



PR/DIGITAL/
TV

A photograph of a vineyard at sunset. The sky is a warm orange and yellow. In the background, there are rolling hills and a line of trees. The foreground shows rows of grapevines with green leaves and small yellow flowers. A white rectangular box is centered over the middle of the image, containing the text "PR & COMMUNICATION" in orange, uppercase letters.

PR & COMMUNICATION



Complex Communication Services

For the second year in the row we are providing full package of communication services to Invest Moldova

Strategic communication

Developing the communication strategy

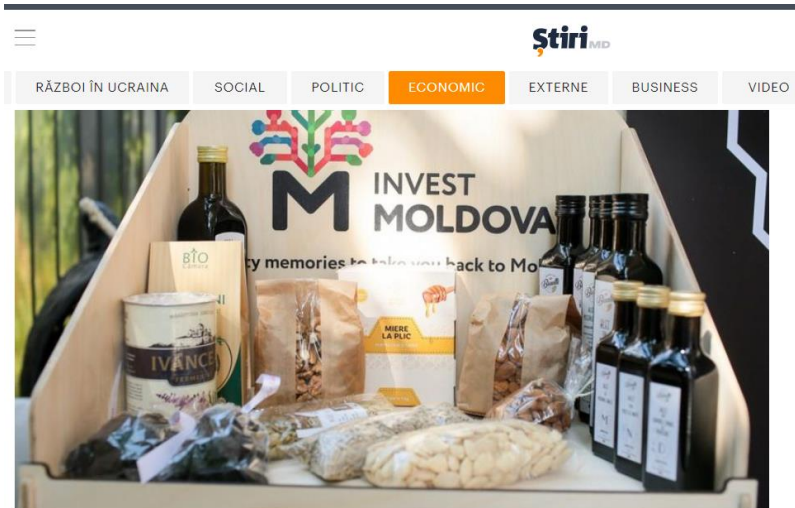
Identifying categories of target audience

Determining online and offline Tone of Voice and messages for each category of Target Audience

Determining the channels to be used for communication online/offline

Developing the communication grid/plan

SELECTION OF LINE COMMUNICATION



Potrivit Infotag cu referire la portalul "East Fruit", pentru a actualiza și extinde standurile cu diverse produse ecologice moldovenesti în cadrul a celor 32 de misiuni diplomatice ale R.

Selecting subjects related to activities of the agency that represent reasons to communicate (RtC)



Determining the communications messages&means/writing the press releases/articles



Disseminating press releases & ensuring their placement nationally&internationally

SELECTION OF EVENT/CAMPAIGN COMMUNICATION



Developing and implementing communication campaigns for all events and projects of the agency, such as Export Morning, Export Missions, Dialog Pro-Business, Neampornit etc.

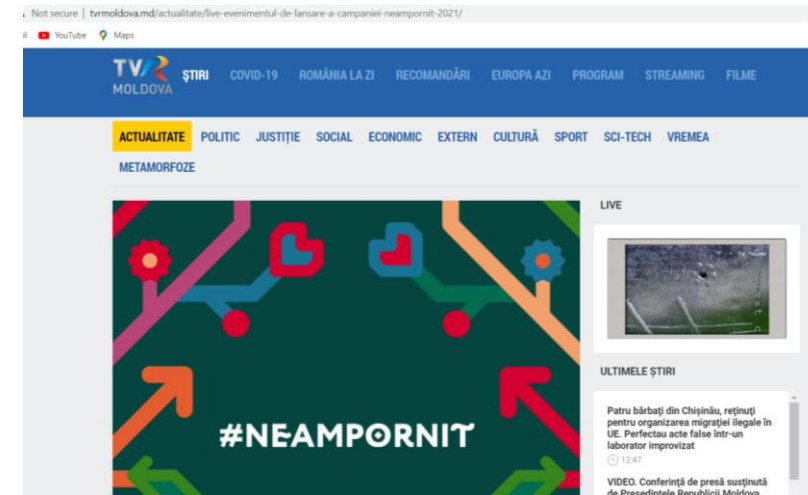
Agenția de Investiții invită antreprenorii la Programul Export Mission



Share Agenția de Investiții „Invest Moldova”, în colaborare cu Banca Europeană pentru



Media management, copywriting, speechwriting, media placement, reportage making & placement



