

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

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## 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.

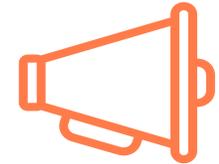
02



## BTL & EVENTS

The best marketing, doesn't feel like marketing.

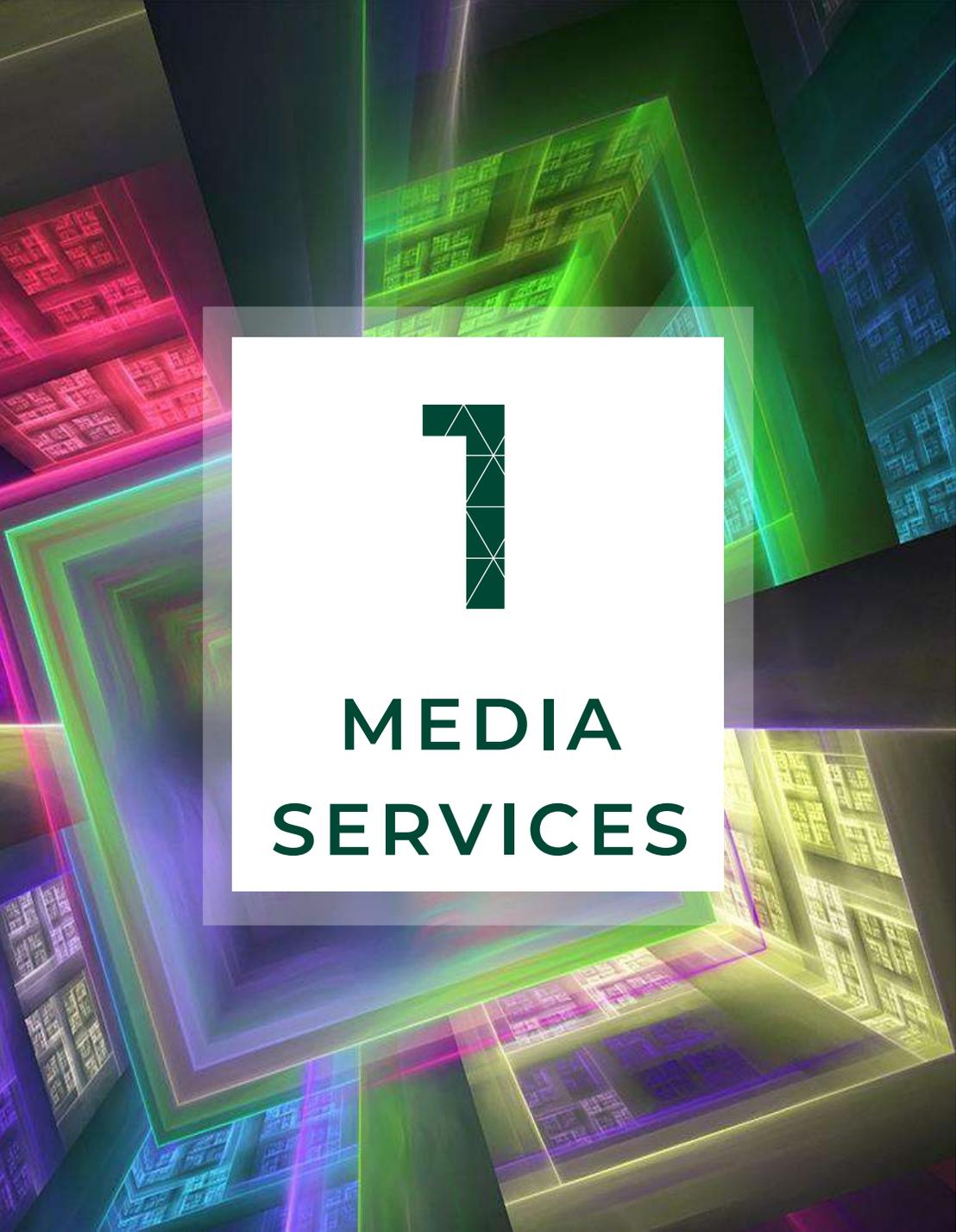
03



## 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

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## 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

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## 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

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OM ACTIV GALETE



OOH launch campaign.

