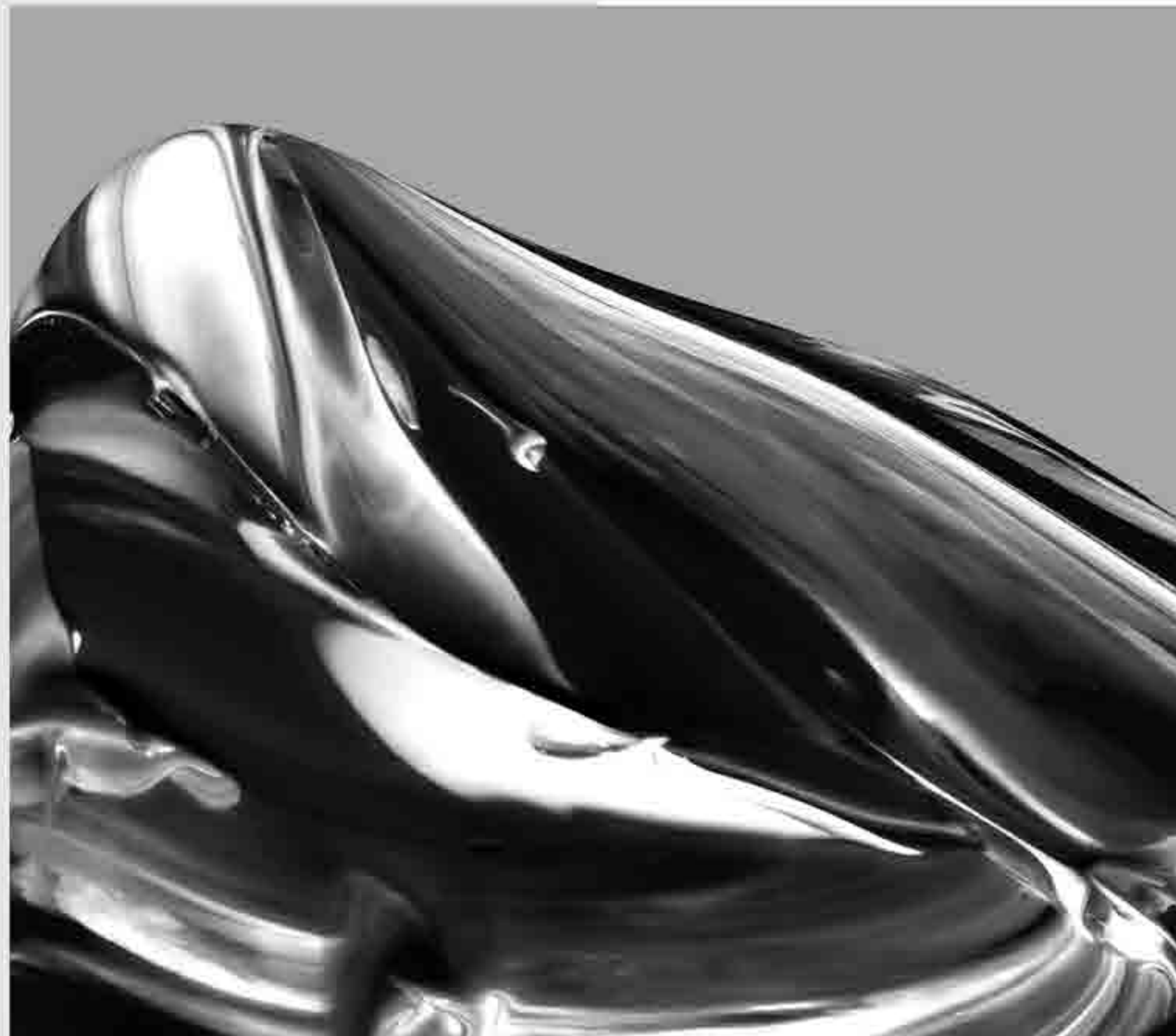




**hello,
we are
nrg.**

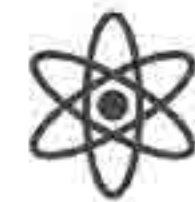


creative | development | events



Company Confidential

2



We are a group of multi disciplined teams.

Located in Europe,
we deliver best in class
projects to international
brands for over 10 years,
registering a turnover
of over \$3M in 2016.



We cover two areas of expertise.

Our expertise ranges from research and strategy to creative and design to digital development and events.

Let's meet the teams.



Creative & Development

Surprising in every way.

As a part of the
Publicis Worldwide family,
we believe good creative
should surprise the brand
owners and their clients
by both the quality
of ideas and the cost
competitiveness.



we
create
change.