Managing participation in TV&radio shows, organizing press conferences & press tours

SELECTION OF

TV& RADIO SHOWS PARTICIPATION

PR & COMMUNICATION

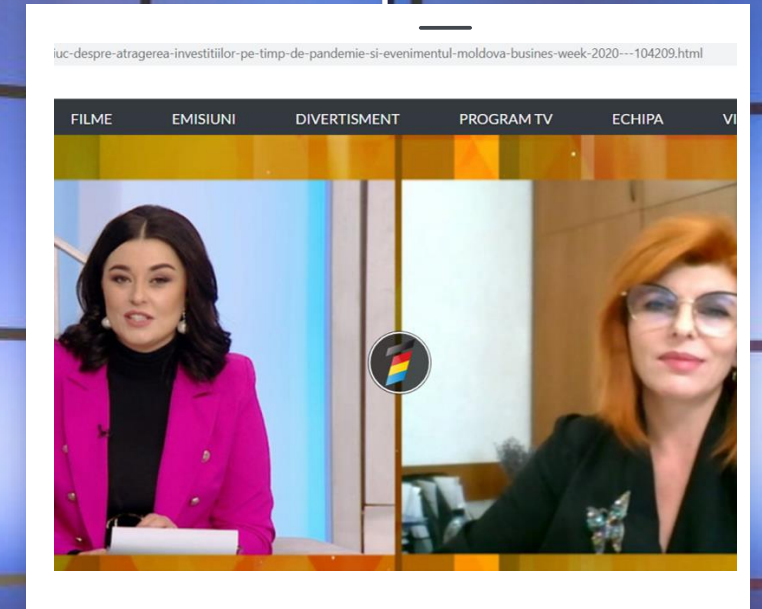
Managing participation of the General Director & the team in TV & radio shows.

Writing the talking points for the TV show presenter.

Analyzing effectiveness & reporting.



MATINALII TVR



PRIMA ORĂ

CONTENT CREATION

Creation of graphic&video content for all PR activities

Relațiile comercial-economice între Republica Moldova și Marea Britanie

După volumul schimburilor comerciale, Regatul Unit al Marii Britanii este al **17-lea partener** comercial al Republicii Moldova.

După volumul capitalului investit, Marea Britanie se află pe **locul 11** printre principalii investitori ai Republicii Moldova.

În Republica Moldova activează **224** întreprinderi cu capital britanic, investițiile însumând **507,891** mil. lei.

#GrowInMoldova #ExportMorning

ATRAGEREA INVESTIȚIILOR 2021

12 investitori

Belgia • Olanda • Turcia • SUA
Germania • Lituania • Marea Britanie

Valoarea totală a investițiilor
30 000 000 €

#neampornit

❖ Ce tipuri de odihnă preferă moldovenii?

- Vizitarea cetăților și mănăstirilor67%
- Peisaje naturale59%
- Evenimente pentru familii cu copii56%
- Excursii cu barca pe Nistru51%
- Experițe gastronomice locale49%
- Evenimente și concerte în aer liber47%
- Drumetii, trasee marcate, prin locuri pitorești.....47%
- Spectacole în aer liber47%
- Baze de odihnă46%
- Vinării și beciuri vinicole44%

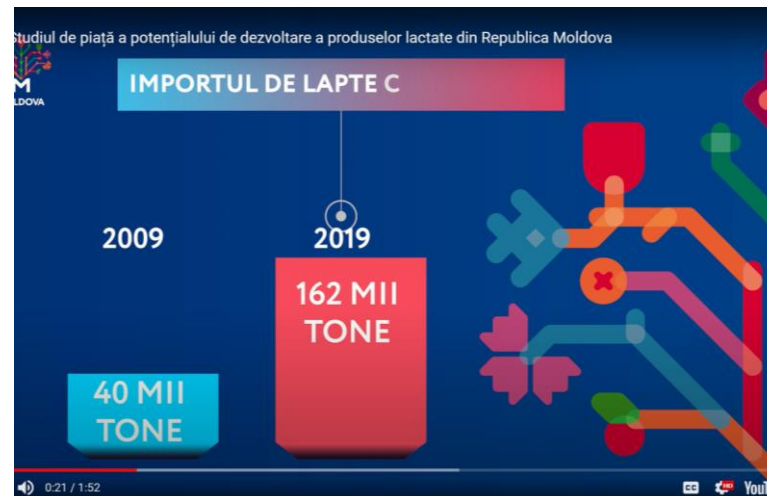
EXPORT MISSION

Program lansat de Agenția de Investiții „Invest Moldova” în 2020 cu scopul:

