

QUBO PORTFOLIO

Projects overview. Referees. Samples of work

See more projects and insights on QUBO's [Facebook](#) // [YouTube](#) // [LinkedIn](#)

1. The European Political Community (EPC) Summit, hosted by Moldova (2023)

Client: Presidency of the Republic of Moldova

Services provided: strategic consulting, crisis communication consulting, communications and strategic plan, messaging, PR, Media Relations, copywriting, design, translations, Social Media content writing, Social Media management, media relations before, during and after the event, press events concepts, offline with the journalist, guided press tour before the summit, support for accredited international and local journalist, translations, and adjustments for the media guides, TV and radio shows participations, special media projects, influencer marketing events (offline with the influencers, informative sheets for the influencers, support for the visibility of the event); social media management, video production (video editing of the prerecorded invitations of the high level officials, dedicated posts, stories, reels, video materials, media snippets, LIVE broadcasts, photo albums, highlights, success stories, quizzes/tests, digital platform with playlists and resources about Moldova.

Reference person: Olga Roșca, Adviser for Foreign Affairs and Communication, Presidency of the Republic of Moldova, email: orosca@prm.md

Samples of works (social media content): <https://www.facebook.com/EPCMoldova>



Beneficiile Summitului EPC pentru Moldova și cetățenii săi

- Sporirea securității regionale**
 - UE: Negocia și Consiliul să introducă sancțiuni contra persoanelor ce se vor alina securității
 - A fost lansată Mișcarea de parteneriat UE
 - Moldova a primit donții de echipament pentru sistemul de apărare
- Creșterea vizibilității internaționale**
 - 730 de jurnaliști din 49 de țări au reflectat Summitul EPC în presa internațională
 - Despre Moldova s-a vorbit în mii de stiri, articole, reportaje în toată lumea
- Consolidarea conectivității**
 - Se face în roaming în Uniunea Europeană pentru cetățenii moldoveni vor fi incluse în scop. Începând cu 1 ianuarie 2024, pentru ca să putem vorbi cu cei dragi mai des și mai ușor.



2. Promotion Campaign for Activities and Products Developed under the EU4Youth Programme Phase III: Youth Employment and Entrepreneurship

Client: Central Project Management Agency, Lithuania

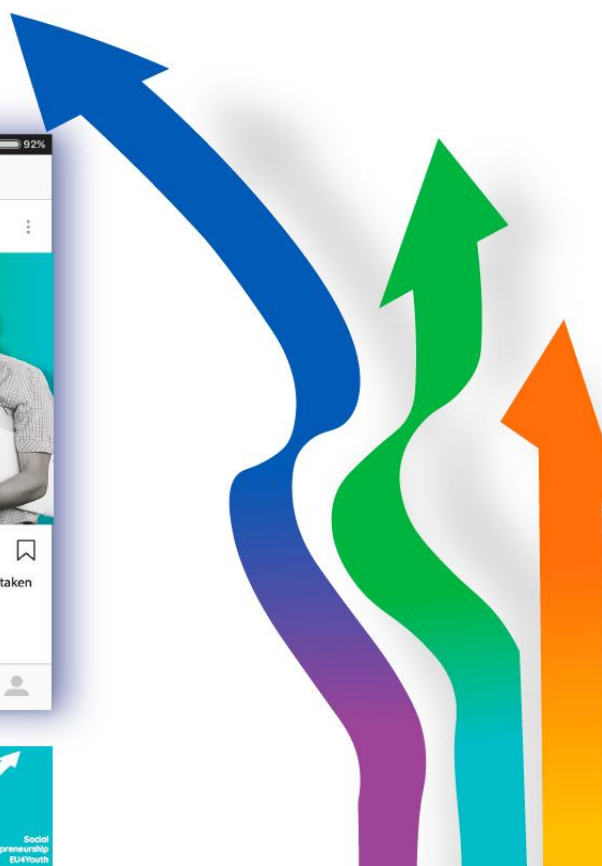
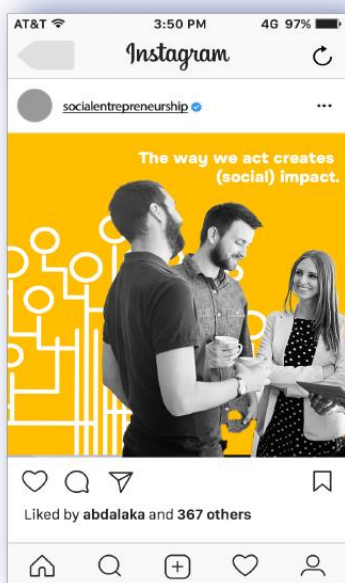
Project co-funded by: The European Union and the Ministry of Foreign Affairs of Lithuania

