

TARGET
GROUP WORLDWIDE



Berlizzo
Group

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.

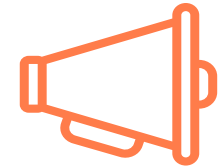
02



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



МЕЛОЧИ ЖИЗНИ

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



МЕЧТА ХОЗЯЙКИ

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



Я ЛЮБЛЮ ГОТОВИТЬ

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



SHOPPING MALLDOVA

TV strategy development, yearly TV & radio campaigns.

SELECTION OF

TV & RADIO CASES



PRIMUL FORUM ECONOMIC INTERNATIONAL CHISINAU

TV & Radio campaign, incl. TV spots elaboration and adaptations.



ODA PROGRAMUL GUVERNAMENTAL DIGITALIZARE

TV & Radio campaign.



DIRECȚIA GENERALĂ MOBILITATE URBANĂ

Yearly TV & Radio campaign, incl. TV spots elaboration and adaptations.



FORUM SOCIAL URBAN

TV & Radio campaign, incl. TV spot elaboration and adaptations.

SELECTION OF

TV & RADIO CASES



CUZA VODĂ

TV strategy development & yearly TV campaigns.



DESCOPERA

TV & Radio campaign.



METRO

TV & Radio campaign, incl. TV spots elaboration and adaptations.



ANIMALIENS WINES

TV strategy development, yearly TV campaigns.

SELECTION OF

TV SPOTS PRODUCTION



UCIP IFAD

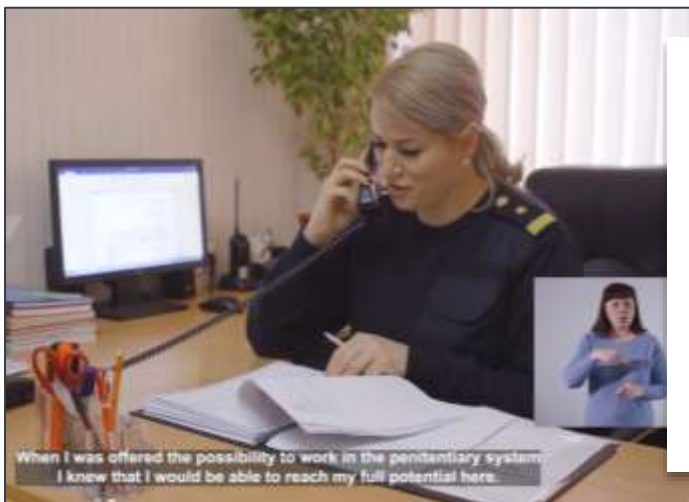
AgriBusiness
Budget –
asistentul tău
financiar

<https://www.youtube.com/watch?v=QAFHSI7aa3o>



MOLDOVA ZAHAR

Image video spot,
incl. filming of
production on
the factory.



UN WOMAN

Women in
Penitentiary

<https://www.youtube.com/watch?v=A-0Plan4byI>



INITIATIVA POZITIVA

Acum infectarea
cu HIV poate fi
preventita

<https://www.youtube.com/watch?v=WuTBT5-kwZM>

SELECTION OF

TV SPOTS PRODUCTION



DESCOPERA

Open Air
Classical Music
Festival

<https://fb.watch/lzh6SvHhzA/>



DIRECTIA DE TRANSPORT

Preț unic la toate
tipurile de
călătorii

<https://www.youtube.com/watch?v=vFShfc9p2EQ>



PRIMĂRIA mun. Chișinău

Primul Forum
Economic al
Capitalei

https://www.youtube.com/watch?v=ms_XUmOyNfw



PRIMĂRIA mun. Chișinău

Forum Social
Urban

https://youtu.be/E1C_MpmK9Kw

SELECTION OF

INDOOR & OOH CASES



OM ACTIV GALETE

OOH launch campaign.



ALASKA SEAFOOD

Branding of the "Ocean Proodus" store.
Adapting and realisation of design.



SATUL GERMAN

LED launch campaign.