- Sporirea și diversificarea exporturilor
- Identificarea partenerilor străini în țări strategice
- Participarea în sesiuni B2B individuale pentru

Ci

#InvestMoldova
#GrowInMoldova
#ExportMission



INVEST MOLDOVA

- Atragerea și protejarea investițiilor
- Promovarea exportului
- Promovarea turismului
- Promovarea imaginii de



Complex Communication Services

Full package communication services for the European Cross Border Black Sea Region Project WINET.

Communication for three countries: Moldova, Romania&Bulgaria.

Strategic communication

Developing the communication strategy

Identifying categories of target audience

Determining online and offline Tone of Voice and messages for each category of Target Audience

Determining the channels to be used for communication online/offline

Developing the communication grid/plan

SELECTION OF LINE COMMUNICATION



Selecting subjects related to project activities that represent reasons to communicate (RtC)



Determining the communications messages&means/writing the press releases/articles



Companiile vinicole din regiunea Bazinului Mării Negre – Republica Moldova, România și Bulgaria – vor beneficia de mai multă vizibilitate, care va atrage după sine intensificarea exporturilor la nivel

Disseminating press releases & ensuring their placement in three countries and internationally through PR wire.

SELECTION OF EVENT COMMUNICATION



Organizing 6 webinars, determining the topic and managing the speakers, managing the communication of the webinars.



Communication campaigns about experience exchange visits of winemakers and partners in the project to the three participating countries



Complex national & international PR campaign for the International WINET Conference.

SELECTION OF

TV& RADIO SHOWS PARTICIPATION

PR & COMMUNICATION

Managing participation of the
Project Team & partners in TV & radio
shows

Writing the talking points for the TV
show presenter.

Analyzing effectiveness & reporting.



MOLDOVA 1



OBIECTIV COMUN



Complex Communication Services

Full package communication services for the International Event of the tourism industry Moldova Tourism Forum

Strategic communication

Developing the communication strategy

Identifying categories of target audience

Determining online and offline Tone of Voice and messages for each category of Target Audience

Determining the channels to be used for communication online/offline

Developing the communication grid/plan

SELECTION OF EVENT COMMUNICATION

Un eveniment dedicat industriei turismului în Republica Moldova va avea loc la Chișinău. Evenimentul se va concentra pe strategia de reconectare a țării la circuitul turistic internațional

5 mai 2021, 10:44 Descoperă 103



Pre-event communication to attract viewers, copywriting, graphic content creation, national& international placement, invitations to the media, press conference

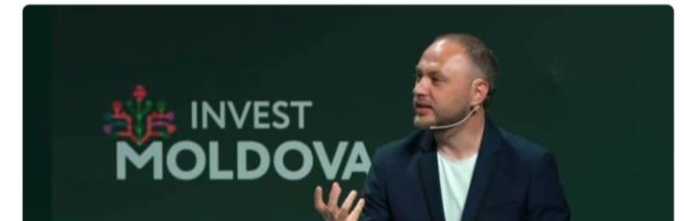
Moldova Tourism Forum 2021: au fost premiați ambasadorii turismului național. TOP lansări de branduri ale anului 2020

28 Mai 2021, 16:37 // Categoria: Actual // Autor: Dumitrita Culiuc



Live communication during the event, media management, press kit, press corner management, press releases distribution, working with bloggers, influencers & Key Opinion Leaders

VIDEO: Moldova Tourism Forum, despre produsele turistice moldovenești, REinvetate pe timp de pandemie



Post-event communication. TV news reportages, online&offline articles, PR wire distribution, posts&articles on blogs & BY SM influencers

Tradiție și inovație, acasă la Taraboste Chateau Vartely a inaugurat tururile c proiecție de realitate augmentată (VID

11 August 2021 14:07



țiile renasc într-un cupaj armonios acasă la Taraboste. Marți, 10 august 2021,
în premieră, în sala de baricuri a complexului din Orhei, o nouă atracție turistică



PROMO

Tradiție și inovație acasă la Taraboste – l Chateau Vartely

araboste®

țiile și inovațiile renasc într-un cupaj armonios acasă la
poste. Marți, 10 august 2021, vinăria Chateau Vartely a
it, în premieră, în sala de baricuri a complexului din Orl
uă atracție turistică.