World class service,
from start to finish.



Research



Customer

From quantitative research to focus groups to eye tracking to big data digging, we employ every tool available today to know the customer better.

Strategy



Product

By carefully assessing the market opportunities, we develop a product strategy aimed at maximum results within the targeted budget.

Identity



Brand

Whenever necessary, we develop new brands and refresh existing ones to bring them up to date by first defining a relevant character and then building the identity to support it.

Creative



Idea

Our ideas have brought brands to number one positions in their markets and helped some to become the biggest companies in their respective countries.

Production



Execution

Employing a range of techniques we produce film and digital, print and POS materials at surprisingly low budgets thanks to a tried and tested ecosystem of partners.



Happy clients, year after year.

60% of our revenues come
from retainers – most of
the brands we work for
trust us for years.

**Let's discover some
of the projects.**



PROIECTE SIMILARE





Project Showcase

A country and a brand to remember.

When our team won the project to develop the National Tourism Brand for Moldova, we decided to spend a month at the National Museum, learning about the country's cultural heritage.

The final brand features the Tree of Life, an ancient symbol representing eternal youth and prosperity. Our version subtly incorporates the main attractions Moldova offers as a destination.

The brand has now become one of the most beloved in the country. The branding program led to an 18.7% increase in the number of visitors to the country in 2016 compared to 2015.



[Click the image to watch the ad](#)

Click the image to watch the ad

Project Showcase

Unexpectedly great.

We developed brand identity for Wine of Moldova and launched Chelaris, the first AI winemaker prototype. Using advanced AI capabilities, Chelaris created a unique wine recipe that was later crafted by Wine of Moldova.

This innovation showcased Moldova's pioneering spirit, emphasizing both its deep-rooted winemaking traditions and commitment to forward-thinking advancements.



Click the image to watch the ad

Project Showcase

Identitatea TRM.

O identitate temporală care pornește imaginația
și invită să Construim împreună dincolo de diferențe



**WINE OF
MOLDOVA**
UNEXPECTEDLY
GREAT

Click the image to watch the ad

Project Showcase

Campania Pot controla factura

Sensibilizarea oamenilor cu privire la
consumul de energie și încurajarea lor
de a-și schimba comportamentul spre a
economisi energia

POT CONTROLA FACTURA

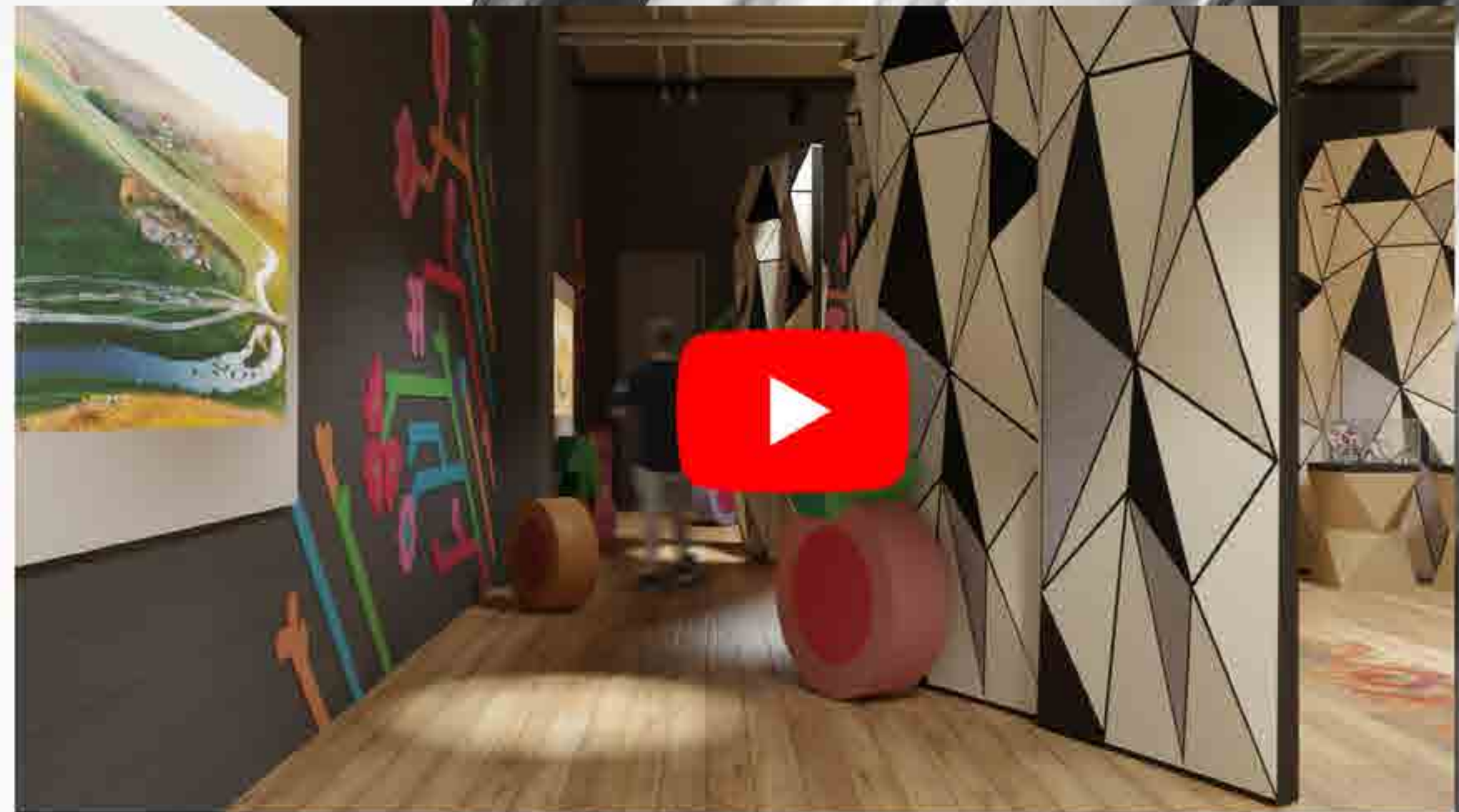
**Consum responsabil lumina,
gazul, motorina și benzina**