VIDEO PRODUCTION



UCIP IFAD

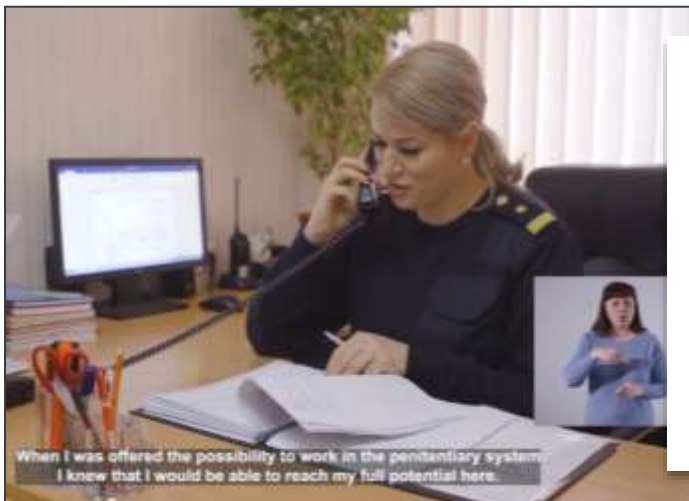
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Forum Social
Urban

https://youtu.be/E1C_MpmK9Kw

SELECTION OF
PHOTO PRODUCTION



PRIMARIA CHISINAU

GALA VOLUNTARIL OR

In the context of marking Youth Year 2023, Chisinau City Hall has proposed to recognize the merits of the most active young people in the municipality throughout the current year.

SELECTION OF
PHOTO PRODUCTION



VERNISAJUL VINULUI

Wine exhibitions are usually organized by the National Office of Vine and Wine (ONVV), together with the strategic partner USAID Moldova, through the Rural Competitiveness and Resilience Project.

SELECTION OF
PHOTO PRODUCTION



LANSAAREA ANULUI TINERETULUI

A year dedicated to youth with significant investments in resources and efforts for organizing a series of additional activities and programs aimed at developing the youth sector.

SELECTION OF
PHOTO PRODUCTION



MOLDOVA FASHION DAYS

A series of annual events aimed at promoting local fashion clothing producers and organized by the Association of Employers in the Light Industry (APIUS) with the support of the Future Technologies project, funded by USAID and Sweden.

SELECTION OF
PHOTO PRODUCTION



FESTIVAL MEDIEVAL SOROCA

The EU Delegation to Moldova invited the public to the Medieval Cultural Festival 'Soroca – Porți deschise' to discover the medieval cultural heritage of Moldova.



2

DIGITAL SERVICES

- Complex reporting.
Digital communication strategy development. Digital media planning. Content Creation.

- Targeting on Facebook, Instagram, VK, OK, MyTarget, TikTok, LinkedIn. Content creation.

- Google Ads contextual campaigns. Campaigns on local platforms (Ad Mixer). Lead generation campaigns. Sales funnel.

- Collaborations with influencers.

- Mobile platforms campaign.

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.



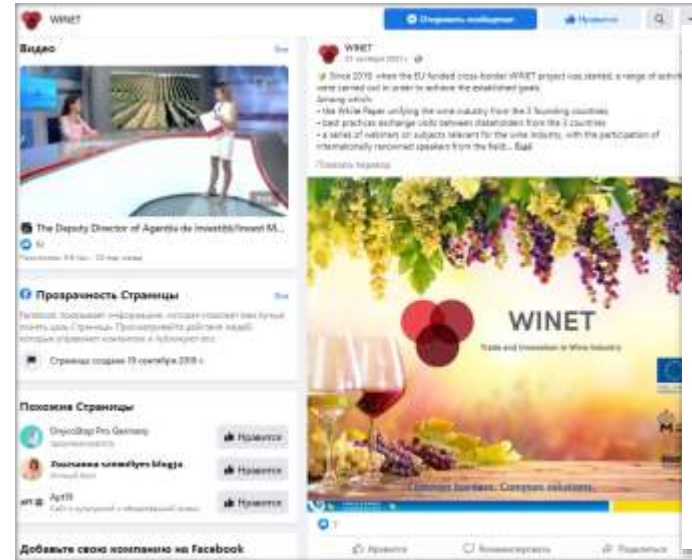
UCIP IFAD

- 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 and FB/IG.
- 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.

SELECTION OF

DIGITAL CASES



SANDRA HAPPINESS FEST

- Development of digital communication strategy
- Conducting advertising campaigns on local platforms, FB/IG & Google Ads.
- Targeting.



MOLDOVA FASHION DAYS

- Development of digital communication strategy
- Conducting advertising campaigns on local platforms, FB/IG & Google Ads.
- Targeting.



TÂRGUL CRĂCIUNULUI

- Development of digital communication strategy
- Conducting advertising campaigns on local platforms, FB/IG & Google Ads.
- Targeting.