Communication campaign for Chateau Vartelly

Developing the communication plan & placement grid

Copywriting

Press release distribution

Video content making

Press invitation

Press kit development

TV news reportage management

Media management

A photograph of a vineyard at sunset. The foreground shows rows of grapevines with green leaves and small yellow flowers. In the background, there are rolling hills and a line of trees under a warm, orange-hued sky. A semi-transparent white rectangle is centered over the middle of the image, containing the text "DIGITAL PROMOTION" in orange, uppercase letters.

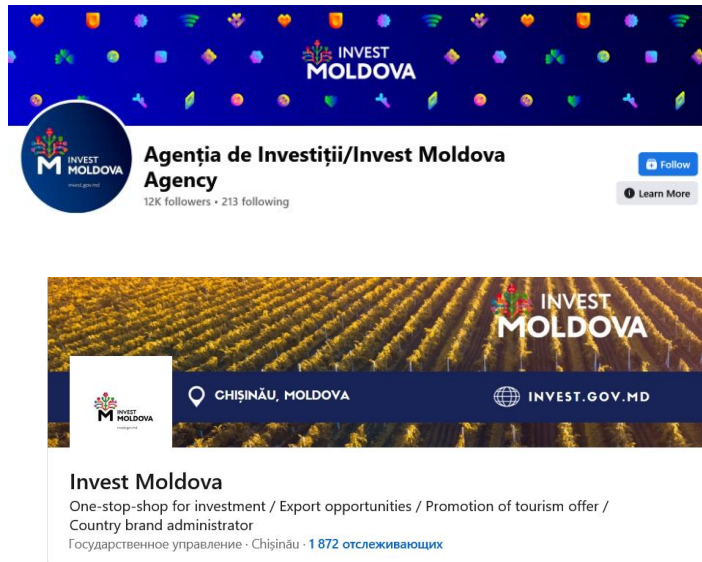
DIGITAL PROMOTION



Digital Communication

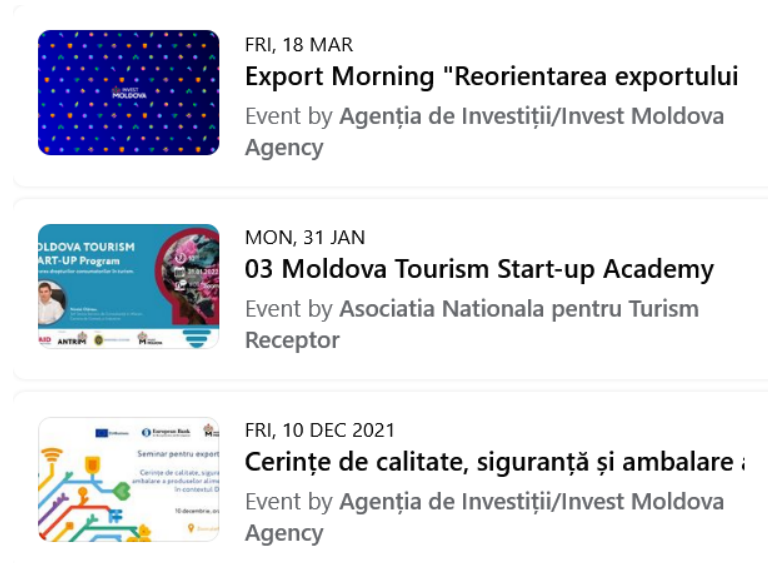
- Developing the Digital Communication Strategy
- Identifying Target Audiences
- Determining online communication channels
- Webinars organizing
- Content development – static and animated banners, videographics, video ads, copywriting
- National and international targeting - Facebook, Instagram, LinkedIn, Google ads
- Monthly reporting according to set KPIs

Digital Communication



Posts and targeting on four platforms:

- Facebook
- Instagram
- LinkedIn
- GoogleADS



Online events



Content: static and animated banners, videographics, video ads, copywriting



Project funded by
EUROPEAN UNION



WINET

Trade and Innovation in Wine Industry



Common borders. Common solutions.

