



WHEN RESULTS

matter

BDR.

Strategic Communication | PR | PA | Superbrands
Hill & Knowlton Partner



BDR AT A GLANCE

- Leading strategic communication and public relations agency with 30 years of experience in Romania
- Operating office in the Republic of Moldova since 2002
- Expertise in CIS countries including Azerbaijan, Ukraine, Georgia
- Silver partner for Romania of FTI Consulting
- A team of 20 professionals and support staff, cumulating nine languages spoken (Romanian, English, Spanish, French, Italian, German, Russian, Turkish, Persian) and over 20 external consultants with specialized capabilities
- More than 500 major clients served in 30 years of activity
- Deep sector expertise: Paper & Packaging, IT&C, Automotive, Manufacturing, Energy, Oil & Gas/Chemicals, Finance-Banking, Government and EU, Healthcare, FMCG, Sports and Lifestyle, Hospitality, Logistics & Real estate, other industries
- Multi-specialist consultancy with Multi-market capability in expanding business in the region through coordination of regional projects for multinational companies



BDR AT A GLANCE

- Developed various projects for prestigious international bodies, such as: EU, USAID, UN, UNDP, UNICEF, World Bank, in Romania and in other markets;
- Member of various business and professional organizations: AmCham, Italian Chamber, Romanian Lobbying Register (a founder member) ;
- Brought Superbrands Programme in Romania and published Superbrands Romania Book (2006 - present);
- The SABRE Award for Best agency and best campaign in Central and Eastern Europe (CEE), awarded by the US Holmes Report in 2006, followed by various Certificates of Excellence awarded within the global SABRE Competition in 2006 (Berlin), 2007 (Barcelona), 2011 (Prague) and 2012 (Brussels);
- First CEE PR agency invited as member of the International Jury for the European Excellence Awards in Communication governed by EU (Communication directory) since 2007;
- Support and sponsorships for various NGOs, foundations, cultural projects in Romania.



OUR KEY CAPABILITIES



B2B communication • Brand PR • Change & Internal Communication • Content development

Corporate Communication • Creative development & production • Digital & Social Media

CSR • Event marketing & management • Issue & Crisis communication • IEC Campaigns

Marketing Communication • Media relations & Media Campaigns • Media Trainings

Monitoring & analysis • Public Affairs & Stakeholders Relations • Publishing



OUR KEY CAPABILITIES IN CORPORATE COMMUNICATION & REPUTATION MANAGEMENT

Corporate communication

- Communication audit
- Stakeholders mapping
- Elaboration of communication strategies in support of business objectives
- Communication & media trainings for spokesperson and relevant staff
- Speaking opportunities, events and strategic partnering
- Executive communication, personal branding and reputation management

MEDIA RELATIONS

Press Office and continuous cooperation with media

More than 30 years of professional experience in dealing with central and local media

Strong media department with qualified professionals

Full package of media relations services supplied to clients from various industries: media strategy, media events, interviews arrangements, press releases, content development, media study tours

Develop an editorial calendar, pitching stories on key topics, signal opportunities

Media Supportive Group for issues/crisis management

Preliminary briefing of the speakers ahead of media events or interviews: media environment and specificity, do's and don'ts, potential Q&As

Media training, including case studies and interviews simulation

Media monitoring and reporting

Daily alerts / weekly / monthly reports and articles summaries

Media analysis, including graphics and statistics, reach and impressions, share of voice analysis



OUR KEY CAPABILITIES

ISSUES & CRISIS MANAGEMENT

- Monitoring and analysis
- Understand client vulnerabilities and identify potential crisis triggers
- Elaborate crisis scenarios, mapping stakeholders and propose strategic solutions
- Design messages for various stakeholders
- Crisis simulation in social media using H+K Flight School (social media simulator)
- Create the Task force and elaboration of Crisis Management Plan
- Draft speeches and press releases, official statements
- Provide specialized trainings to the Client
- Establish rapid access to media contacts (national and regional)
- Create / Activate Media Supportive Group
- Create / Use key contacts
- Provide strategic use of digital tools
- Implement crisis plan / media campaign / other tools
- Permanent monitoring of all key sources during the crisis and post crisis
- Continue post-crisis activities: focus on media relations



