

KOO  
PERA  
TIVA 20

[www.kooperativa.md](http://www.kooperativa.md)  
[www.kooperativa.ro](http://www.kooperativa.ro)

Agentie  
iscusita de  
comunicare  
integrata

# ABOUT US



## Integrated marketing and communication agency from Romania and Republic of Moldova

- **Kooperativa 2.0 is a full-service communication agency headquartered in Chișinău, Republic of Moldova, and Bucharest, Romania, with over 12 years of online experience and a unified team of 74 specialists working in Media Relations, PR, Influencer Marketing, Social Media, PPC (Pay-Per-Click), ATL/BTL campaigns, SEO, Branding, Web Design, and Events. Our portfolio includes successful integrated communication strategies for both local and international brands.**

Our expertise combines traditional and digital marketing services, providing customized multimedia solutions tailored to the audience and specific needs of each client. All of this makes us proud to maintain a simple, fast, and cost-effective process throughout our collaborations.

Kooperativa 2.0 is a member of the most important advertising and communication associations in Moldova and Romania, ensuring that we adhere to the best practices in Advertising, PR, and Online Marketing: IAB, ARRPP, IAA, and AMCOR.

Over the years, Kooperativa 2.0 has been recognized as the most visible digital agency online in 2016, according to Zelist Industries, and ranked third place in the "Top 10 agencies that collaborated with bloggers", according to the 2017 Digital Report by Revista Biz.

## What we do



- **Social Media & PR:** Based on your objectives, we will develop a social media strategy that positions you effectively among your target audience. We will assist you with account management, creative content creation, and community management.



- **Branding:** Creation, Visual Identities, and Visual Strategies.



- **Influencer Marketing:** Delivering high quality partnerships with you niche influencers across the globe



- **Website Maintenance:** Monthly subscriptions for website updates, management, and development.



- **PPC Advertising:** By working with our team of specialists, you will receive an efficient promotion strategy for your business. We are highly skilled in cost optimization across multiple PPC platforms, including Google Ads, Facebook Ads, and LinkedIn Ads.



- **Audio-Video Production:** Photography, virtual tours, graphic design (ATL / TTL / BTL), and video commercials.



- **UX/UI & Web Design:** Presentation websites and online stores (eCommerce).

## Team Kooperativa MD

Kooperativa Moldova is a full-service communication agency based in Chisinau, Republic of Moldova with over 9 years of online experience and a team of more than 30 specialists working in media relations, PR, Influencer Marketing, Social Media, PPC (Pay-Per-Click), SEO, ATL/BTL campaigns, Branding, Web Design, and Events. Our portfolio includes successful integrated communication strategies for both local and international brands.

### Management & Administrativ



### Content Managers



### PR & Influencer Marketing



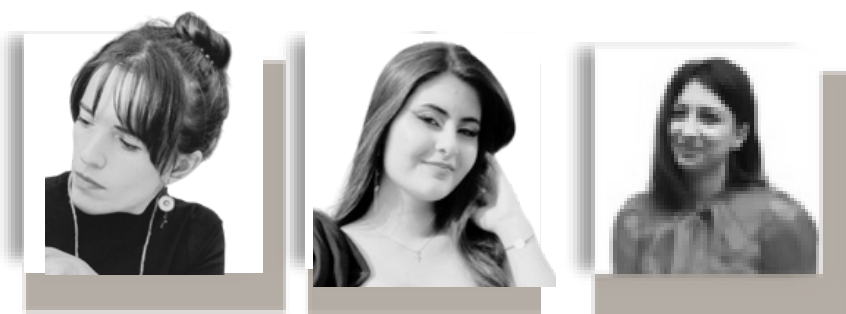
### Design & Motion



### PPC (Google & Meta)



### Web & UX/UI





# Team Kooperativa RO

Kooperativa 2.0 is a full-service communication agency based in Bucharest, Romania, with over 10 years of online experience and a team of more than 40 specialists working in media relations, PR, Influencer Marketing, Social Media, PPC (Pay-Per-Click), SEO, ATL/BTL campaigns, Branding, Web Design, and Events. Our portfolio includes successful integrated communication strategies for both local and international brands.