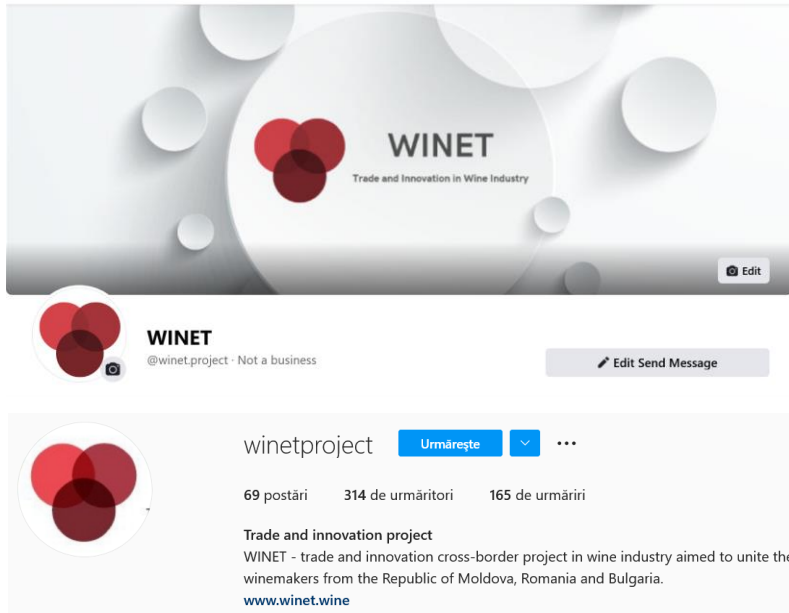
Digital Communication

- Developing the Digital Communication Strategy
- Identifying Target Audiences
- Determining online communication channels
- Online events
- Content development – Facebook, Instagram
- Targeting in 3 countries – Moldova, România, Bulgaria
- Carrying out online interactive contests
- Developing the media plan and establishing the KPIs
- Monthly Reporting

Drăgăstanu



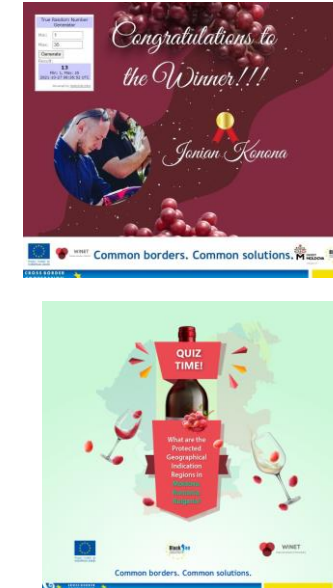
DIGITAL COMMUNICATION



Page management Facebook,
Instagram and content creation –
banners/copywriting



Targeting 3 countries:
Moldova, România, Bulgaria



Three interactive contests





Investește în viitorul tău

PROGRAM DE EDUCAȚIE FINANCIARĂ



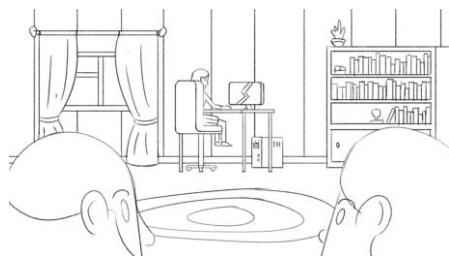
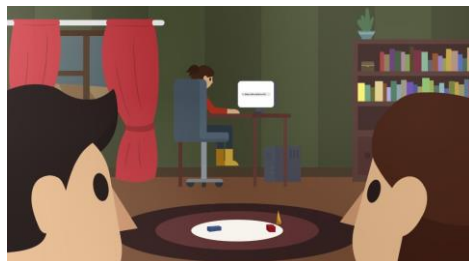
Digital Communication

- Digital campaign concept development for a 6 months period
- Creating social media pages and the content plan for them: Facebook și Instagram
- Content development – banners and copywriting
- 3 online webinars
- KOL campaign (Key Opinion Leaders)
- Monthly reporting