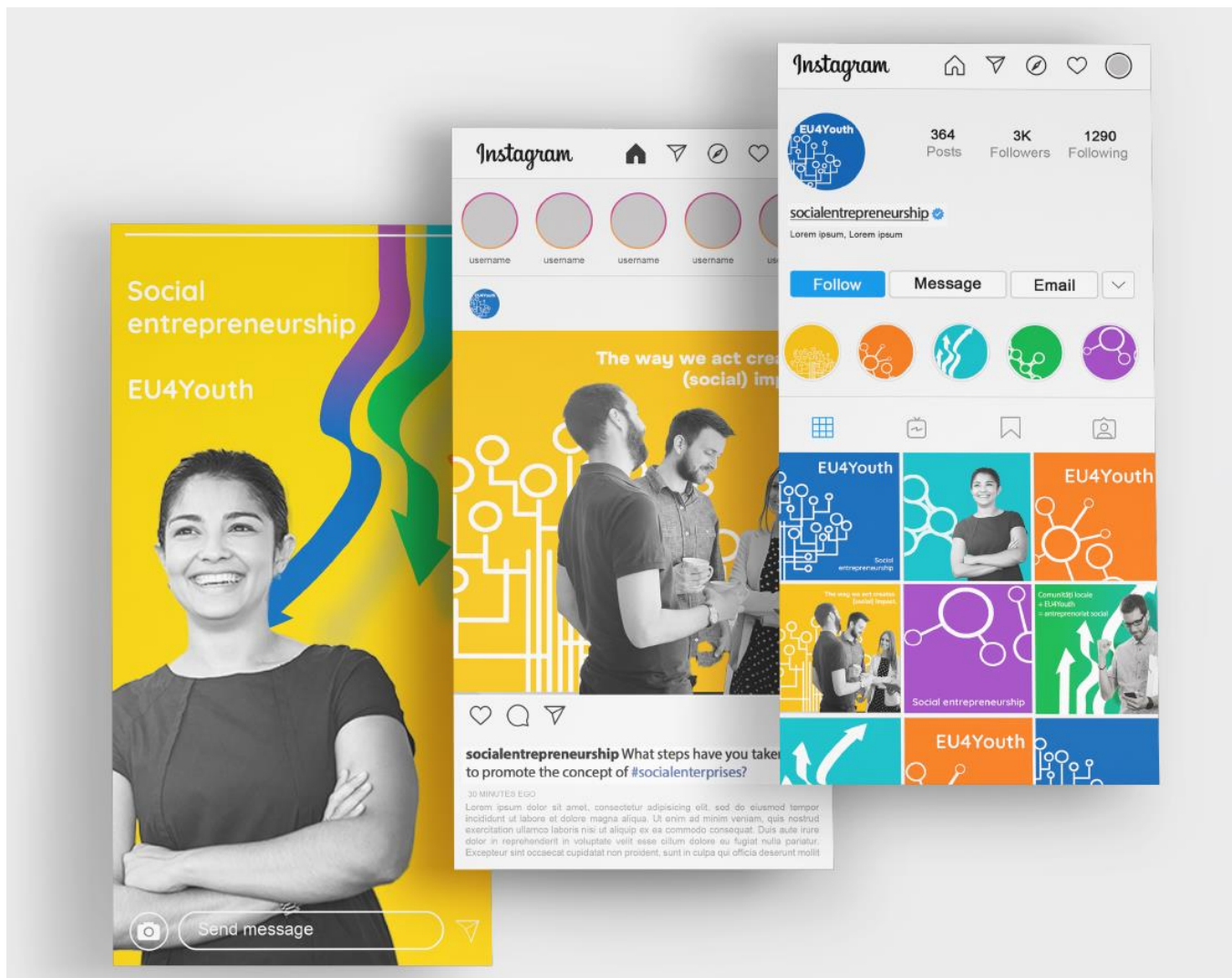
Implementation in six countries: Armenia, Azerbaijan, Belarus, Georgia, Moldova, and Ukraine

Implementation period: May 2024 – June 2025

Services Provided: Managing the communication efforts of the Programme across all six Eastern Partnership countries as the lead communication agency, Implementing communication subdivisions in each Eastern Partnership country, Developing the Programme's communication strategy, Organizing a quiz competition for teachers to promote fundamental labor standards, Collaborating with micro-influencers within the teachers' community in Moldova, Creating communication campaign concepts, Developing communication campaign messages, Video production, Copywriting, design, PR, and media relations, Media placement and digital communication, Media monitoring, campaign planning, and implementation