## Management & Administrative



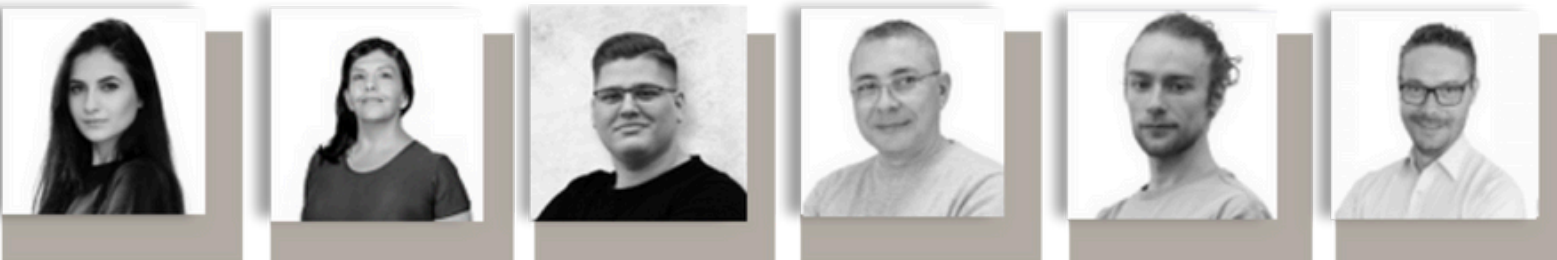
## Social Media



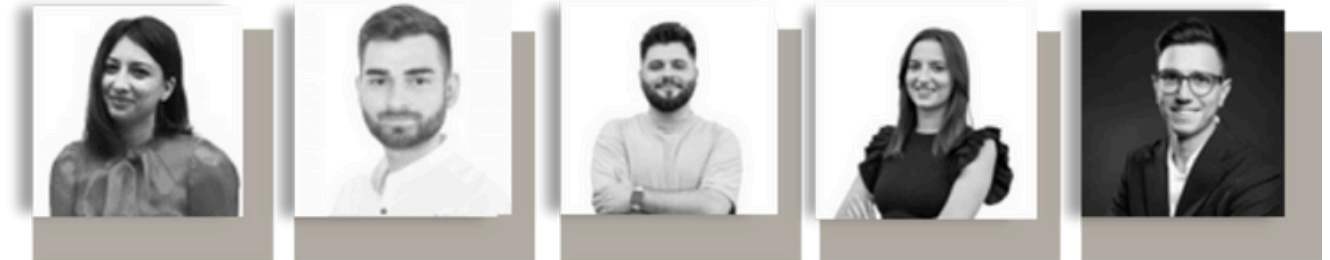
## PR & Influencer Marketing



## Design & Foto