OUR KEY CAPABILITIES

PUBLIC AFFAIRS

General

- Strategic consultancy
- Elaboration and implementation of Government Relations / Public Affairs strategies
- Identify key stakeholders and mappings

Government relations

- Establish and maintain contacts with key government decision makers and political influencers in the Government, Parliament, European Parliament, other public authorities and international organizations
- Facilitate/organize meetings
- Draft of official letters and position papers

Intelligence and documentation

- Intelligence gathering
- Monitoring political context: updates and news alerts
- Signaling major political developments;
- Legislative monitoring: follow specific legislation of interest for the client in the Parliament;
- Macroeconomic monitoring
- Sectorial monitoring



OUR KEY CAPABILITIES

DIGITAL COMMUNICATION

Social Media

- Digital Communication and Social Media Strategies
- Brand engagement via social platforms, i.e. Facebook, LinkedIn, X, others
- Strategic Partnerships to leverage social influence
- Influencer outreach (bloggers, vloggers, opinion leaders in various industries, others)
- Content strategy & management
- Content creation & storytelling
- Online community management and direct customer communication using social platforms
- Video marketing

Monitoring and analysis

- Online monitoring and analysis of websites, blogs, social media platforms
- Recommendations and formulation of immediate response (when the case)
- Signaling opportunities, threats and tendencies

Web Design / Web Copywriting / Web Management

- Development of customized websites, both in terms of design and technical, developing customized CMS solutions. Technologies used include HTML 5, CSS, open source platforms such as Wordpress, Joomla, Drupal, etc.
- Day to day updating and preparing customized articles/materials for website
- Search Engine Optimization for websites, based on latest Google indexing criteria
- Integration of Social media widgets such as Facebook Fan Box, X feed, etc.
- After Effects animated banners / Banners / others (as per client request)



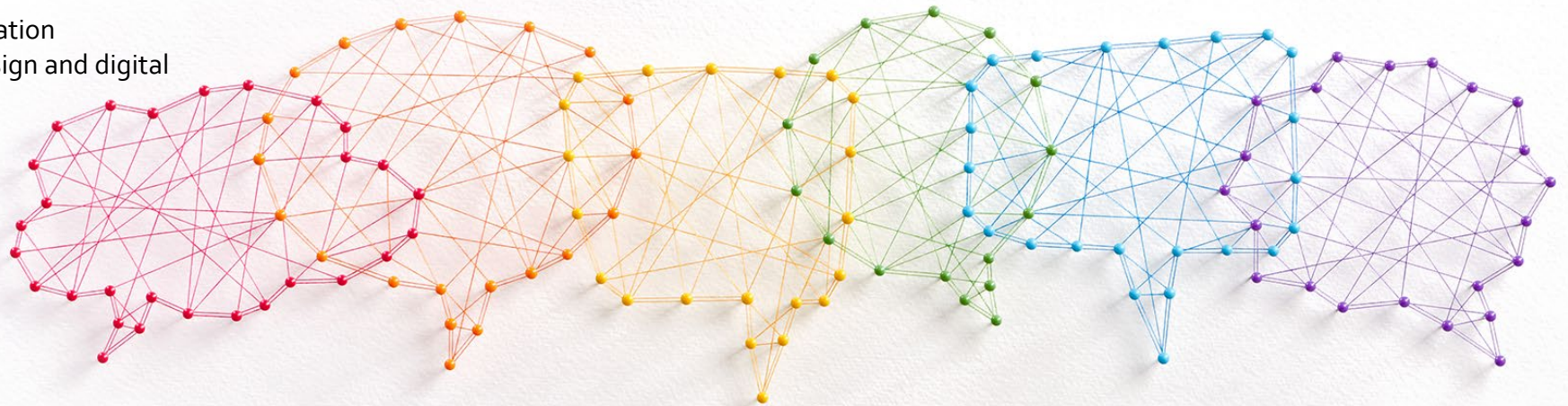
OUR KEY CAPABILITIES

BRAND PR & MARKETING COMMUNICATION

- Brand PR Strategies & Action Plans
- Brand engagement via social platforms, i.e. Facebook, LinkedIn, X, others
- Media relations and Media Campaigns
- Audio/Video content development and production
- Brand Activations
- Online community management and direct customer communication using social platforms