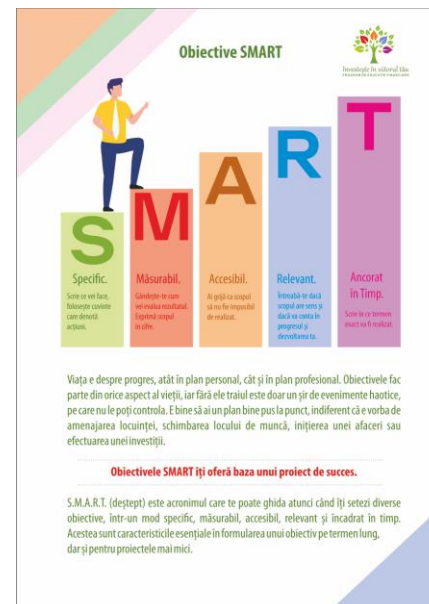




DIGITAL COMMUNICATION



Content creation, grafic, video, copywriting, including online video ads



Managing facebook and instagram pages, including video targeting.

Past events



MON, 22 NOV 2021
Progresul proiectului "Investește în viitorul tău"
Program de educație financiară "Investește în viitorul tău" – Online event



FRI, 6 AUG 2021
Online Webinar "Prima aplicație de gestionare a bugetului personal și de afaceri"
Program de educație financiară "Investește în viitorul tău" – Online event



FRI, 16 JUL 2021
Online Webinar "Investește în viitorul tău"
Program de educație financiară "Investește în viitorul tău" – Online event



Three online events and KOL campaign

CUZA VODĂ

DIVIN

REGE PRINTRE DIVINURI



Digital Communication

- Elaborarea strategiilor de promovare prin intermediul platformelor online
- Elaborarea planului media cu stabilirea bugetelor și KPI
- Configurarea, optimizarea campaniilor de publicitate pe platformele selectate – Facebook, Instagram, Admixer, MyTarget
- Raportare lunară



COMUNICARE DIGITALĂ

Mediaplan Cuza Voda								
ЦА - жители сел и небольших городов - около 900 000 - 1 000 000								
	Impressions	Avg. CPC/CPV	Clicks	Views	Avg. CTR/VTR	Avg. CPM	Frequency	Unique Reach
BANNERS								
Mytarget	5 000 000	0,12€	12 500		0,25%	0,30€	8,0	625 000
SOCIAL MEDIA (Banners)								
Facebook/Instagram	2 857 143	0,16€	12 857		0,45%	0,70€	5,0	571 429
Total	7 857 143	0,15€	25 357	0	0,32%	0,49€		
Ads Settings								
Agency Fee %								
TVA20%								
TOTAL								



CUZA VODĂ – DIGITAL PLATFORMS

- 

Facebook ads is a cost-effective and efficient tool for digital marketing, which increases a company's profitability and visibility online.
- 

Admixer Moldova enables advertisers to plan and activate across more than 15 directly connected local websites and across premium global resources, via official partners as Google ADX and Bidswitch.
- 

MyTarget is the Advertising platform of Mail.Ru Group, which unites all the largest social networks and services in Russia and the CIS with a total reach of more than 140 million people.
- 

- 9 most visited sites in Moldova.
 - 1 500 000 unique visitors per month (65% of Internet users from Moldova).
 - The biggest news sites package in Moldova (8 sites with over 1 500 000 unique visitors per month, over 75% of news consumers).

CUZA VODĂ

TARGET



Elaborarea planului media și
selectarea platformelor online –
Facebook, Instagram, Admixer,
MyTarget

Elaborarea strategiei de promovare
pentru anul 2022

Configurarea, optimizarea
campaniilor de publicitate pe
platformele selectate Facebook,
Instagram, Admixer, MyTarget