Video



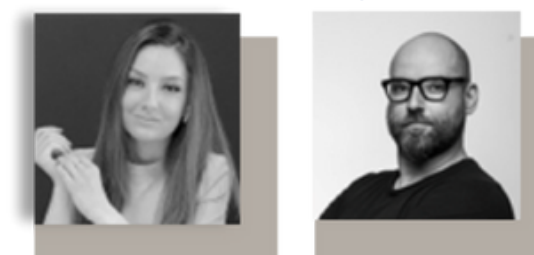
## PPC



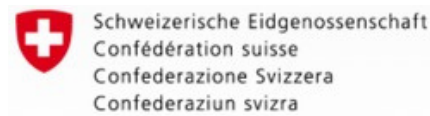
## Web



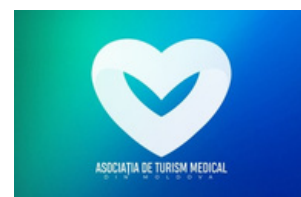
## Account Management



## Clients We Are Proud to Work With in MD



MINISTERUL  
EDUCAȚIEI ȘI CERCETĂRII





## Clients We Are Proud to Work With in RO



## Clients We Are Proud to Work With in RO





## Tools We Use

Company profile



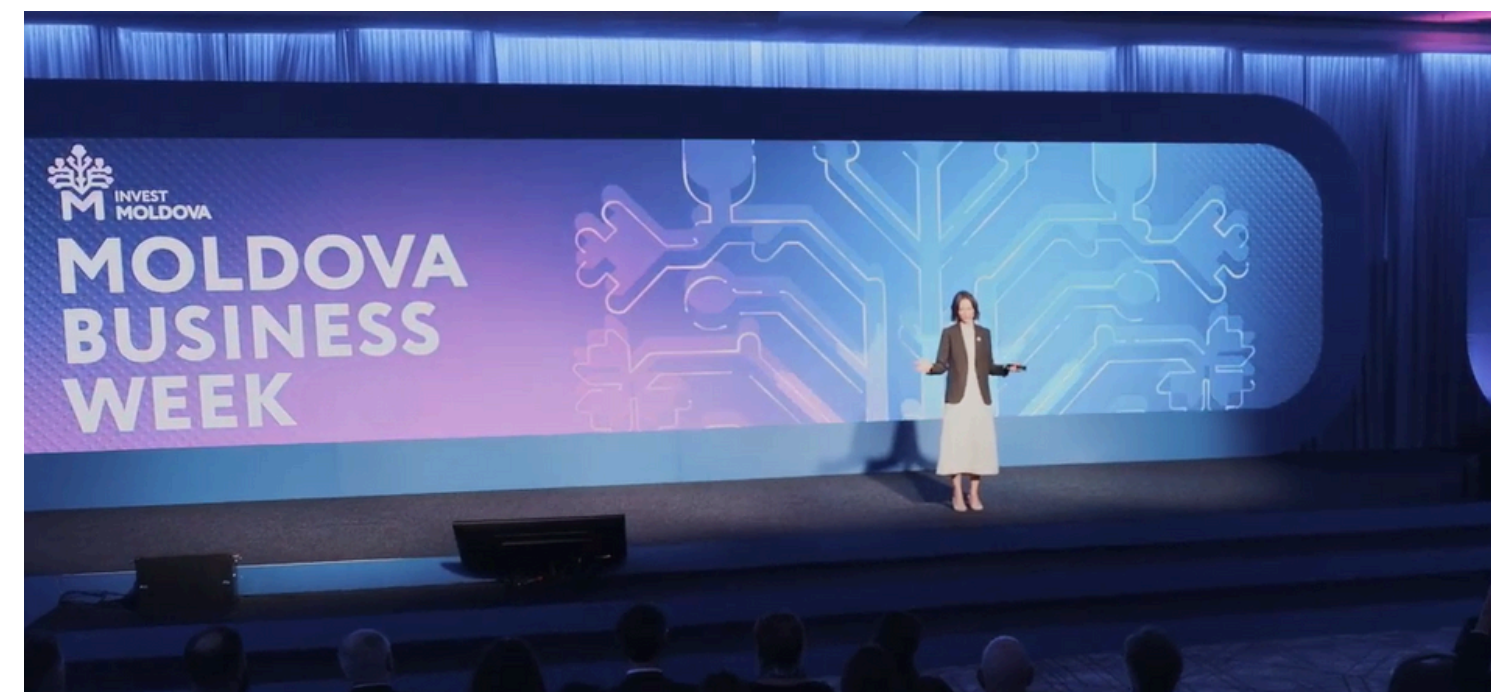
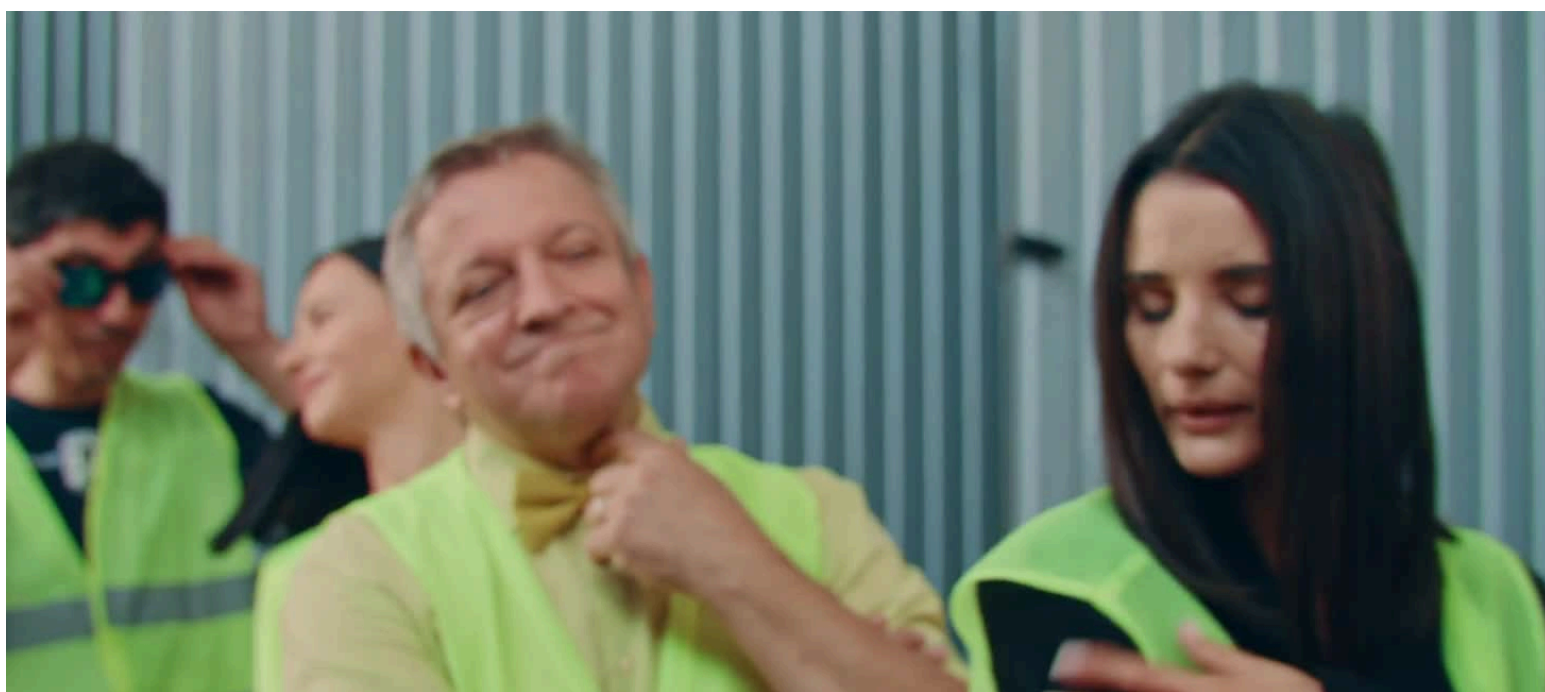
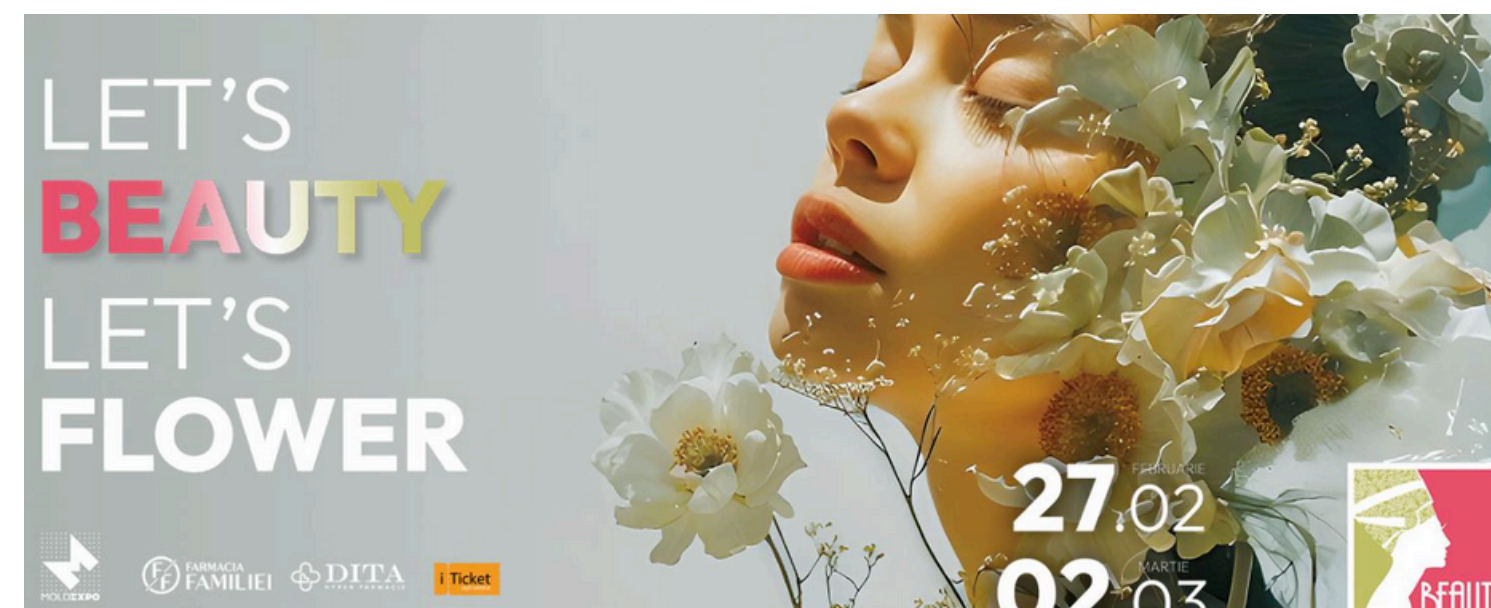
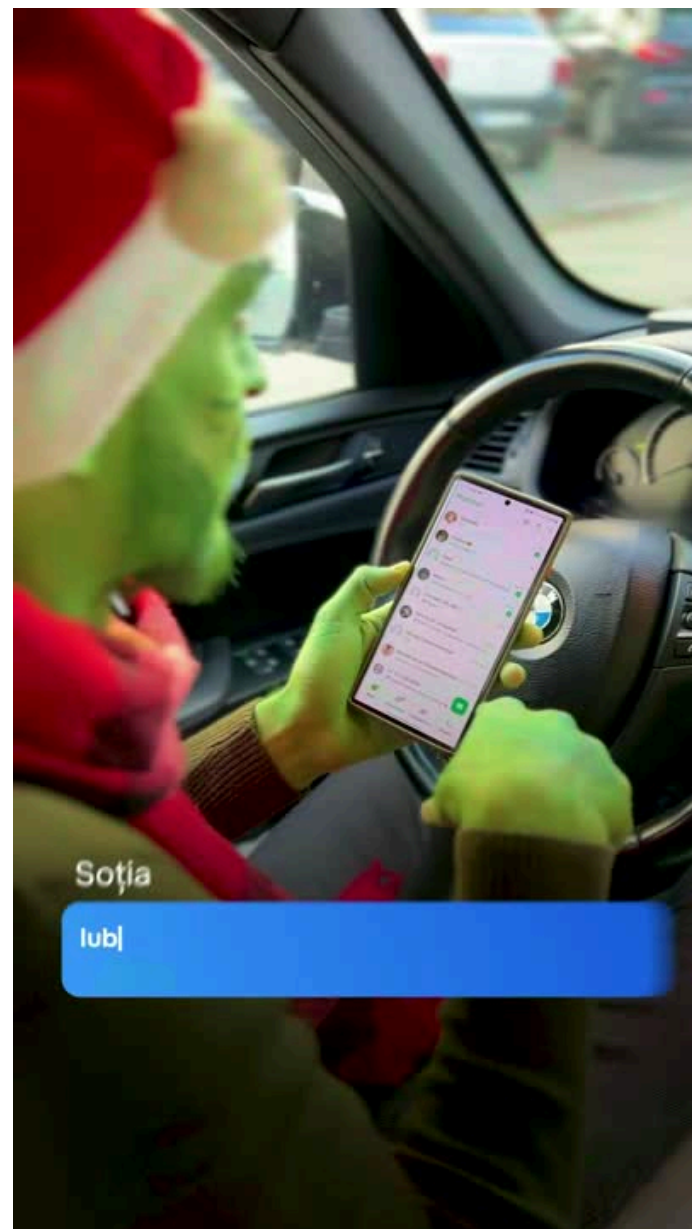