Campania națională pentru consumul moderat de energie în Republica Moldova

2021

World EXPO 2020, Dubai

Creative concept
Pavilion Design
Video content
creative
Video content
production/
supervision
Online content
strategy
Supporting
materials design
and production
(offline and online)



Project Showcase

World Expo 2025 Osaka

Creative concept



2021

Cultural-Touristic Route of Craftsmen

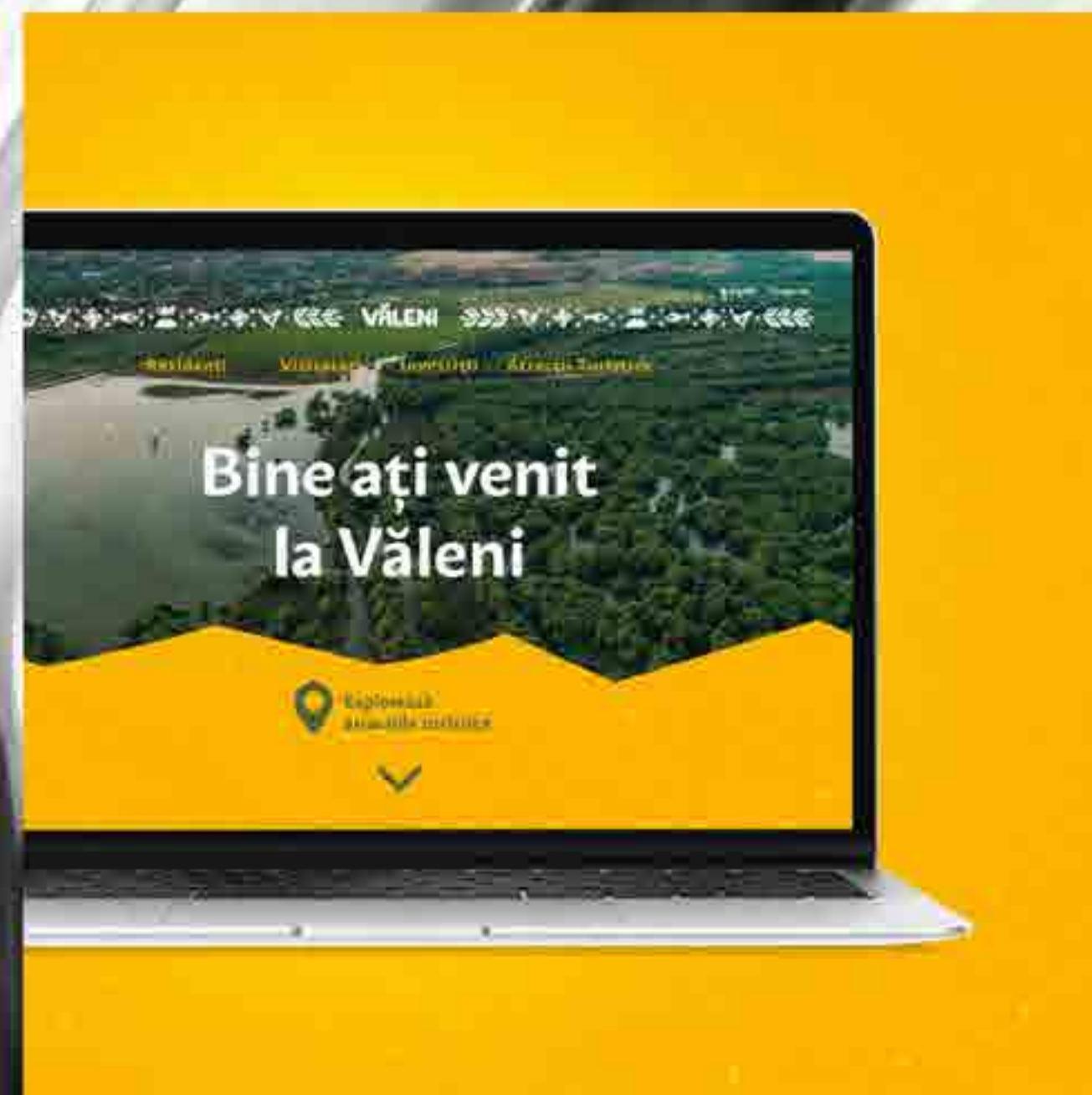
Logo, identity
and brandbook design



2021

Valeni identity

Identity and
brandbook design



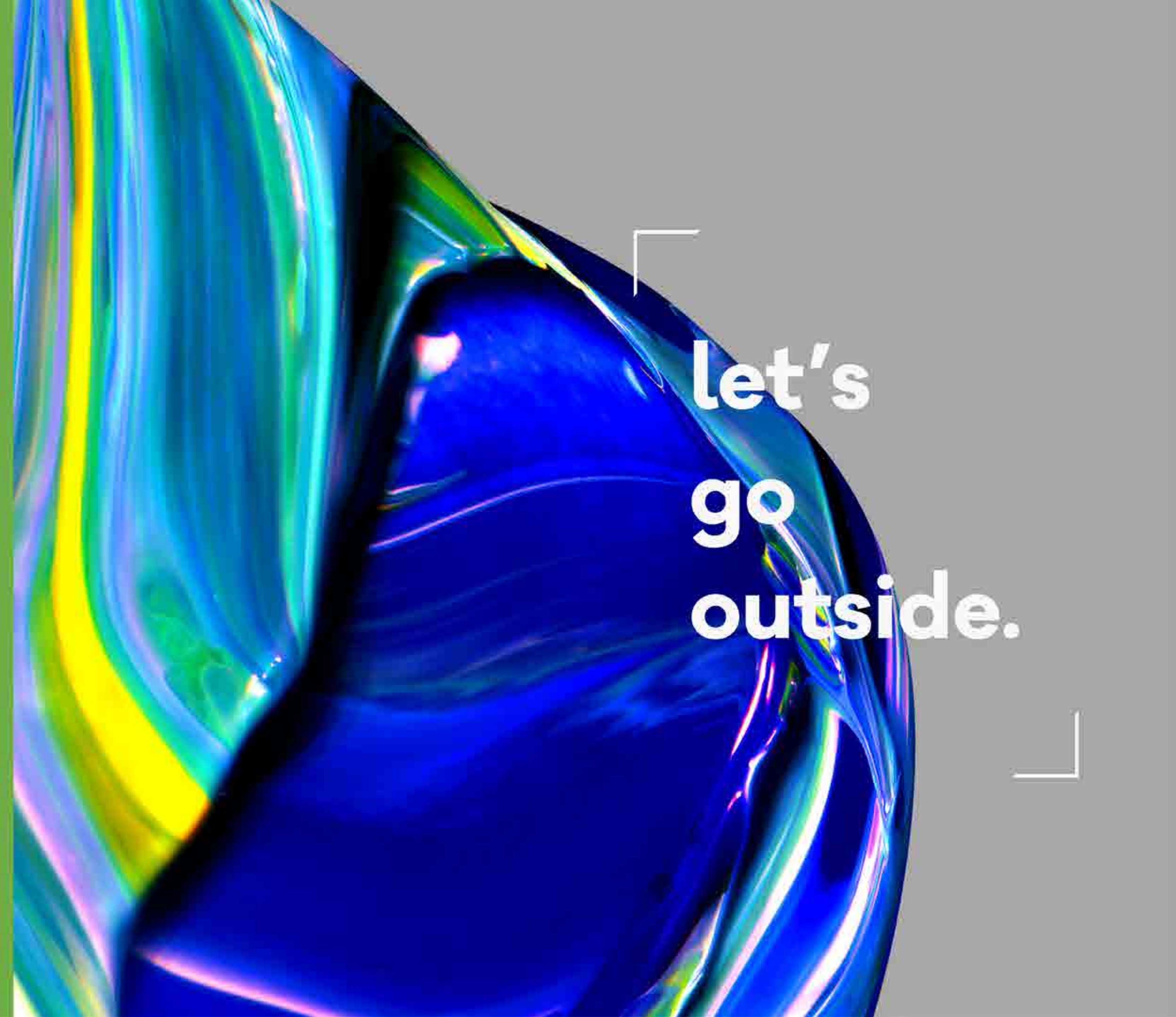
Events

Live and breath art and music.

This is how we started —
by providing creative
service and doing events.

We started with modest
parties and reached 10L+
visitor events.

After 10 years, the
creative and development
businesses have grown,
but we still love doing
events and everything
Around them.



let's
go
outside.

Impress by innovation, transform by experience.



Concept



Idea

We believe events have the power to transform, but everything begins with an idea.