CREATIVE DEVELOPMENT

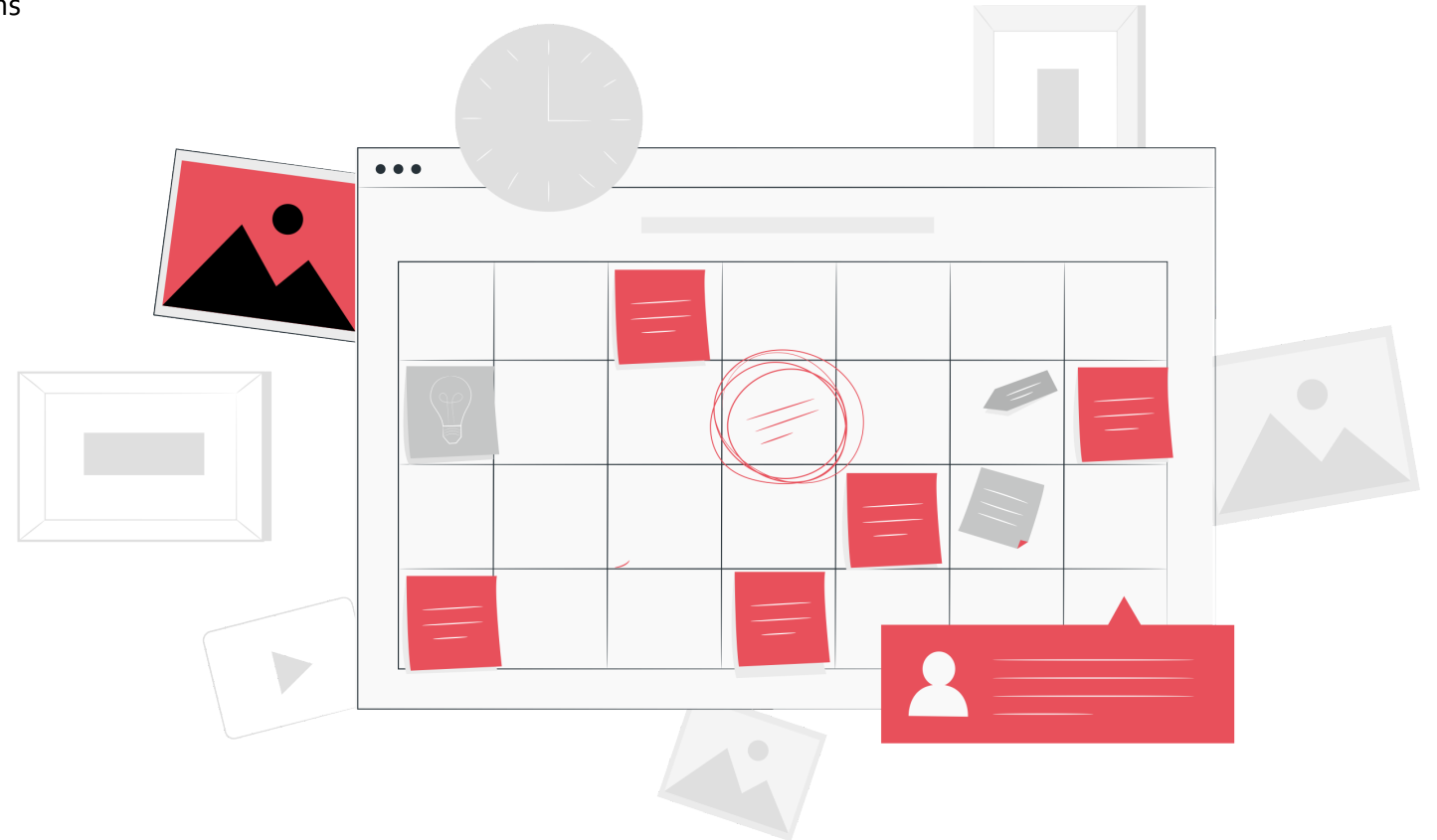
- Creative concepts
- Creating various stories and texts for brochures and other promotional materials
- Visual creative concepts i.e. logo, artworks, slogans
- Layouts and DTP
- Production coordination
- Publishing, web design and digital