Visual concept derivatives - Instagram posts





3. Project: National awareness campaign to protect teenagers and youth from tobacco industry interference

Client: World Health Organisation in Moldova (EU funds)

Services provided: communications and strategic plan, campaign brandbook, messaging, slogan, PR, Media Relations, copywriting, translations, Social Media content writing, Social Media management, design, media relations before, during and after the events organized within the project, campaign launch events concepts, implementation of the campaign, TV shows participations, influencer marketing, LIVE broadcasts, photo albums, campaign radio spots production, promotion campaigns through META Ads, media monitoring, reporting.

Reference person: Rodica Munteanu, Communication Officer, World Health Organisation in Moldova, email: munteanur@who.int

Samples of works (social media content): <https://www.facebook.com/OMSMoldova>

Influencers' video: <https://www.instagram.com/p/DDzLRmkMCjS/>

Campaign launch video:

<https://www.facebook.com/OMSMoldova/videos/566547292764876>

Reel - chemical experiment:

<https://www.facebook.com/OMSMoldova/videos/1476517543041200>



4. Project: National campaign to raise awareness among teenagers about recognizing the signs of depression

Client: World Health Organisation in Moldova

Services provided: communications and strategic plan, campaign brandbook, messaging, slogan, PR, Media Relations, copywriting, translations, Social Media content writing, Social Media management, graphic design, media relations before, during and after the event organized within the project, TV shows participations, special media projects, influencer marketing, LIVE broadcast, photo albums, campaign radio spots production, web content development, landing page development, promotion campaigns through Google Display Network and META Ads, media monitoring, reporting.

Reference person: Rodica Munteanu, Communication Officer, World Health Organisation in Moldova, email: munteanur@who.int

Samples of works (social media content): <https://www.facebook.com/OMSMoldova>



5. Project: Project: Promoting Government Securities and facilitating their purchase through the eVMS.md platform – Phase 2.

Client: The Moldova Institutional and Structural Reforms Activity (MISRA)

Services provided: social media, graphic design, video production and copywriting services.

Reference person: Inga Burlacu, Communication Manager, The Moldova Institutional and Structural Reforms Activity (MISRA), email: inga.burlacu@cadmusgroup.com

Samples of works (social media content):

<https://www.facebook.com/MinisterulFinantelorRM>

eVMS.md

Investește în Valori Mobiliare de Stat!

eVMS.md

Pași pentru plata **VMS** prin intermediul
aplicației Mobile Banking



eVMS.md

Perioada de subscriere a
valorilor mobiliare de stat:



Creează-ți un cont pe **eVMS.md** și
investește în siguranță!

6. Project: Campaign Promoting Energy Efficiency in Rural Moldova

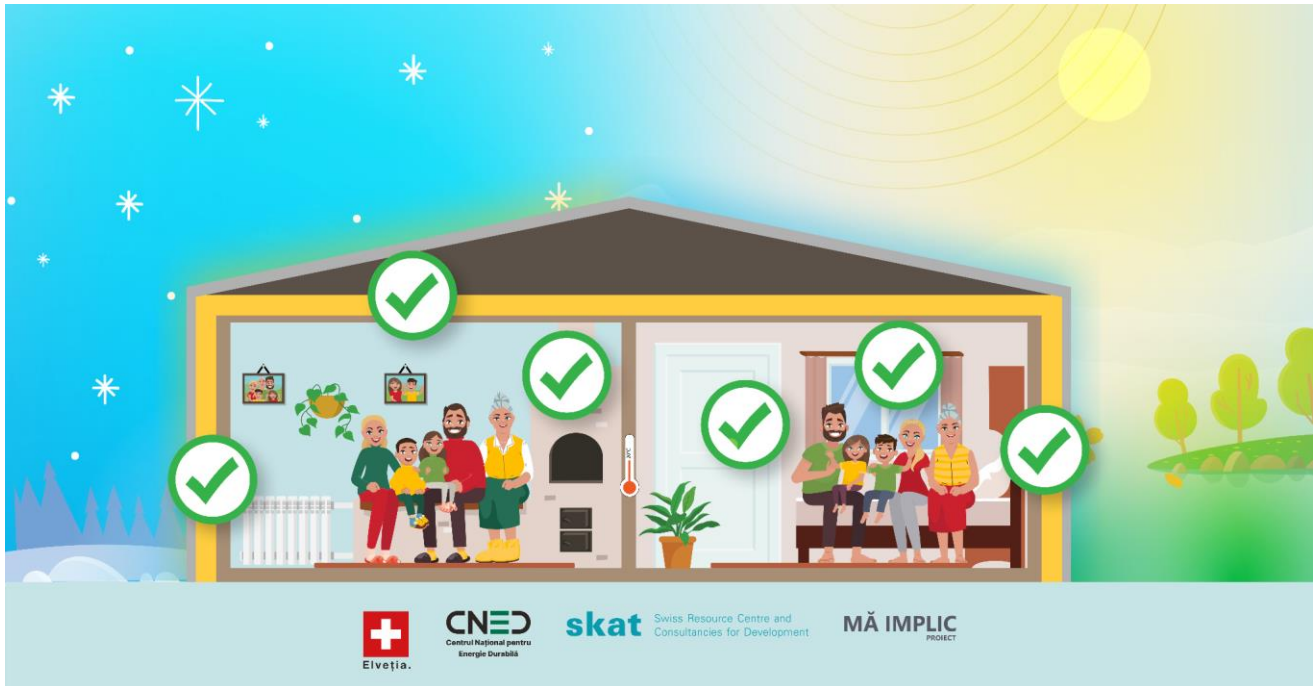
Client: Project " Mă Implic" of Skat Consulting ("Foundation Moldo-Swiss Center for Cooperation SKAT") and the National Center for Sustainable Energy (CNED), with the support of the Swiss Government