НОВЫЙ НАТАХТАРИ ИМБИРЬ

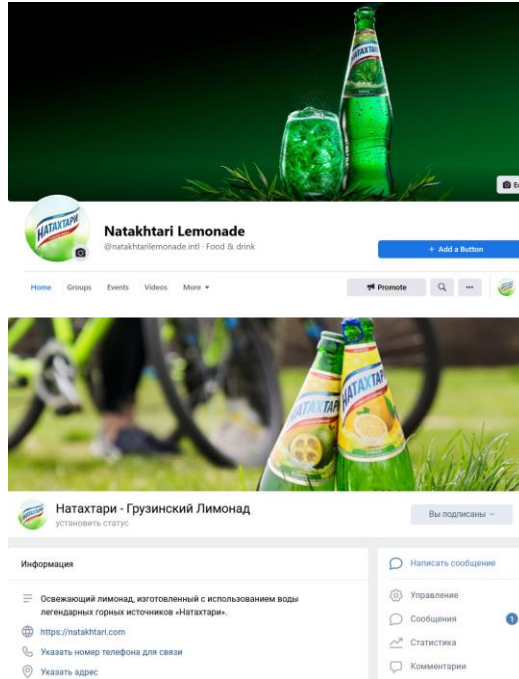
Попробуй НОВЫЙ ВКУС сезона!



Comunicare digitală

- Online yearly promotion strategies – Facebook, Instagram, Vkontakte, OK
- Monthly media plan with KPIs
- Configuration and optimization of targeting campaigns– Facebook, Instagram, VKontakte
- Targeting in 12 countries
- Monthly mood board and post plan creation
- Content creation(monthly foto sessions, animation posts, gif, video, copywriting)
- Page management– Facebook, Instagram, Vkontakte, Ok
- Contests and Give-Away
- Influencers
- Annual and monthly reporting

DIGITAL COMMUNICATION

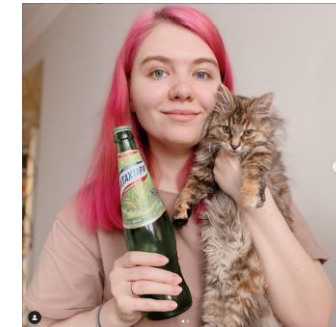
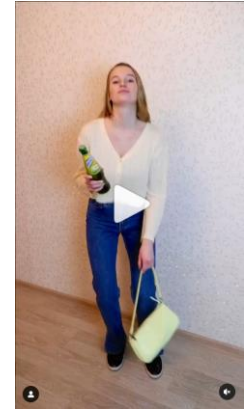


Page management:

- Instagram
- Facebook
- V Kontakte
- OK

Off/On	Campaign
☐	[12.2021] [Instagram] [Reach] [9 countries]
☐	[12.2021] [FB] [Reach] [9 countries]
☐	[7.2021] [Instagram] [Reach] [9 countries]
☐	[7.2021] [FB] [Reach] [9 countries]
☒	[01.2022] [Instagram] [Reach] [9 countries]
☒	[01.2022] [FB] [Reach] [9 countries]
☒	[11.2021] [FB] [Reach] [9 countries]
☒	[11.2021] [Instagram] [Reach] [9 countries]
☒	[10.2021] [FB] [Reach] [9 countries]

Targeting 12 countries



KOL (influenceri)

Protejează-te de HIV!

Vizitează getprep.md



Digital Communication

- Digital communication strategy – Facebook, Instagram, Admixer, Hornet, Mamba, Megogo.net, Noi.md, ProTV, Grindr
- Media plans with KPIs
- Configuration, optimization of campaigns - Facebook, Instagram, Admixer, Hornet, Mamba, Megogo.net, Noi.md, ProTV, Grindr
- Installing metric software Yandex Metrics, Google Analytics, Target Mail.ru, Facebook Pixel
- Creating content – video ads, foto sessions, banners, copywriting
- Monthly reporting

DIGITAL COMMUNICATION

VIDEO

Youtube Bumber: AdMixer
YouTube Discovery - 0 \$ / YouTube сеть
ProTV, Realitatea, Timpul
MediaContant

DISPLAY (Banner)

Network MD / Programmatic *
Bluesystem (text ad)*****

SOCIAL MEDIA

Facebook + Instagram / Traffic
Facebook / Video
Grindr*****
Hornet*****



ACUM INFECTAREA CU HIV
POATE FI PREVENITĂ

VIZITEAZĂ WWW.GETPREP.MD



Зайди на сайт www.getprep.md



CE ESTE PrEP?

PrEP este protecția ta împotriva HIV. Doriți să aflați mai multe? Atunci accesați acest [link](#).

AM EU NEVOIE DE PrEP?

Ar trebui să administrez PrEP sau nu? Faceți clic [aici](#) pentru a afla mai multe.

POATE FI GĂSIT PrEP ÎN MOLDOVA?

Vrei să știi dacă poți obține PrEP în Moldova? Răspunsul îl vei găsi [aici](#).