OUR KEY CAPABILITIES

EVENT MARKETING AND MANAGEMENT

- Event concept and flow
- Overall organization: strategy & planning / implementation / follow up
- Strategic approach and partnerships
- Participation management: database / online platforms / call center / participation fees
- Professional events / Business events / Technical seminars / International conferences / Road-shows / Study tours / Customer appreciation events / Training sessions / Exhibitions / Creative events / Team Building / Company fun days
- Lifestyle events and sports competitions
- Sponsorship management



OUR KEY CAPABILITIES

CSR

- Communicate CSR initiatives to the relevant publics;
- Create awareness at the level of media, authorities, business community and public at large;
- Elaboration of concepts and action plan;
- Set up partnerships to boost the impact of the program;
- Generate appropriate media coverage;
- Organize overall implementation with measurable results;
- Sponsorships and charity projects: professional counseling, implementation and follow up on results;

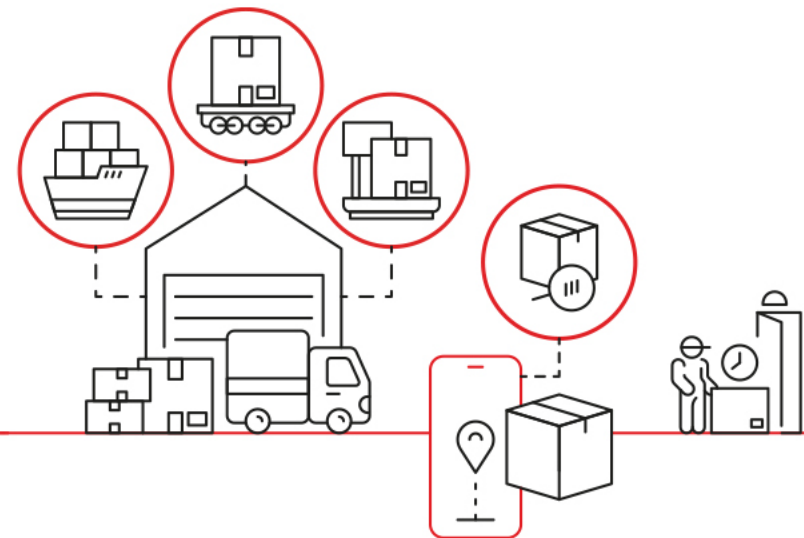
Internal Communication

- Internal communication audit
- Elaboration of the internal communication strategy
- Message building and content development
- Development of tools i.e. newsletter, team building events, special events
- PR & communication training for spokesperson and relevant staff



OUR EXPERIENCE IN RETAIL AND LOGISTICS:

- **VGP:** corporate communication, new tenant announcements, park/building expansion, group financial results, interview arrangements, advertorials, LinkedIn posts.
- **PlazaM Târgu Mureș (formerly Promenada Mall):** relaunch communication (following a modernization and rebranding process), new tenant communication
- **Procter & Gamble:** corporate communication, internal communication, CSR, creation, event management
- **Piața Artizante:** press launch and promotion
- **BMI Bramac:** corporate and product communication
- **CAHM:** product communication
- **JLL:** internal communication
- **GTC:** new tenant announcements, new management
- **Alinso Group:** Ploiești West Park launch, independent rail terminal for intermodal transport launch, first BREEAM certified industrial building in Romania, corporate communication
- **GEFCO:** corporate communication, event management
- **AIC Industrial & Logistic Development (AIC):** announcement of Cefin Logistic Park acquisition in Arad by CTP, partnership with Fashion Days for the construction of two warehouses
- **Militari Shopping Center:** inauguration
- **Euromall Pitești (now Vivo Mall):** inauguration