Services provided: creative visual concept, messaging, slogan, campaign plan, implementation of the campaign, media Relations, copywriting, graphic design, video production, informative tour in the rural areas of the Republic of Moldova, web content development, landing page development campaigns through the Google Display Network, Facebook ads, media monitoring, reporting.

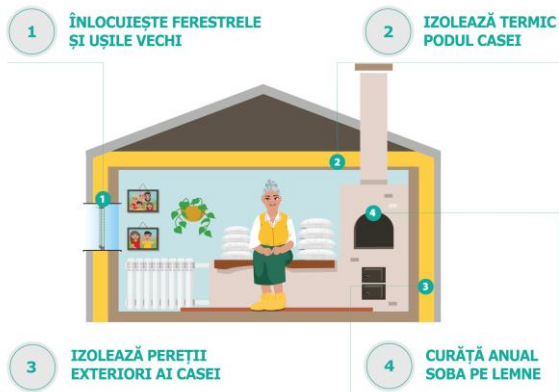
Reference person: Gheorghe Ticu, Project Manager, Skat Consulting, email: gheorghe.ticu@int.skat.ch

Samples of works (social media content): <https://www.facebook.com/ProiectulMalmplic>

Landing page: <https://ma-implic.md/eneff/>



PENTRU A AVEA O LOCUINȚĂ EFICIENTĂ ENERGETIC:



Știi că...

...dacă pe timpul iernii aerisirea se face cu fereastra deschisă înclinată mai mult de **30 de minute**, acest lucru poate duce la apariția mucegaiului?

Soluția: în sezonul rece, aerisește casa doar pentru perioade scurte, prin deschiderea completă a ferestrelor pentru **5-10 minute**.



7. National campaign: EU4Environment Communication campaign

Client: Eco Contact/ Aarhus Centre for Environmental Information and Consultation

Services provided: copywriting, visual concept, graphic design, video animations

Reference person: Tatiana Gumene, PR&communication specialist, email:

tatiana.gumene@ecocontact.md

Samples of works (infographics, video):

- Segregate – <https://eu4moldova.eu/make-it-clean/?fbclid=IwAR100PfliTQywpcFgUJpyXpPHElw8NWeeaJKB27uusMfmTvAg4x60nSDbxc>

- No plastic – <https://eu4moldova.eu/make-it-clean/?fbclid=IwAR100PfliTQywpcFgUJpyXpPHElw8NWeeaJKB27uusMfmTvAg4x60nSDbxc>
- Compost – <https://eu4moldova.eu/make-it-clean/?fbclid=IwAR100PfliTQywpcFgUJpyXpPHElw8NWeeaJKB27uusMfmTvAg4x60nSDbxc>
- Public transport – <https://eu4moldova.eu/make-it-clean/?fbclid=IwAR100PfliTQywpcFgUJpyXpPHElw8NWeeaJKB27uusMfmTvAg4x60nSDbxc>
- Walk and cycle – <https://eu4moldova.eu/make-it-clean/?fbclid=IwAR100PfliTQywpcFgUJpyXpPHElw8NWeeaJKB27uusMfmTvAg4x60nSDbxc>

**OUR PLANET,
OUR HOME.
LET'S MAKE IT CLEAN!**



Funded by
the European Union



8. Project: Recruitment campaign for the Labour Inspection in Moldova (2023)

Client: The International Labour Organization (ILO)

Services provided: creative visual concept, messaging, slogan, mascot creation, campaign plan, implementation of the campaign, graphic design, PR, Media Relations, campaign TV/radio spots production, web content development, Social Media content writing and management, promotion campaigns through the Google Display Network, Facebook ads, media monitoring, reporting.