# PORTFOLIO - DESIGN





# PORTFOLIO - VIDEO





# ADS MANAGEMENT

- 20 de proiecte administrate lunar
- > 30 000€ bugetul administrat lunar
- > 30 000 000 afișări lunare ale reclamelor

## CMB 2025 (Fb Ads) Perioada (15 August - 09 Septembrie)



**2 737 459**  
impact

**5 291 459**  
afișări

**70 360**  
click-uri

**0,15\$**  
preț  
pentru  
un click

**1,33%**  
CTR  
(raportul dintre  
numărul de click-uri  
la numărul de afișări)

**10 578,57\$**  
cheltuieli  
  
**2,00\$**  
(CPM)  
Cost pentru  
1000 afișări

## Moldova Business Week 2025 Meta Perioada (22 iulie - 10 septembrie)

**779 957**  
impact

**2 748 147**  
afișări

**13 741**  
click-uri totale

**0,14\$**  
preț  
pentru  
un click

**0,50%**  
CTR  
(raportul dintre  
numărul de click-uri  
la numărul de afișări)

**1 958,23\$**  
Buget  
  
**8 600**  
click-uri pe link  
(către mbw.md)



## OIV 2025 (X platform Ads) Perioada (24 Mai - 8 Iunie)

**1 290 929**  
impact

**1 744 837**  
afișări

**7 375**  
click-uri  
totale

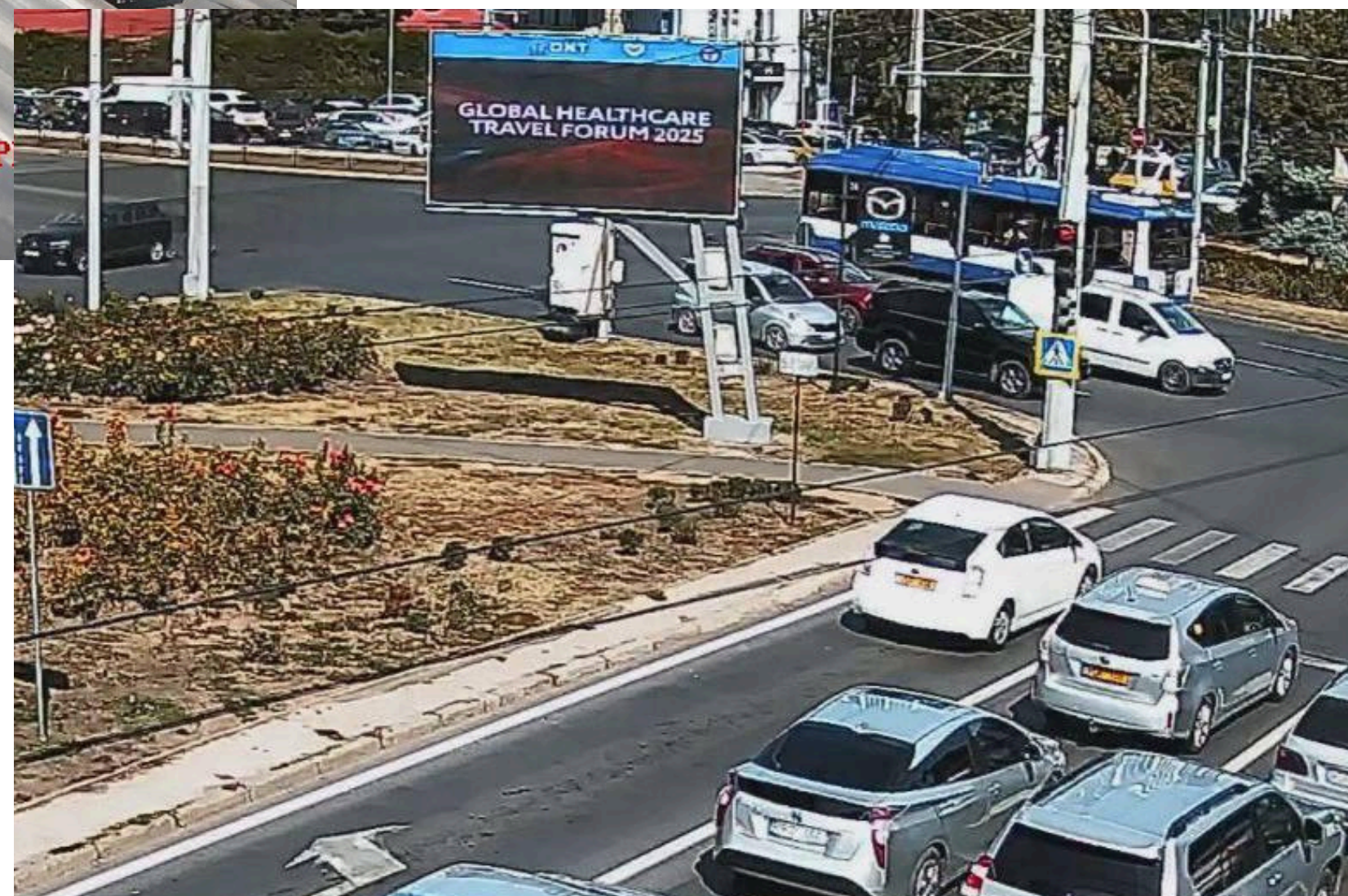
**0,15\$**  
preț  
pentru  
un click

**0,42%**  
CTR  
(raportul dintre  
numărul de click-uri  
la numărul de afișări)

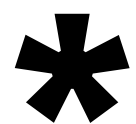
**1 094,35\$**  
cheltuieli  
  
**0,96\$**  
(CPM)  
Cost pentru  
1000 afișări  
  
**957**  
Click-uri pe link



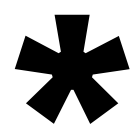
# ONGOING OOH







**Suntem în procesul lansării în curand a unei aplicații destinate influecner marketing care va permite un management eficient, transparent și echitabil în conlucrare cu creatorii de conținut**



**Conlucrat pînă astăzi cu peste >60 creatori de conținut din R.Moldova și peste 200 în România**





# What Our Clients Say About Us

## Company profile



- **Oana Boianiu, Senior Marketing Manager, Veranda Mall**

I have always seen our collaboration with Kooperativa 2.0 as a true partnership, thanks to their understanding, professionalism, and originality. They have consistently found solutions to bring to life the unique and unconventional ideas proposed by Veranda Mall over time.