PROCREDIT BANK

Deschiderea  
setului de servicii



Transferuri  
bănești



Conturi de economii  
FlexSave



Intrări  
pe cont



**COMISION FIX LUNAR**

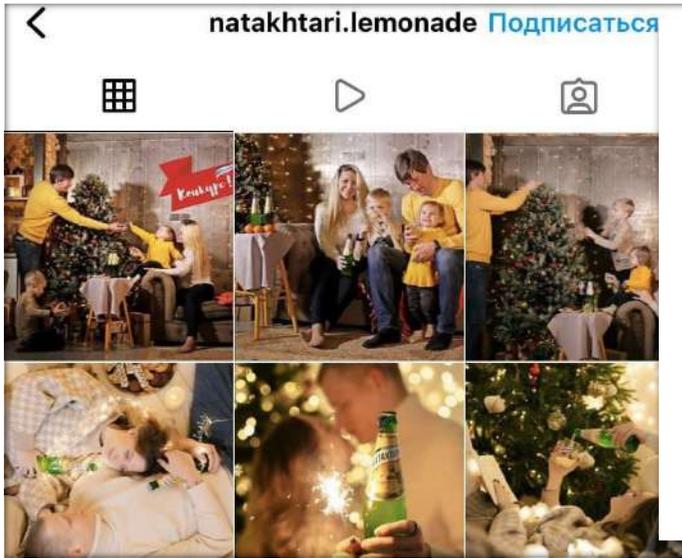
Indoor campaign in Linella and N<sup>o</sup>1 market.



## 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



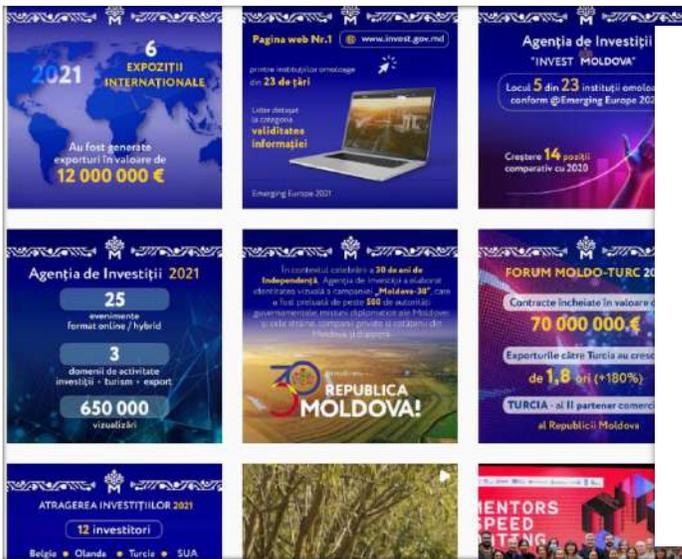
## NATAKHTARI

- 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.