ESTE PrEP SIGUR?

Mulți oameni cred că administrarea PrEP are efecte secundare. [Este asta adevărat?](#)

Targeting on many platforms

Content development at every stage:
video ads, foto sessions, banners,
copywriting

Installing metric software-
Yandex Metrics, Google
Analytics, Target Mail.ru,
Facebook Pixel on the website.



Project funded by
EUROPEAN UNION



What is the project about?



heripreneurship.eu



Common borders. Common solutions.



Digital Communication

- Developing communication strategies – Facebook, Instagram, LinkedIn, Twitter
- Identifying target audiences
- Monthly post-plan development
- Content creation– banners and copywriting
- Targeting in 6 countries – Georgia, România, Moldova, Grecia, Bulgaria, Turcia
- Monthly reporting



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.

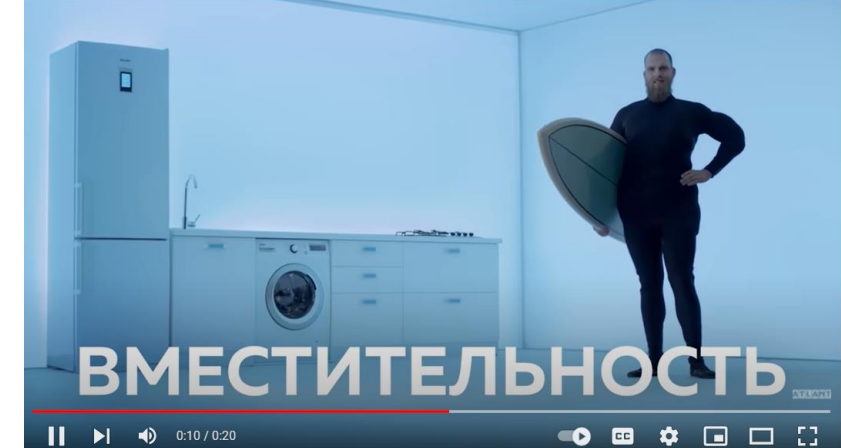
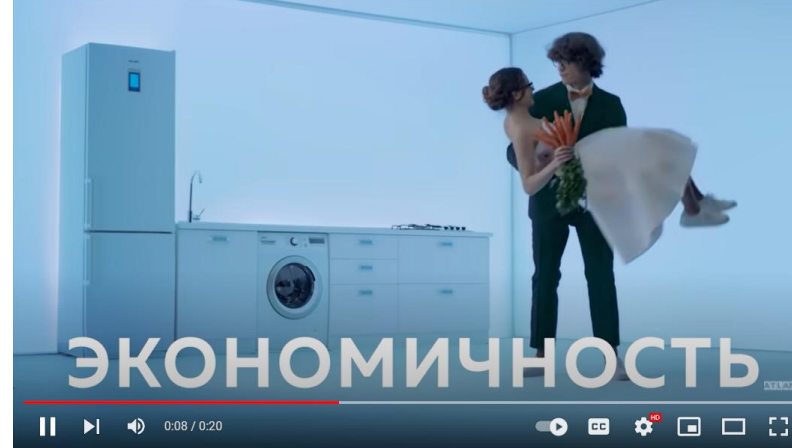
OOH

- 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.

PLASARE TV



ATLANT – timp de 10 ani
compania belarusa Atlant face
plasările la Tv si radio sar si
digital cu compania noastra

Pentru ATLANT]n fiecare facem
descrierea pietei si analiza detaliata a
concurentilor. Elaboram strategia de
plasare si media planul, negociem cu
furnizorii si plasam spoturile publicitare.

La finalul fiecarui flight in baza
indicatorilor elaboram un raport
complex cu recomandari pentru
urmatorul flight.

CASTEL MIMI&CUXA VODA



Castel Mimi este deținătorul unui șir de branduri printre care și Cuza Vodă, dar și multiple branduri de vin care sunt promovate de către compania noastră



Pentru Cuza vodă elaborăm strategia digita, TV și radio, facem media plannurile, realizăm plasarea și raportarea

Pentru Mimi facem plasare la TV cu elaborarea strategiei a media planului și a raportului post buy.

LOOKING FORWARD TO

BEING OF ASSISTANCE

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