

**KOO
PERA
TIVA** 20

www.kooperativa.md
www.kooperativa.ro

Agenc^{ie}
iscusit^ă de
comunicare
integrat^ă

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, ARRP, 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 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.

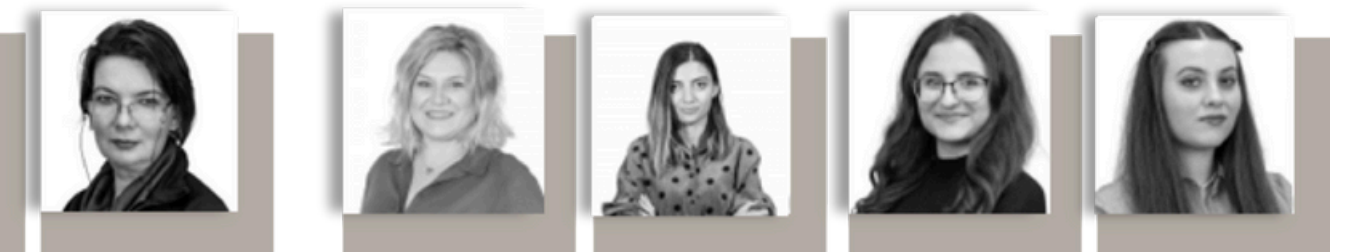
Management & Administrative



Social Media



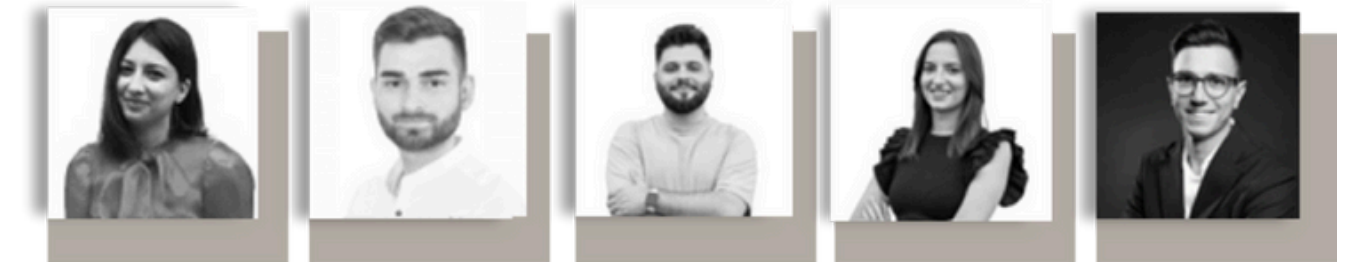
PR & Influencer Marketing



Design & Foto Video



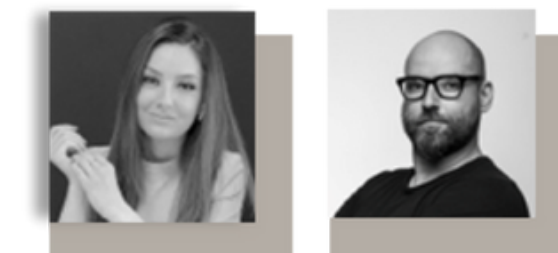
PPC



Web



Account Management



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



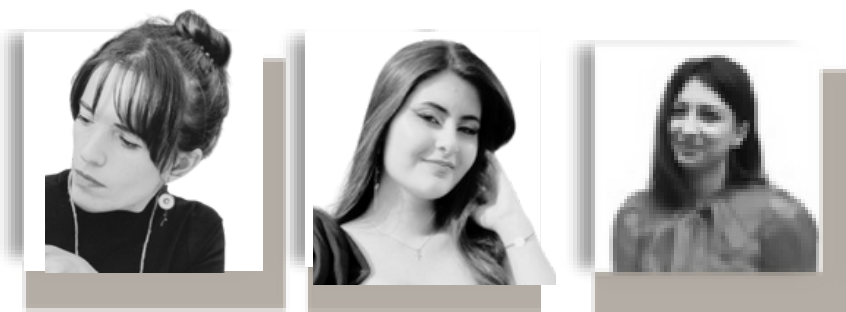
Design & Motion



PPC (Google & Meta)