MOȘ ZAHARIA

- Yearly mood-board.
- Monthly post plan and content creation.
- Management.
- Communication on FB/IG.

ADVERTISING IN MOBILE PLATFORMS BYYD

Increasing brand recognition through advertising in mobile applications. Attracting targeted traffic to the website. Stimulating the target audience to make purchases. Informing customers about the product. Rich Banners creation and adaptation.

Before and after the main advertising campaign, a brand lift research is conducted, aimed at increasing brand awareness among people who have seen the advertisement.



COLLABORATIONS WITH BLOGGERS

Collaboration with bloggers for the Alaska Seafood brand with the aim of attracting the target audience to a culinary masterclass with Alexander Komerzan.

Additionally, informing the audience about significant discounts during the «Ocean Probus» store's promotional period.



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

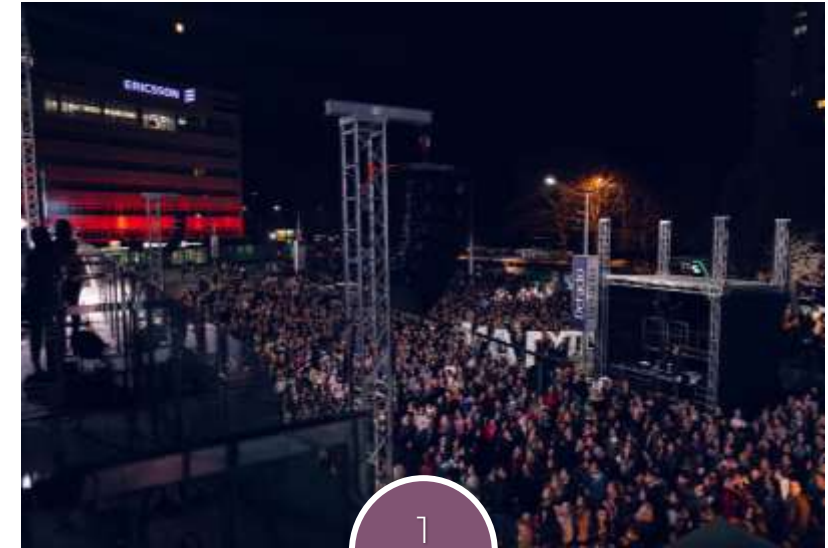
A classy evening event for the bank's employees and partners.



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.



Phillip Morris, team building

A group activity designed to boost team spirit through fun and engaging activities.

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



COOL PARTY

A major concert that attracted 7,000 participants, marking the end of the Year of Youth..



VERNISAJUL VINULUI

A select event, dedicated to the promotion of wine culture and consumption of quality wine 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
|
**PUBLIC
EVENTS**

—
BTL & EVENTS CASES

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



**SOROCA OPEN
GATES, medieval
cultural festival**

A special cultural event dedicated to the promotion and preservation of the historical and cultural heritage of the Soroca District.



**STARNET,
StarParty**

A celebration on the occasion of the 20th anniversary of StarNet's establishment, which gathered thousands of people