RECENT/CURRENT MAJOR CLIENTS



Cable Producers
Associations



EU / DG Regio

EU Delegation
Republic of Moldova



Global Trade Center
through H+K /WPP network



JLL



Ruserio Solar



EXAMPLES FOR PRO-BONO WORK SUSTAINING VALUABLE CAUSES

- **Royal House of Romania** for civic actions
- **Scheherazade Foundation** for Ukraine AID & refugees
- **Cinema Iubit Foundation** for support for young artist in the film industry



MAJOR CLIENTS ASSISTED ALONG THE YEARS



Adriatic Fund



US Investment Funds



AWARDS

The SABRE Award for Best agency and best campaign in Central and Eastern Europe (CEE), awarded by the US Holmes Report in 2006, followed by various Certificates of Excellence awarded within the global SABRE Competition in 2006 (Berlin), 2007 (Barcelona), 2011 (Prague) and 2012 (Brussels) and 2019:

- SABRE Certificate of Excellence awarded for “A Star is Born”, in the Employer Branding category, in 2019;
- Silver SABRE Award for „BDR’s voice is calling for value” in the Poster/Calendar/Photography category, in 2012;
- SABRE Certificate of Excellence awarded for “Now I can see the future”, in The Balkans category, in 2012;
- SABRE Certificate of Excellence awarded for “Warming the ice”, in the Travel and Tourism category, in 2012;
- SABRE Certificate of Excellence awarded for “Open your eyes”, in the Health Providers category, in 2011;
- SABRE Certificate of Excellence awarded for “Spirit”, in the Educational and Cultural Institutions category, in 2011;
- SABRE Certificate of Excellence awarded for “European Values”, in the Best Program Developed for a Financial Services Company category, in 2007;
- SABRE Certificate of Excellence awarded for “Learn to make the difference”, in the Civic Education Program, in 2006;



AWARDS

- SABRE Award for the Best Agency and Best Campaign in Eastern Europe for “Learn to make the difference”, in 2006;
- Stevie Awards - World's Premier Business Award Competition - Certificates for Best Campaign and Best CSR Program in Europe in 2007 (Munich):
 - Stevie Awards Certificate for Best PR Agency;
 - Stevie Awards Certificate for Best CSR Program in Europe for “Learn to make the difference” ;
- Brands Festival Portugal - Winner of Bronze category for Employer Branding
- PR Award 2022: Silver Awards for Brand PR and Public Communications
- PR Award 2023: Silver Award for Communication in the Public Sector
- First CEE PR agency invited as member of the International Jury for the European Excellence Awards in Communication governed by EU (Communication directory) since 2007;
- Member of other international juries like: EMEA SABRE Awards; Stevie Awards for US and Asia; Business Review Awards Gala, other international and national competitions.



WE ARE PROUD OF OUR WORK

strategic, creative, insightful
effective, bringing results



OUR COMMITMENT

A conceptual image featuring a dark mountain peak rising above a vast sea of orange and yellow clouds. A bright beam of light shines down from the top of the mountain, illuminating a staircase of large, white, handwritten-style numbers (1 through 5) that descends from the mountain's base towards the bottom left of the frame. Each number is accompanied by a line of text to its right, detailing a commitment.

1

MEASURABLE brand
and business outcomes

2

POWERFUL IDEAS that
deliver TANGIBLE IMPACT

3

Campaigns that INSPIRE
and SHAPE BEHAVIOURS

4

THE BEST TEAM for every
client assignment, every time

5

A COLLABORATIVE approach
which DELIVERS against your
business and
communications objectives



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thank you 