Web & UX/UI



DESPRE NOI

Clients We Are Proud to Work With in RO



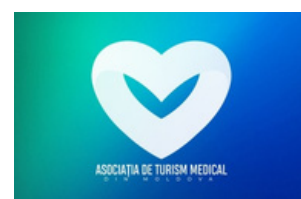
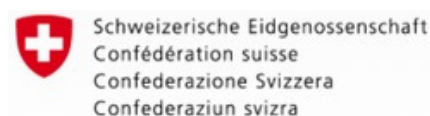
ABOUT US

Clients We Are Proud to Work With in RO



ABOUT US

Clients We Are Proud to Work With in MD



Tools We Use



Company profile



PORTFOLIO - DESIGN

**MOLDOVA
BUSINESS
WEEK**

M INVEST
MOLDOVA

save the date!
16-20 September

VINUL
MOLDOVEI
UIMITOR DE BUN

Vernisajul Vinului

Ediția a XXIII-a

ORIGINE ȘI AUTENTICITATE
10 ani de vin cu Indicație Geografică Protejată

CAPITOLES PARK
16 mai | Ora 17:00

**E superrrb
să fii client Sebo**



Sebo.md



n
noroc

Știi știri cu noi

**ASCUNDE
SAREA**

#ALEGECEMĂNÂNCI

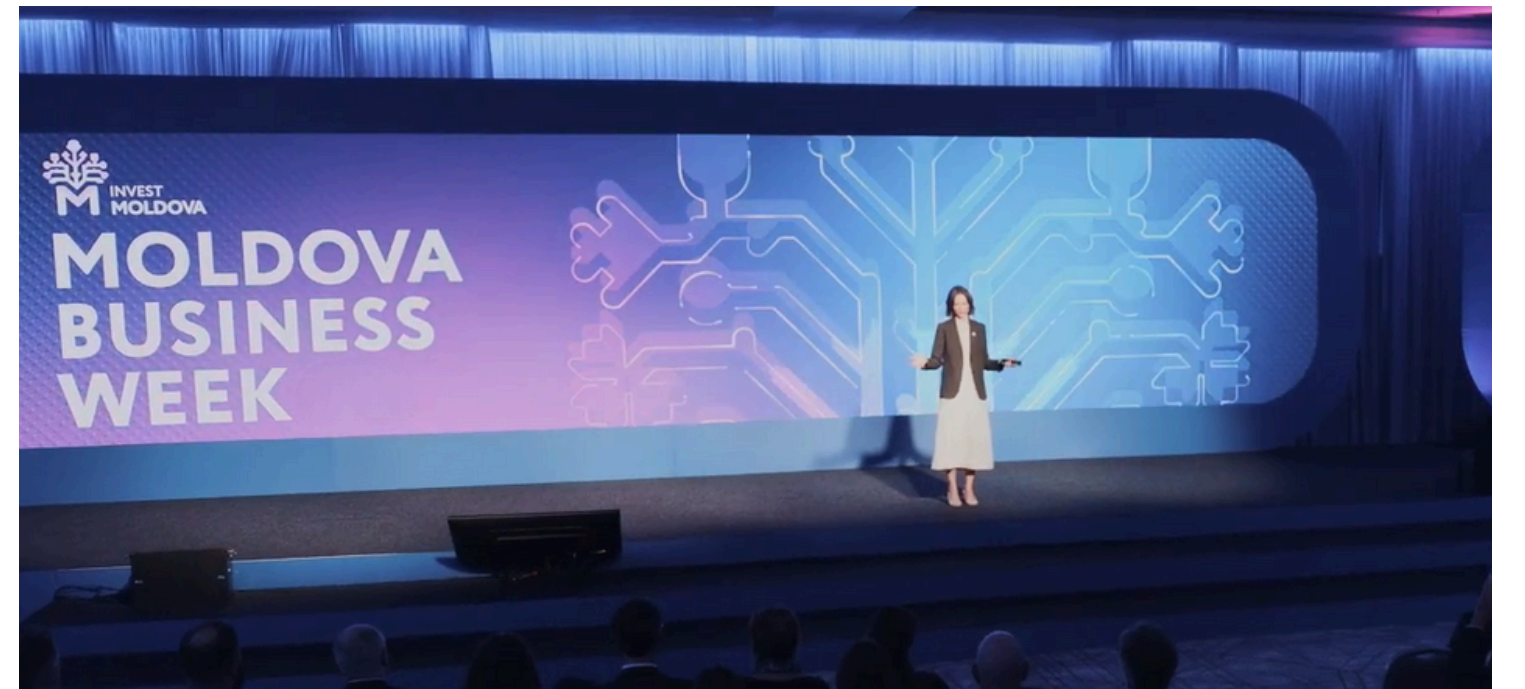
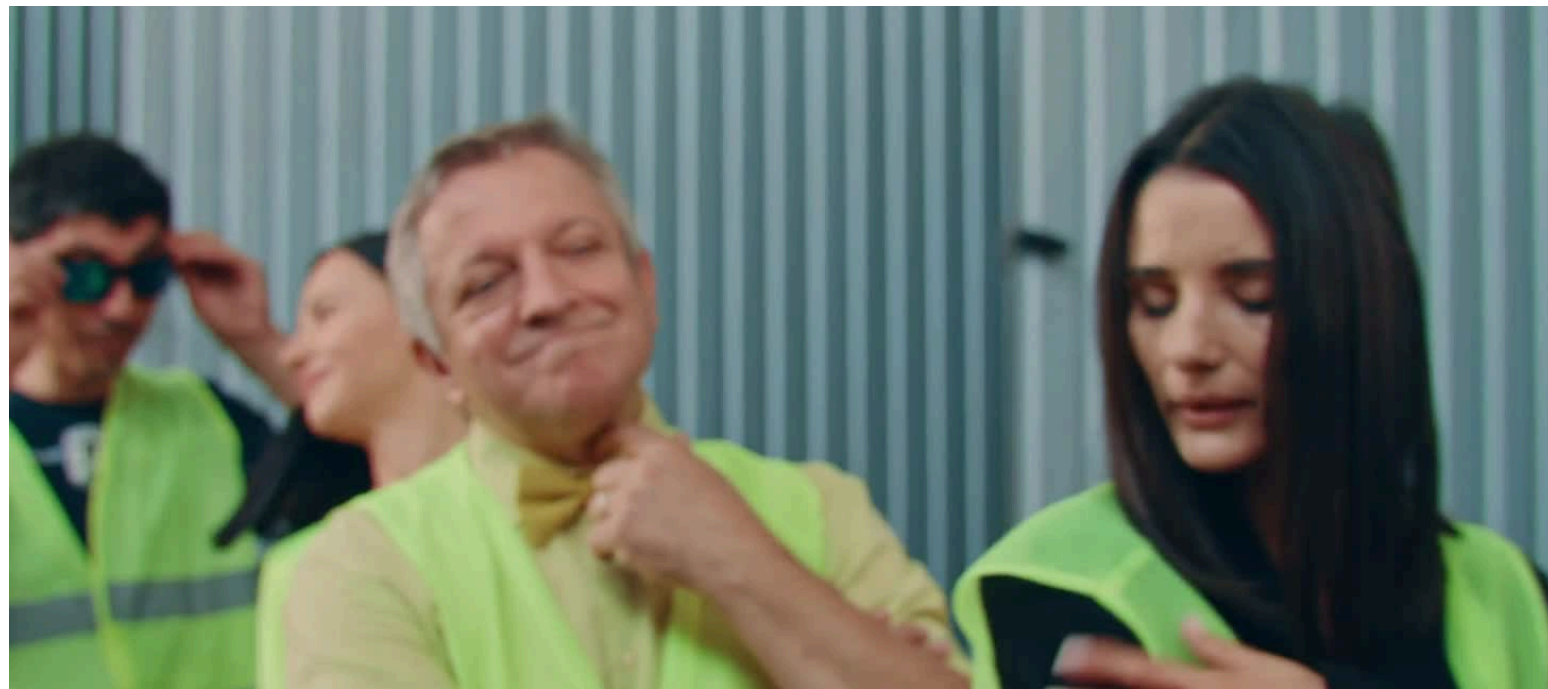
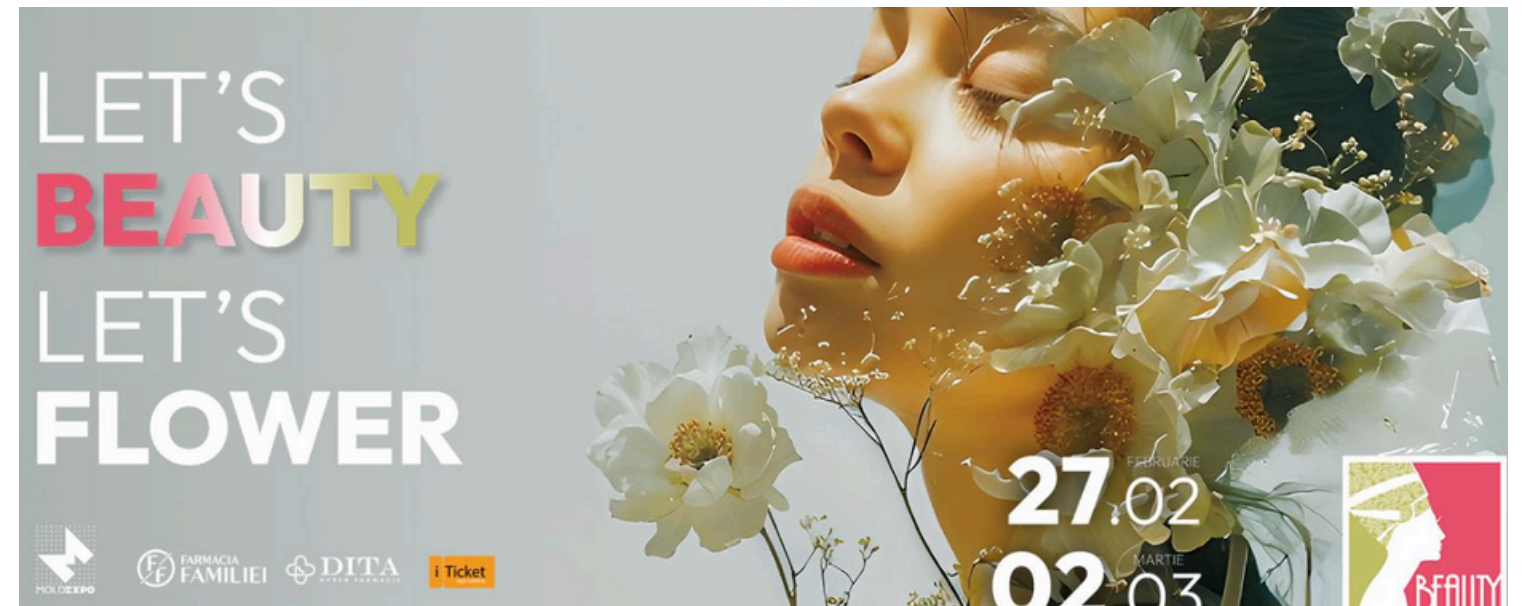
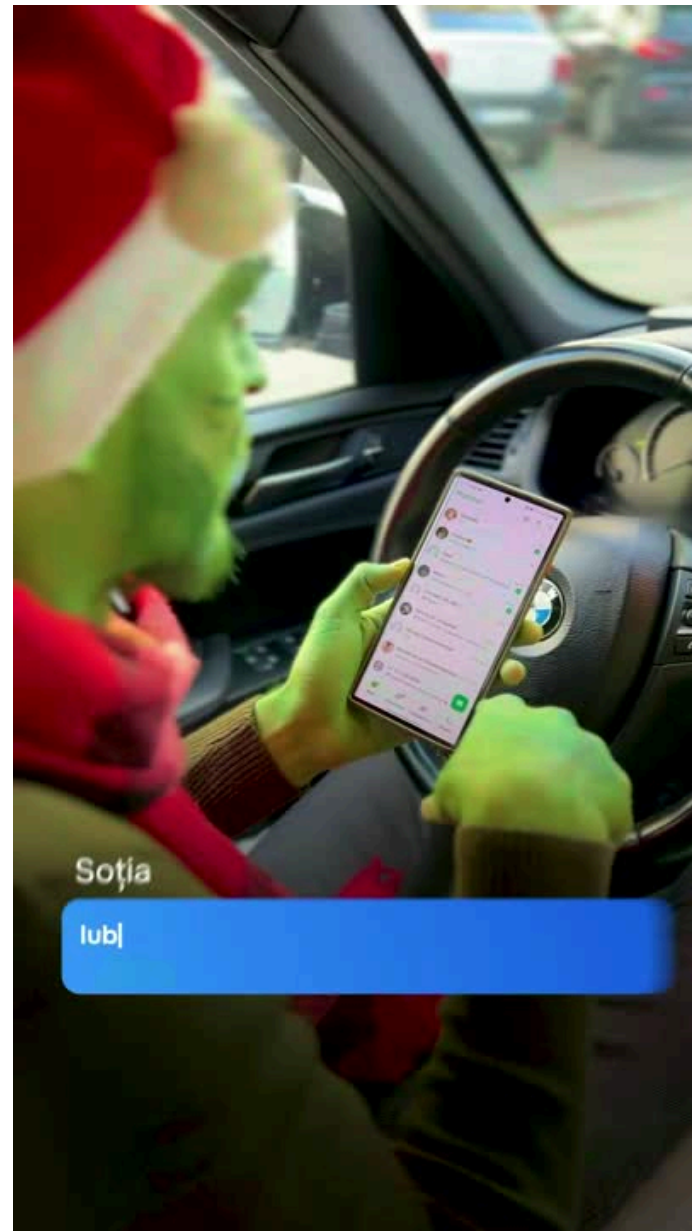
SCANEAZĂ
pentru informații



