



Building a Europe
for and with children
Construire une Europe
pour et avec les enfants

COUNCIL OF EUROPE



CONSEIL DE L'EUROPE

16/03/2022

To whom it may concern:

I am delighted to provide this letter of recommendation for PriorMedia. The **Council of Europe Project on combating violence against children in the Republic of Moldova** engaged PriorMedia for the implementation of a wide *national awareness raising campaign on the prevention and protection of children against violence, including sexual exploitation and abuse, in the Republic of Moldova*. The campaign was implemented in the period of November 2020 – October 2021. Our collaboration experience with PriorMedia during this time was very fruitful.

Under this contract, PriorMedia has provided or facilitated the provision of the following services: development of a detailed strategy of the campaign; promotion of the Council of Europe videos and materials on media, radio and online environment; promotion of several messages on street billboards; development of visuals and messages for the campaign; organisation of several cultural events with children and parents, including a flashmob; facilitating the head of office participation in TV shows; painting a big mural in Valea Morilor park with key messages of the campaign etc. During this campaign, the project benefited from their broad experience in communication field, including from their contacts with artistic schools in all regions of the country.

I would recommend PriorMedia as highly creative and professional team. We appreciated their flexibility and responsiveness to our requests, especially the adaptability to last minute conditions caused by restrictions related to Covid 19 pandemic. In this context, we would recommend them for similar work as reliable and competent supplier.

Sincerely,

Lucia Popescu
Senior Project Officer
Council of Europe Office in Chisinau