- **Roxana Tănasă, Marketing Specialist, Corporate Office Solutions**

“From the very beginning, the team dedicated to our account has demonstrated the ability to analyze and understand our company’s needs and requirements, delivering inspired and tailored solutions—often exceeding our expectations. We are delighted to continue this partnership, knowing that we have not only a partner but also a trusted advisor who shares our modern and open business approach, as well as a deep commitment to value and innovation



- **Cornel Ion, Director, RFI România**

Kooperativa 2.0 has responded efficiently and promptly to our requests, even when dealing with last-minute plans. They have a dynamic, well-organized, and punctual team, providing quick feedback and, in our opinion, capable of meeting the expectations of even the most demanding clients



- **Maria Dunăreanu, Director Marketing, Altius SA** We began our collaboration with Kooperativa 2.0 in August 2020 for a unique social media marketing project. Their professionalism, consistency in delivering high-quality results, ease of communication, and openness to finding the best solutions for our business have made them our first choice for future digital campaigns



# What Our Clients Say About Us



**Anca Mutu, Marketing Manager, VOX Profile** "Kooperativa 2.0 este o echipă creativă și proactivă, cu oameni optimiști deschiși către idei noi, pe care te poți baza mereu. Ei au reușit întotdeauna să se adapteze nevoilor noastre, au înțeles produsele noastre și au venit constant cu soluții creative și inovatoare."



**Oana Ardelean, PR Director, Jidvei** "În timpul colaborării, agenția a atins și chiar a depășit obiectivele stabilite împreună, a răspuns pozitiv provocărilor noastre și a apreciat implicarea echipei în construirea unei strategii și implementare de succes."



**Gabriela Elena Rizescu, Director Marketing, Alcedo** "Performanțele campaniilor desfășurate, comunicarea excelentă, creativitatea, propunerile și promptitudinea echipei sunt punctele forte care recomandă Kooperativa 2.0 oricărui partener interesat de servicii de marketing digital."



**Cristina Popescu, Communications Director, Danone România** "Unul dintre punctele forte ale echipei este că are o rețea foarte mare de bloggeri, la care ajung foarte repede și la care se pot angaja cu ușurință în campanii într-un timp scurt."

# What Our Clients Say About Us



**Ștefan Iamandi, Director, National Office of Vine and Wine**

Kooperativa Moldova has played a crucial role in the success of our major initiatives, including the promotion of the National Wine Day, significantly contributing to the increased visibility of the 'Wine of Moldova' brand."



**Natalia Vîlcu, Model Court Project Chief of Party, USAID Moldova**

"Kooperativa Moldova successfully implemented the social media marketing campaign for the Model Court Initiative (MCI), developing a comprehensive strategy and promotional materials that significantly increased public awareness of legal education."



**Sergiu Tabacaru, Director, Noroc Media**

Thanks to Kooperativa Moldova's services, we successfully rebranded, optimized our website, and efficiently managed our social media channels, leading to increased visibility and audience engagement



**Ion Lică, Șef Unitate de Implementare Programelor, ODA**

"The Kooperativa Moldova team has demonstrated a high level of professionalism, flexibility, and dedication in providing video production and communication services for the promotion of the RECP – UNIDO project



# Why work with us

**At Kooperativa Romania and Moldova**, we bring over a decade of expertise in strategic communication, PR, digital marketing, and branding, delivering tailored solutions that drive real impact. Our team of specialists combines innovation, flexibility, and data-driven strategies to ensure measurable results and brand growth. We have a proven track record of successfully managing national and international campaigns, working with diverse industries—from tourism and wine branding to banking, NGOs, and government projects. By choosing us, you gain a reliable, results-oriented partner committed to elevating your brand's presence across Moldova, Romania, and beyond.

**ONE CONTACT**

**ONE CONTRACT!**

# Lets discuss

We are confident we can  
provide best services for AGE



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download our study report: **Moldova digital marketing report 2025**