Reference person: Corina Ajder, State Secretary, Ministry of Labour and Social Protection of the Republic of Moldova, email: corina.ajder@social.gov.md

Samples of works:

Landing page: <https://inspector.md/>

Facebook event:

<https://www.facebook.com/events/268164018878655/>

Video tease for launching the campaign:

Video 1: <https://www.facebook.com/social.gov.md/videos/3426312911018940>

Video 2: <https://www.facebook.com/social.gov.md/videos/619563259619405>

Teasing campaign

Link 1: <https://www.facebook.com/photo/?fbid=542472358060253&set=a.162319629408863>

Link 2: <https://www.facebook.com/photo/?fbid=540333461607476&set=a.162319629408863>



9. Project: Promotion of the National Study on Femicide Case Analysis (2022), Economic Empowerment of Women Survivors of Gender-Based Violence (2023) Promoting the analysis of cases of family violence resulting in death or serious injury (2023)

Client: Women's Law Centre

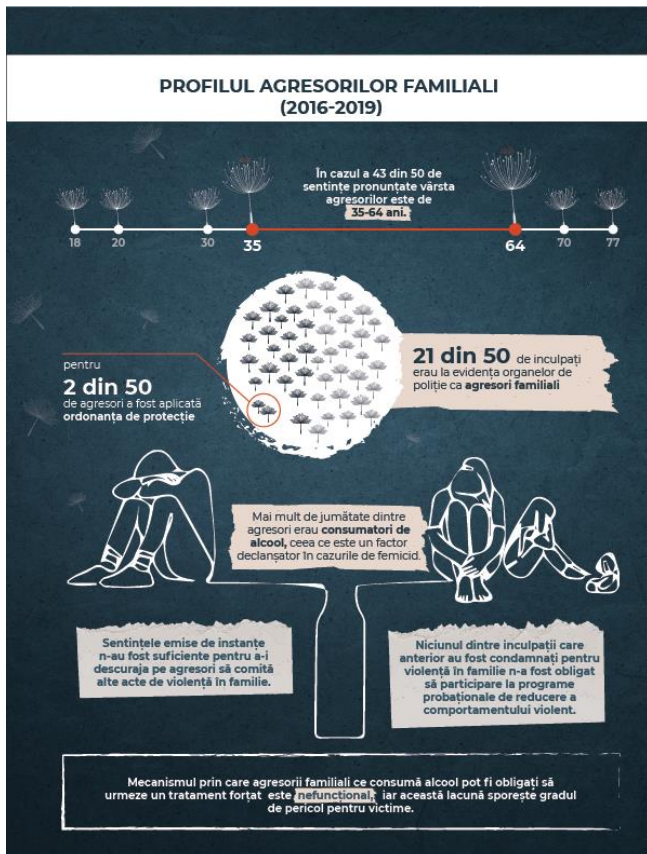
Services provided: copywriting, visual concept, graphic design, printing

Reference person: Diana Pinzari, Communication Consultant, email: diana.pinzari@cdf.md, tel.: + 373 69577542

Samples of works (infographics):

Promotion of the National Study on Femicide Case Analysis

- <https://www.facebook.com/cdfmd/photos/a.201507810035579/2008918632627812/>
- <https://www.facebook.com/cdfmd/photos/a.201507810035579/2003964086456600/>
- <https://www.facebook.com/cdfmd/photos/a.201507810035579/2012681212251554/>
- <https://www.facebook.com/cdfmd/posts/pfbid0GxaaL9efgVJtFuy4nqxxsa7L9AcTgnjDBTszxFDemL2ARWdwD9WmDUfpRyXWh9S6HI>
- <https://www.facebook.com/cdfmd/photos/a.201507810035579/2018170418369300/>



Studiul Național de analiză a cazurilor de femicid a fost elaborat de A.O. „Centrul de Drept al Femeilor” cu suportul financiar al Suediei.