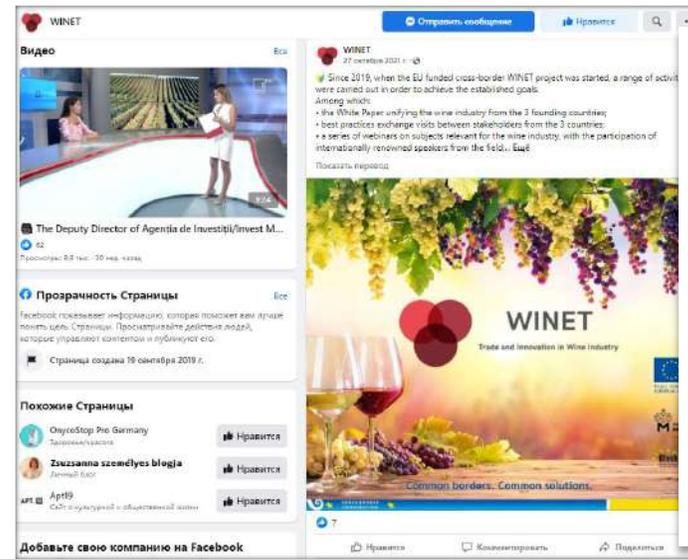
## UCIP IFAD

- 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

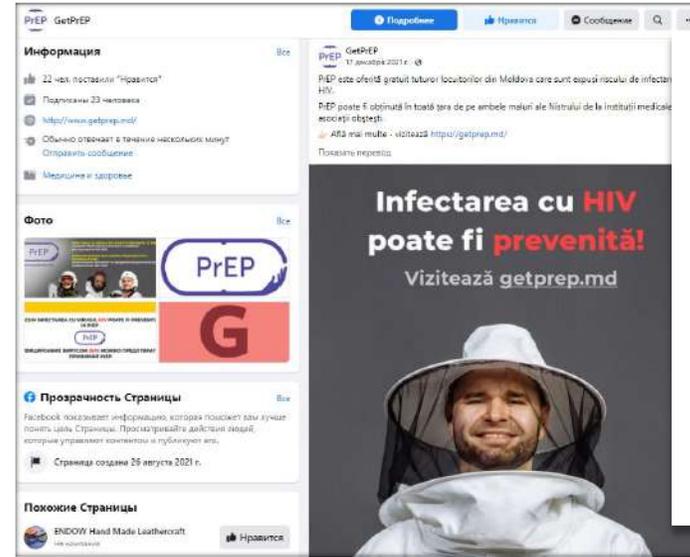
- Monthly post plan and content creation.
- Organization of online webinars.
- Management.
- Communication on FB/IG.
- Targeting on 3 countries.

# 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

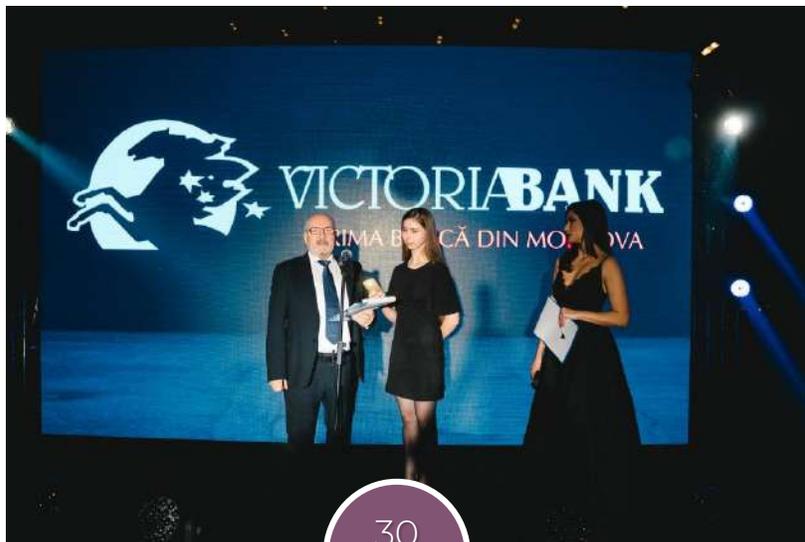
- Client-oriented and staff-oriented events.  
Conferences, round tables, anniversaries. Public events.
- Brand activations.  
Participation in events as sponsor / partner. Participation in exhibitions and fairs.
- Promotions, samplings, tastings.  
POSM.
- CSR projects.

SELECTION OF

# CLIENT-ORIENTED EVENTS

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BTL & EVENTS CASES



30  
years

## VICTORIABANK

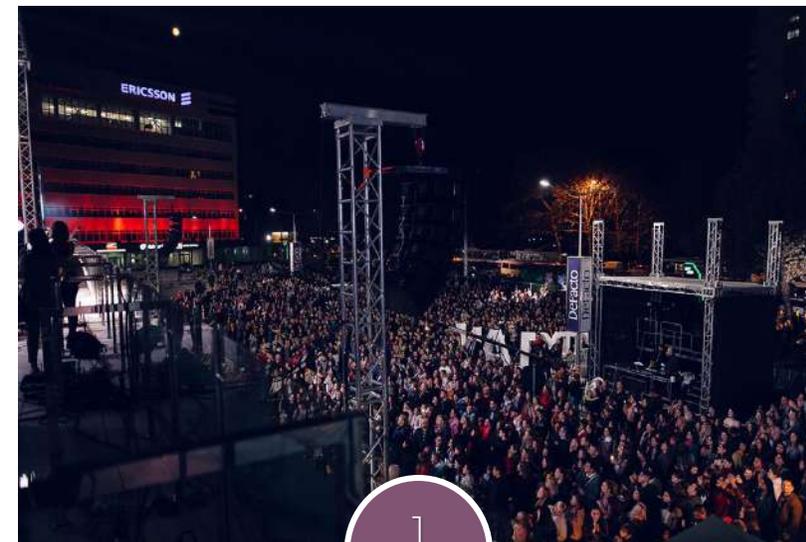
A classy evening event for the bank's employees and partners.