Experience



Moments

We model the client experience from the moment they discover the news about the event to buying the ticket and coming to the venue, to the time at the show and to leaving and posting on socials right after.

Execution



Tech

A good event is well thought in terms of equipment needed – the same event could be executed at the same level of quality with considerably lower budgets if you know where to cut.

Replication



Guideline

Some of our clients want to repeat and replicate the success of the event in a different place, that is why we create event guidelines containing all the hard and soft ingredients for a consistent experience.

Details



Wow Elements

Little extras can make an event unforgettable, that is why we always look out for ways to impress the visitors.



Project Showcase

Irresistible visual psychedelia.

Romania's #1 pop artist,
Delia wanted to surprise
the fans by her opus magnum
bespoke show – 'Psihedelia'.

We have created a full
visuals' set for the event,
including 5 layers of live
4K video mixed over a EGPU.

'Psihedelia' has been
recognised as the most
beautiful show a Romanian
artist has ever held.



[Click the image to watch the concert](#)

Project Showcase

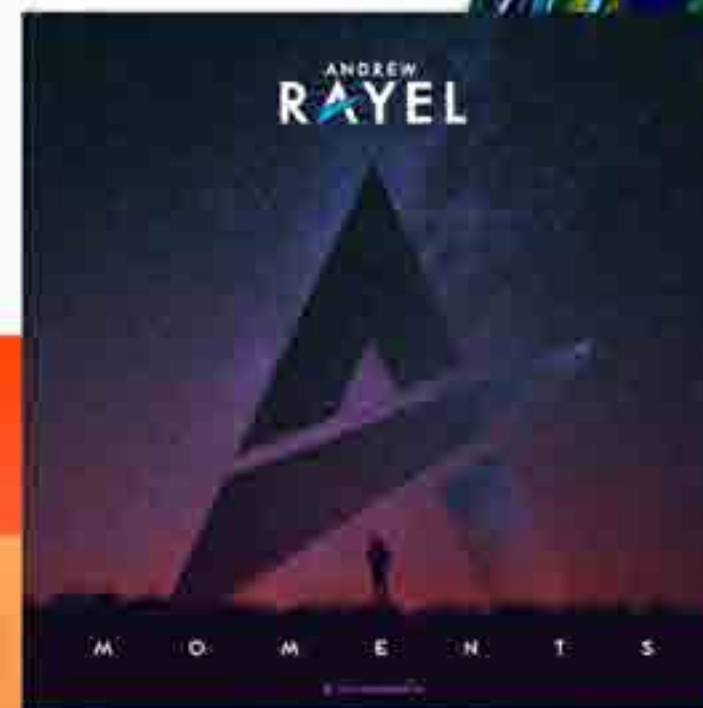
Pure euphoria in every beat.

5 years DJ MAG TOP100 resident,
Andrew Rayel has invited us
to design his 2017 'Moments'
worldwide tour.

We have created a visual identity
of the album and reinforced the
artist brand.

We've designed an iconic stage
layout and adapted it to virtually
any venue. This was complimented
by bespoke stage visuals including
generative art and custom graphics.

The album has reached Top 10
Billboard dance albums at launch.



ANDREW
RAYEL

Two teams, same level of service.

Every time you place a project with us,
you are assigned a project manager,
available virtually 24/7 to support you.

All the quotations are fully transparent
and traceable. Our 50+ colleagues across
all teams have an excellent record
and worked with us for years.

We're eager to see what NRG can do for you.





thanks.