Studiul Național de analiză a cazurilor de femicid a fost elaborat de A.O. „Centrul de Drept al Femeilor” cu suportul financiar al Suediei.

Economic Empowerment of Women Survivors of Gender-Based Violence

- <https://www.facebook.com/cdfmd/photos/pb.100064541808490.-2207520000/2247011858818487/?type=3>
- <https://www.facebook.com/cdfmd/photos/pb.100064541808490.-2207520000/2248288922024114/?type=3>
- <https://www.facebook.com/cdfmd/photos/pb.100064541808490.-2207520000/2250147938504879/?type=3>
- <https://www.facebook.com/cdfmd/photos/pb.100064541808490.-2207520000/2250876671765339/?type=3>

ABILITAREA ECONOMICĂ A FEMEILOR SUPRAVIEȚUITOARE ALE VIOLENȚEI ÎN BAZĂ DE GEN

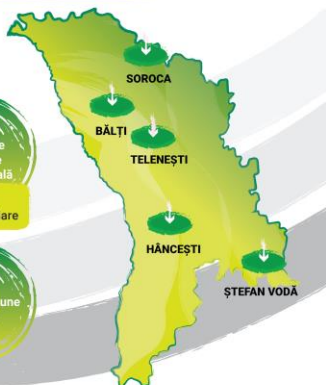
5 PROGRAME LOCALE DE ABILITARE ECONOMICĂ, CARE AU INCLUS:

5 sesiuni peer-to-peer
86 de beneficiare

5 sesiuni de orientare profesională
86 de beneficiare

5 ateliere de orientare vocațională
126 de beneficiare

Ghiduri de bune practici



Proiectul „Suport pentru co-crearea programelor de abilitare economică a femeilor supraviețuitoare ale violenței în bază de gen”, implementat de AO „Centrul de Drept al Femeilor” în parteneriat cu UN Women și finanțat de Suedia.



ABILITAREA ECONOMICĂ A FEMEILOR SUPRAVIEȚUITOARE ALE VIOLENȚEI ÎN BAZĂ DE GEN

Impact pe termen lung



Proiectul „Suport pentru co-crearea programelor de abilitare economică a femeilor supraviețuitoare ale violenței în bază de gen”, implementat de AO „Centrul de Drept al Femeilor” în parteneriat cu UN Women și finanțat de Suedia.

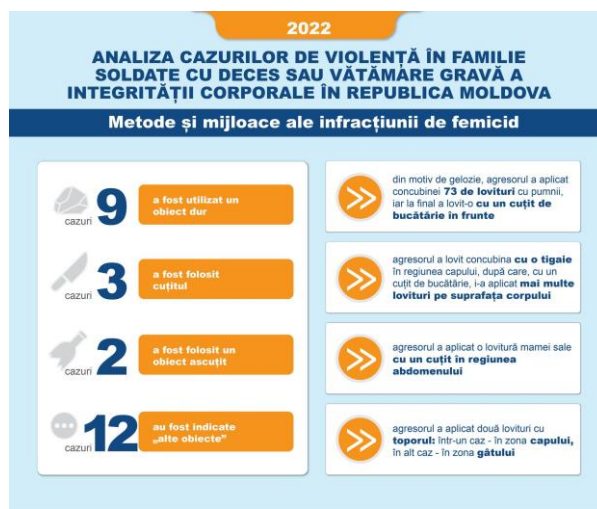


Promoting the analysis of cases of family violence resulting in death or serious injury

- <https://www.facebook.com/photo.php?fbid=701774285317292&set=pb.100064541808490.-2207520000&type=3>
- <https://www.facebook.com/photo.php?fbid=702811058546948&set=pb.100064541808490.-2207520000&type=3>
- <https://www.facebook.com/photo.php?fbid=704116321749755&set=pb.100064541808490.-2207520000&type=3>
- <https://www.facebook.com/photo.php?fbid=706096624885058&set=pb.100064541808490.-2207520000&type=3>
- <https://www.facebook.com/photo.php?fbid=706430001518387&set=pb.100064541808490.-2207520000&type=3>
- <https://www.facebook.com/photo.php?fbid=707843451377042&set=pb.100064541808490.-2207520000&type=3>



Infograficile au fost realizate în baza Raportului de analiză a cazurilor examinate de Comisia de monitorizare și analiză a cazurilor de violență în familie soldate cu deces sau cu vătămare gravă a integrității corporale a victimelor în anul 2022.



