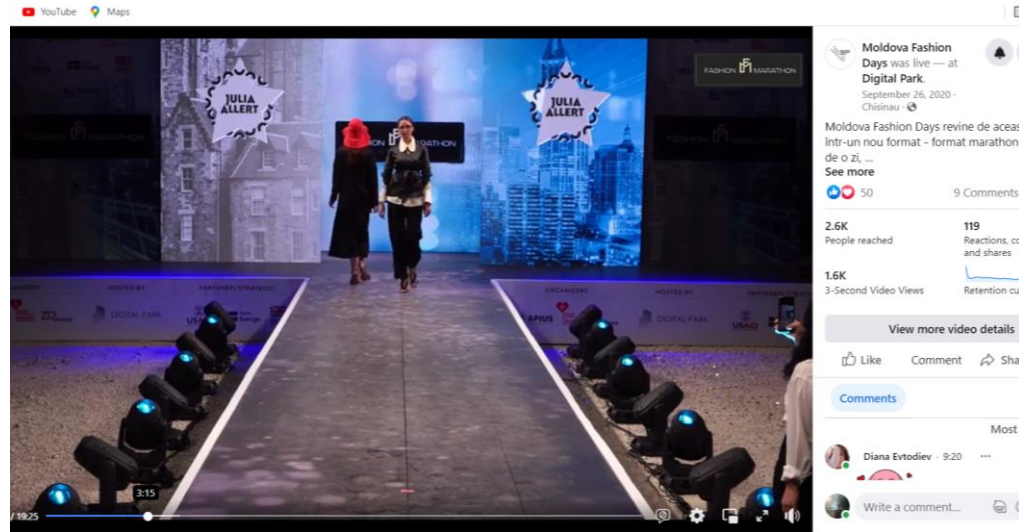
IREX, Novateca

Event organized at the closing of Novateca, a project that restructured Moldovan libraries

Conference timeline & budget, logistic & technical part, food & drinks management, graphic design & prints, video production, banners&venue decoration.

FASHION MARATHON

A hybrid event with over 20000 people who viewed the show.



#NEAMPORNIT CAMPAIGN LAUNCH

Event launching internal tourism promotion campaign.



SELECTION OF ONLINE & HYBRID EVENTS

BTL & EVENTS CASES

GENEROSITY GALA

This annual charity event is meant to collect funds for the activities of the NGO Child, Community, Family.



SPORTS GALA

The gala is organized by the Ministry of Culture, to appreciate young people who have good results in sports and encourage them to continue.



SELECTION OF

CSR CASES

SELECTION OF
BRAND ACTIVATION

BTL & EVENTS CASES



RADLER
CHISINAU MARATON



CHISINAU
SUMMER FEST



LINELLA
BOSTANIADA



GOLDLEAF



SELECTION OF

BTL NCP/SAMPLING/ TASTING

BTL & EVENTS CASES



NESTLE 3 IN 1

SAMPLING CAMPAIGN ON HOVERBOARDS WITH PORTABLE SPEAKERS.

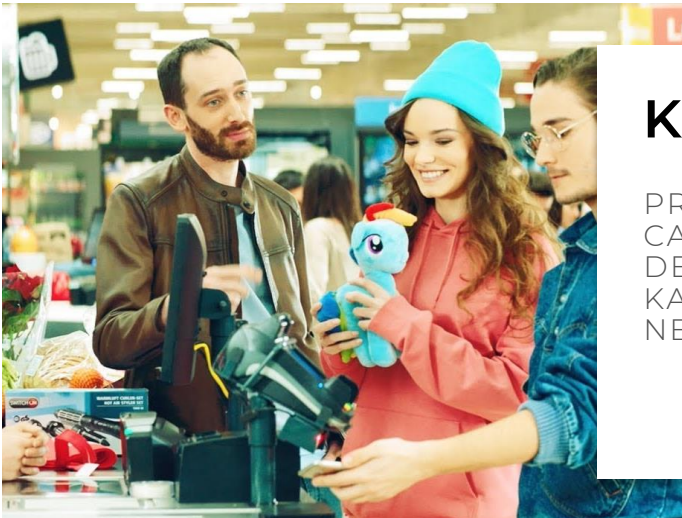
NESCAFÉ



DIROL

SAMPLING CAMPAIGN ON ROLLER SKATES AND BRANDED CAR.

Dirol



KAUFLAND card

PROMOTIONAL CAMPAIGNS FOR THE DEVELOPMENT OF THE KAUFLAND DIGITAL CARD NETWORK.

 **Kaufland**



ROMPETROL

NATIONAL CONSUMER PROMO.


ROMPETROL

4

PR & COMMUNICATION

- Communication strategy development.
Communication plans and placement grids.
- Development of messages, copywriting,
Graphic & video content creation for PR purposes.
Placement of PR materials.
- Management of media relations,
speech and article writing, press
conferences and press tours.
Media monitoring & reporting.
- Special PR projects.
TV sponsorship.
KOL.

SELECTION OF

PR & COMMUNICATION CASES



MOS ZAHARIA

Communication strategy development, campaign concept, visuals, video content, copywriting, placement in all types of media, media monitoring & reporting.