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



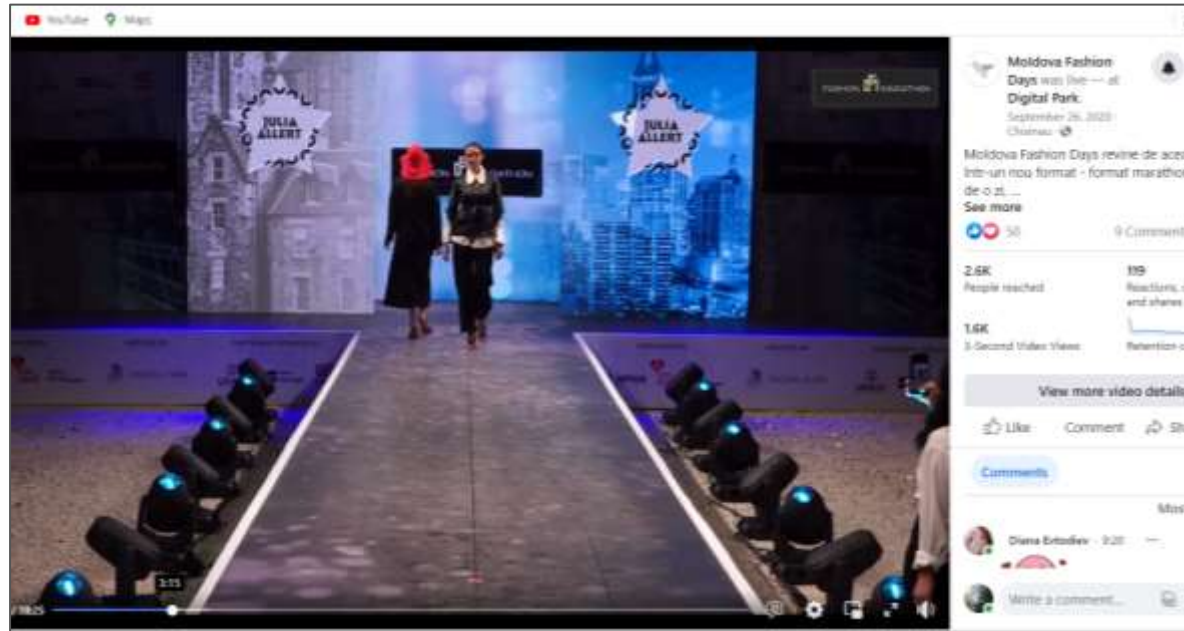
IREX, Novateca

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



Sandra
MOLDOVA FASHION DAYS



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.

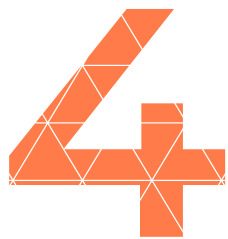
Kaufland



ROMPETROL

NATIONAL CONSUMER PROMO.

ROMPETROL



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



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



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.



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

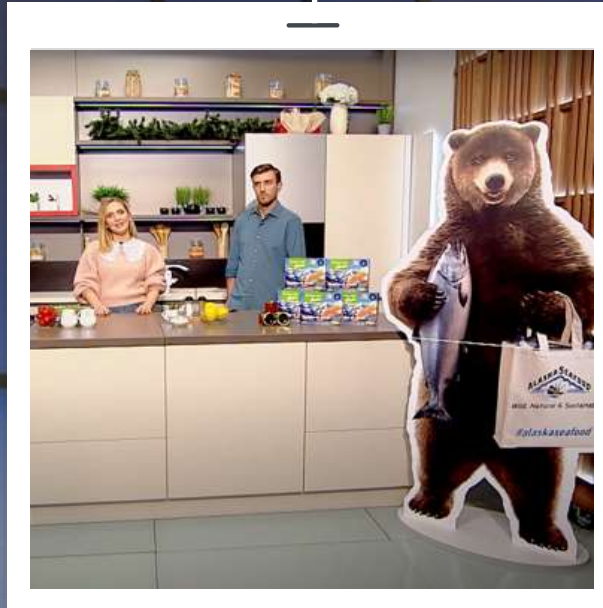
PR & COMMUNICATION

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.

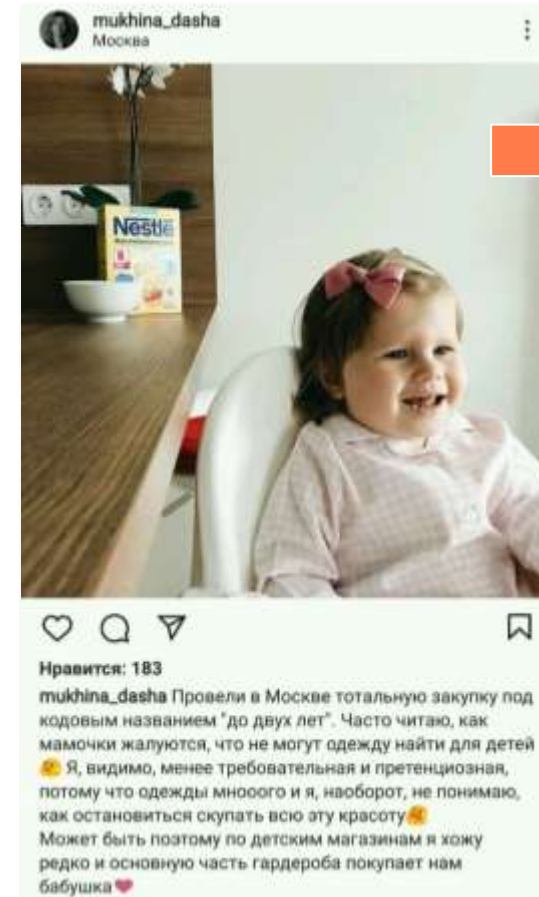
NATAKHTARI

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

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