Infograficile au fost realizate în baza Raportului de analiză a cazurilor examinate de Comisia de monitorizare și analiză a cazurilor de violență în familie soldate cu deces sau cu vătămare gravă a integrității corporale a victimelor în anul 2022.

10. Project: GGF online training for the (potential) partner Institutions (2021-2022)

Client: GGF Technical Assistance Facility represented by Finance in Motion GmbH (Frankfurt, Germany)

Services provided: animated videos (in English) presenting a wide range of essential topics related to Environmental & Social risks and the tools used to mitigate and manage those risks.

Sample of works (video): <https://www.youtube.com/watch?v=ZrYRgQiHQkl>



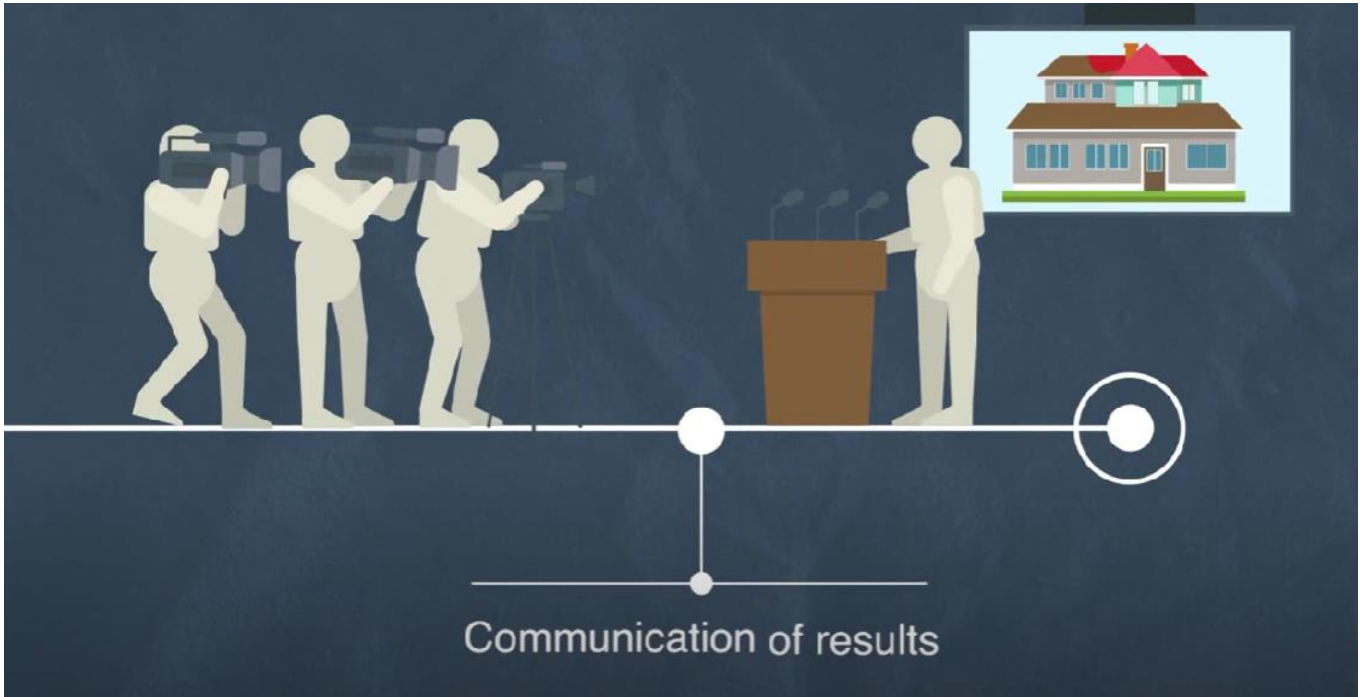
11. National Campaign: Promoting the support of Soros Foundation for capacity buildings of ARBI (CARA within NAC)

Client: Soros Moldova Foundation

Services provided: concept and logistics for offline events for journalists and influencers, video animations, podcasts, visual identity, copywriting, media relations, media monitoring, social media consultancy, copywriting of SM Guide, training, google ads, social media communication services, graphic design, media placement, digital communication, media monitoring, campaign planning and implementation, reporting.

Reference person: Natalia Camburian, Ex- Director of the Good Governance Department, Soros Moldova Foundation, tel.: 069694310;

Samples of works (video animation): <https://www.youtube.com/watch?v=ZJiHqzrsiM8> – video presentation of the Moldovan Criminal Assets Recovery Agency (ARBI) process



12. National Campaign: Communication around the “Undeclared work – Moldova trece pe alb” (“Moldova goes white”) conference

Client: Soros Moldova Foundation

Services provided: PR, Media Relations, copywriting, translations, Social Media content writing, Social Media management, graphic design, video production, communication materials developed within the advertising event management, media monitoring and reporting.