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.

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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

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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.

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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**

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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.

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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.

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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**

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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**

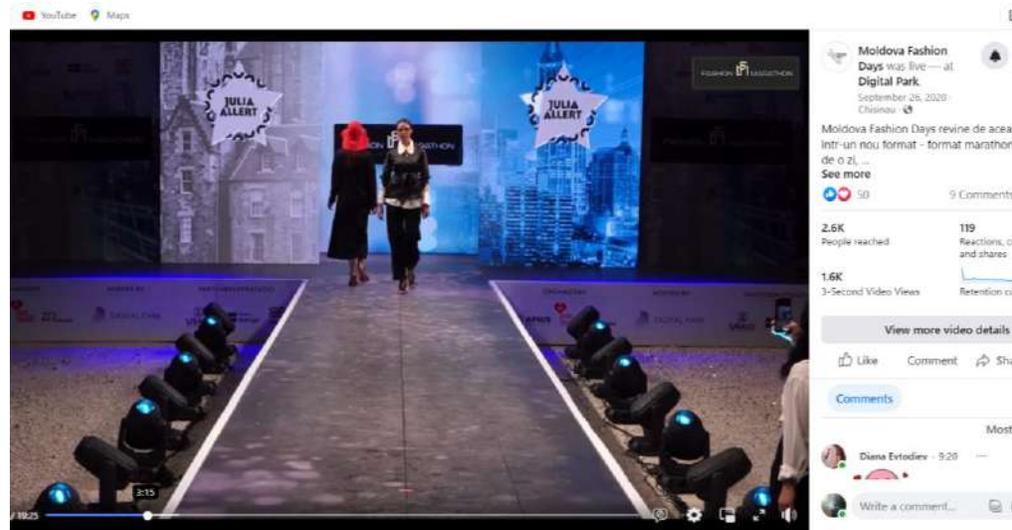
Event organized at the closing of Novateca, a project that restructured Moldovan libraries

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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.

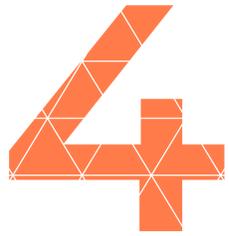
 **Kaufland**



## ROMPETROL

NATIONAL CONSUMER PROMO.

  
**ROMPETROL**



**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

# TV SPONSORSHIP CASES

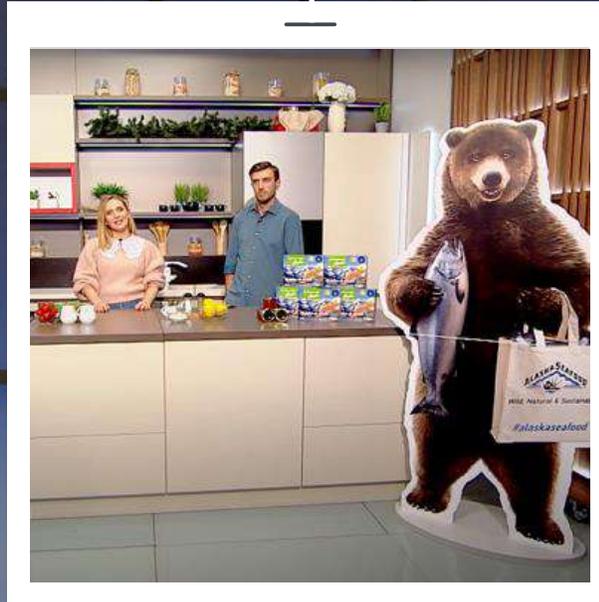
PR & COMMUNICATION

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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