



Dear colleagues,

PRIOR MEDIA (est. in 2007), part of the PRIORITY Communication Group, is the leading full-service communication agency in the Republic of Moldova.

PRIOR MEDIA has 18+ years of experience in communication and public relations fields in traditional and digital nationwide and local media as well as comprehensive creative and design services, production services, PR services, Events organization (in all formats: off-line, on-line and hybrid Live offline & online) and non-standard projects implementation.

Our team consists of 29 awesome professionals in marketing, advertising, mass media, PR, journalism, strategic management, digital media, video and photo production, 2D and 3 D design graphics, architectural services and of course of the BTL & events.

PRIOR MEDIA is one of the main protagonists of human rights and gender equality in the Republic of Moldova (we're having 2 co-Managing Directors - female and male, we're appreciating the female talent and promoting women to the key positions in our company, we're offering the paternity leaves to our male colleagues, etc.).

PRIOR MEDIA has 18+ years of experience in devising and implementing communication services that engage, inform and motivate!

Since 2007 our Team has created, developed and implemented hundreds of the nationwide communications campaigns and the awareness raising projects for the biggest worldwide brands and Moldovan clients, for the United States' and the European Union's Governmental and Non-governmental bodies, Embassies and International NGOs.

Most of those campaigns are full-service and integrated, combining our awesome creative and design solutions, in-depth research tools, smart strategic approaches and effective media dissemination!

Among our clients are leading international and local companies, such as Johnson & Johnson, Beiersdorf/Nivea, Danone, VictoriaBank, Nestle/Nescafe, Suedzucker Moldova, Orange, BMW, MoldIndConBank, Abbott laboratories, ProCreditBank etc.

PRIOR MEDIA has 18+ years of experience in working with international organizations such as biggest governmental and NGOs' bodies: UN Agencies (UNDP, UNWomen, UNFPA), EEF/East European Foundation, AEE/Agency for Efficiency of Energetics, USAID BRITE (Business Regulatory, Investment, and Trade Environment), USAID MRI (Moldova Resilience Initiative), IREX, EU4Moldova, the European Union Delegation to the Republic of Moldova, COE/Council Of Europe, etc.



To confirm our experience and qualifications as an experienced and leading Communication Consultant/Partner in Moldova, PRIOR MEDIA is providing below a few relevant references:

1) **USAID MRI / MOLDOVA RESILIENCE INITIATIVE: “PITCH.MD – the National competition for creative content** that enhance the sense of uniting a multicultural and multilingual Moldovan society, inform the public about positive trends and results achieved by a democratic nation, reach audiences in all parts of the country, foster positivity about inclusivity and tolerance, and uphold the shared values of the people of Moldova”

- Mr. Benjamin Long / Senior Transition Advisor USAID OTI/ blong@usaid.gov

- Mrs. Kelsey Crowley / Acting Deputy Country Representative USAID OTI/ kcrowley@usaid.gov

- Mrs. Jennifer Divis / Chief of Party, Moldova Resilience Initiative/ jdivis@dexis.online

2) **European Delegation in Moldova, Visibility and communication for actions relating to AA/DCFTA implementation in the framework of EU-funded assistance programmes - Public Awareness-raising Campaign “CREATED IN MOLDOVA – APPRECIATED WORLDWIDE”**

As the main communication/PR Partner PRIOR MEDIA has supervised the creation of the methodology and strategy, creation of all Events and Communications activities, including Grand Event and 10 small-scale events in Moldovan regions, press releases and media packs, organization of TV and radio talk-shows, video and audio production of 12 spots and success stories, full visual identity elaboration and printed materials execution, media planning and promotion on TV, radio, outdoor and online, monitoring and evaluation of campaign's results.

Ms. Raluca Costache / Team Leader / EU Project “Visibility and communication for actions relating to Association Agreement/Deep and Comprehensive Free Trade Agreement implementation in the framework of EU-funded assistance programmes” / Tel.: +373 (78) 811 785, + 40 (723) 500 659

Raluca.Costache@pginternational.com

3) **European Delegation in Moldova, Visibility and communication for actions relating to AA/DCFTA implementation in the framework of EU-funded assistance programmes - Public Awareness-raising Campaign “IN THE EUROPEAN UNION, IN THE REPUBLIC OF MOLDOVA: TOWARDS THE SAME QUALITY, SAFETY AND CHOICE!”**

Ms Emine Hondu Döğer /Project Director of the EU-funded project „Visibility and Communication for AA/DCFTA“ / emine.hondu@pf.com.tr



4) **USAID BRITE/Chemonics' Project "Business Regulatory, Investment, and Trade Environment (BRITE)**

Ms. Lisa Gihring / President / Field Glass Communications / In USA: +1 202-549-0669, In Moldova: +373 (0) 78-703-031 / LGihring@chemonics.com

5) **East European Foundation EEF's Project: "Civil Society Contributes to Inclusive and Sustainable Economic Development in Moldova"**

Ms. Ana Ciurac / Team Leader / EAST EUROPE FOUNDATION / Tel.: +373(69) 176 367 / ana.ciurac@eef.md

6) **Public awareness rising EU-funded campaign in collaboration with the Mayor Office of Chisinau "MOVE IT LIKE LUBLIN: a Chisinau Sustainable Development Initiative"**

Mr. Octavian Lungu / Project Director / MILL / pm@mill.md

Communication campaigns developed by PRIOR MEDIA are always creatively thought, professionally executed and flawlessly implemented.

Most of our specialists dedicated to your project have 12+ years of the professional experience in the dedicated fields, they speak at least 3 languages (Romanian, Russian and English), they have leadership and self-management skills, they are creative, open-minded and pro-active people!

To be more effective, for some stages of the current task, we will use the resources of our partners, professional Research companies – AGB/Nielson Company, BATI, Gemius and Xplane Research.

PRIOR MEDIA's dedicated Team will work closely with your Team, and your key beneficiaries, to achieve the objectives of your communications tasks. Our collaboration will involve weekly/monthly meetings with the Teams of those institutions on progress updates.

Please do not hesitate to contact us for any additional information via mobile, viber, whatsapp: +373 69 837 000 and +373 69 18 43 12 or e-mail: welcome@pm.md and carina.culai@pm.md

PRIOR MEDIA is looking towards our fruitful and effective partnership!

Best regards,

Alexandr SPATARI
General Manager
PRIOR MEDIA Moldova

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