CHATEAU VARTELY

Communication plan development, message development, press release/news/speech writing, video content, placement, media management, media monitoring & reporting.

Speakeri de talie internațională la prima conferință transfrontalieră WINET organizată în R. Moldova

17 Sept. 2021, 17:19 // Categorie: Economie // Autor: Realitatea.md



WINET

Development of complex communication strategy & communication plan, message development, press release/news/speech writing, visuals, video content, placement in all types of media, distribution through PR wire, TV&radio shows participation.

SELECTION OF PR & COMMUNICATION CASES

PARTICIPĂ la Real Estate Forum – primul forum internațional dedicat sectorului imobiliar din Republica Moldova



REAL ESTATE FORUM

Communication plan development, campaign concept, visuals, video content. Press release/news/speech writing, placement in all types of media, media monitoring & reporting.

Ediția a 12-a "Export Morning" a analizat oportunitățile de export pe piața Suedeză. Riscuri și caracteristici



INVEST MOLDOVA AGENCY

Annual complex PR services, communication strategy, communication plan, press release/news/speech writing, placement in all types of media, media monitoring & reporting.



MOLDOVA TOURISM FORUM

Communication plan development, press release/news/speech writing, placement in all types of media, media monitoring & reporting.

SELECTION OF

TV SPONSORSHIP CASES

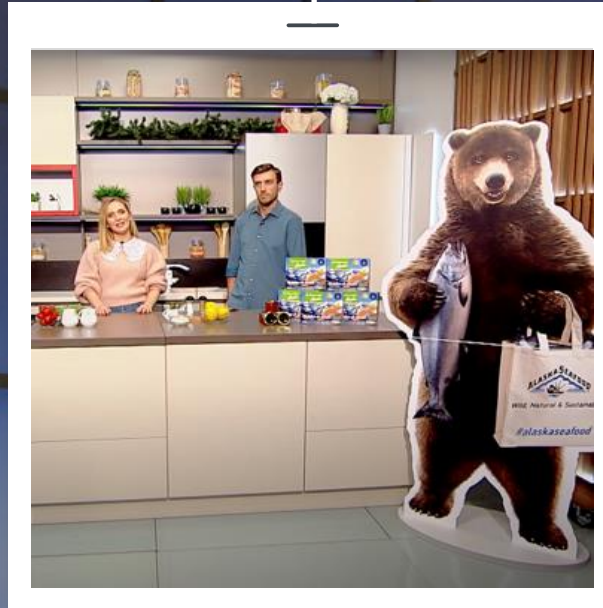
PR & COMMUNICATION

Developing participation concept and materials.

Writing the talking points for the TV show presenter.

Managing participation.

Analyzing effectiveness & reporting.



ALASKA SEAFOOD

Salmon meat and roe from Alaska

Sponsorship in TV shows “Mega Утро” and “Gusturile se discuta” on CTC and ProTV channels during 2 months.



HIPPOCRATES

Pharmacy network

Yearly sponsorship in TV show “Doctorii” on Prime channel.

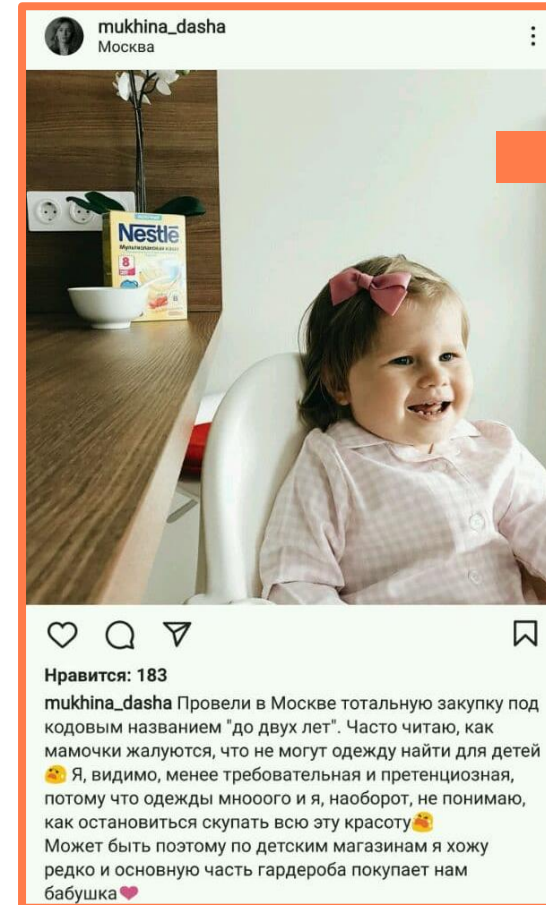
NATAKHTARI

Creating a winter GiveAway with a millionaire blogger.



NESTLE

Yearly collaboration with Key Opinion Leaders to promote Nestle porridge and Gerber baby food.



SELECTION OF

KOL CASES

LOOKING FORWARD TO

BEING OF ASSISTANCE

90 Bucuresti str, of. 33,
Chisinau, Republic of Moldova
office@targetgroupwww.com
Tel.: +373 22 242 113
Fax :+373 22 242 113
M: +373 68 162 224