Reference person: Maria Vataman, Ex Project Assistant, Good Governance Department, Soros Moldova Foundation, tel.: 060935568

Samples of works (social media content):

<https://www.facebook.com/events/3293709480902796>



13. National Campaign Series:

a) Fighting stigma associated with COVID-19 (2020) b) Rehabilitation after COVID-19 (2020-2021) c) Promoting the Community Mental Health Centers campaign (2021-2022)

Client: World Health Organization in Moldova

Services provided: creative visual concept, messaging, slogan, mascot creation, campaign plan, implementation of the campaign, podcasting media project, special media projects, PR, Media Relations, campaign TV/radio spots production, concept and carrying out of live informative webinars, web content development, Social Media content writing and management, creation of the www.cumtesimtiazi.md website, graphic design, partnership with the Audiovisual Council for the spot placement free of charge, collaboration with regional media, infographics, writing the "Fighting stigma associated with COVID-19" communication guide.

Reference person: Rodica Munteanu, Communications Officer, WHO Country Office in Republic of Moldova, email: munteanur@who.int

Samples of works (video):

Explanatory animated spot for the campaign on preventing the stigma associated with COVID-19 (2020): <https://www.youtube.com/watch?v=yhM6jE7tqH4>

Series of animated fillers as part of the post-COVID-19 rehabilitation campaign (2021):

- Breathing: <https://www.youtube.com/watch?v=JvEs2pL4vWY>
- Physical activity: <https://www.youtube.com/watch?v=fqxVrlShH8g>
- Voice: <https://www.youtube.com/watch?v=IXp5el8Mpus>
- Food: https://www.youtube.com/watch?v=nE4dAu_In4M
- Focus: https://www.youtube.com/watch?v=RyqD_FxLayE
- Organization: <https://www.youtube.com/watch?v=i23oTgFOm-U>
- Stress: <https://www.youtube.com/watch?v=5yEIQako6Qg>



14. National campaign: Promoting the "Dual Education Day" fairs

Client: GIZ Moldova

Services provided: communication plan, visual concept, message box, video animations, audio spots, events promotion, posters design, special media projects, PR, Media

Relations, TV reportages, interviews, participations in TV shows, media placements, digital communication, media monitoring, campaign planning and implementation, reporting.
Reference person: Eugen Scortescu, Communications and Public Relations Officer, eugeniu.scortescu@giz.de, tel.: +373 60458458

Samples of works (video): Animated video series for promoting "Dual Education Day" fairs:

- For graduates: <https://www.youtube.com/watch?v=Q-VfYPiQ0M0>
- For young people: https://www.youtube.com/watch?v=wIV3T_I_gKw
- For refugees: <https://www.youtube.com/watch?v=JpL-d9wilTI>
- VET promotion video in TikTok style:
 - the HoReCa field: <https://www.youtube.com/watch?v=cNLFheFYbUI>
 - general video: <https://www.youtube.com/watch?v=Z97LLsmJ2Zo>



15. Series of Projects: Refreshment maib (2021) and other maib projects such as the anniversary of the Gama card, the launch of the maib junior card, supporting participation in Eurovision, etc. (2022)

Client: maib

Services provided: communication plan, video animations, copywriting, PR campaign, graphic design, Media Relations, media monitoring.

Reference person: Iulia Bogusevschi, Head of Corporate Communication, email: Iulia.Bogusevschi@maib.md

Samples of works (video):

- logo revealing - <https://www.youtube.com/watch?v=wI11Gc1wq5g>
- the financial results of **maib** in the first 9 months of 2021 - <https://www.youtube.com/watch?v=EhhaeCAkypk&t=1s>
- video + graphic about the Gama card - <https://www.youtube.com/watch?v=buT8xVFWBds>
- video graphic about the Gama card - <https://www.youtube.com/watch?v=TqUbBidSIDI>
- animation guide to using the SmartPOS service from maib - <https://www.youtube.com/watch?v=LDewMhMif-s&t=16s>



QUBO DESIGN PORTFOLIO

In addition to the design samples presented above in this portfolio, please also check out other design works (infographics, brochures, reports, banners, social media visuals, flyers, guides) created by the QUBO Communications team at the following link:

<https://drive.google.com/drive/folders/1Z2QQkexDcHq0qaWlw1Etkd8LgfOgHAn8>