**CREDITUL PERSONAL DE LA
EXIMBANK - SOLUȚIA IDEALĂ
PENTRU NEVOILE TALE
FINANCIARE!**



PORTFOLIO - VIDEO





Forbēs

Athénée Palace funcționează din acest an sub brandul InterContinental

Laura-Georgiana Cioba
Actualitate

I'm a News Editor at Forbes Romania, with a focus on covering food industry, agriculture, tourism, FMCG, HoReCa and health industry. Have any news tip? Drop me an email at laura.cioba@forbes.ro.

Una dintre clădirile emblematice ale Bucureștilor, hotelul Athénée Palace, ce face parte din grupul hotelier ANA Hotels, este acum sub brandul InterContinental.

Timp de 26 de ani, hotelul Athénée Palace a fost afiliat lanțului hotelier Hilton. Însă de la 1 ianuarie 2023, hotelul poartă denumirea de „InterContinental Athénée Palace Bucharest”. Contractul cu InterContinental Hotels Group PLC a fost semnat pe o perioadă de 20 de ani.

Iconic Athénée Palace Hotel in Bucharest joins InterContinental brand

12 January 2023 | by Irina Harca

ANA Hotels, owned by local businessman George Copos, completed the rebranding of the Athénée Palace Hotel in Bucharest into InterContinental Athénée Palace. The iconic hotel in George Enescu Square is currently the only hotel in Romania operated under the InterContinental brand.

The rebranding process evolved gradually over the last year, in conjunction with the modernization and restoration investment carried out over the last two years by the owner company ANA Hotels. The company previously said that the refurbishment process was worth more than EUR 20 million.

“IHG Hotels & Resorts is one of the most important players in the global hotel industry. [...] Choosing the new partner to take over the hotel management proved to be an elaborate process that started in 2021. The decision to operate under the InterContinental Hotels & Resorts brand umbrella complements an earlier collaboration between ANA Hotels and IHG Hotels & Resorts, which began in 1998, based on a management contract and subsequently on the franchise contract for the hotel Crowne Plaza Bucharest, also owned by ANA Hotels in Bucharest,” said George Copos, owner of ANA Hotels.

The design of InterContinental Athénée Palace Bucharest went through a series of changes elaborated by Alexander James Interiors Architects, a British architectural company, in collaboration with local architects and artists such as local architecture company Inegi Design, Prof. Valeriu Mladin, Ioan Nămpoi and others.

ZIARUL FINANCIAR

Home ZF 24 ZF Live Eveniment Bursa-Fonduri mutuale Bănci-Asigurați Companii ZF Print Profesii Copiii ZFCORPORATE

Gen Z ZF Mobility ZF Private health Tech Day Afaceri de la zero ZF IT Generation HiTech 15 minute După Afaceri Agroover

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de înaltă performanță

Intercontinental a revenit în România, iar sigla brandului stă acum pe Athénée Palace Bucharest, parte a grupului hotelier ANA Hotels. Restaurarea hotelului va depăși 40 milioane de euro și dezvoltare a hotelului pe turismul de business

ANUARUL ZF ENERGIE 2025
COMANDA ONLINE

ZF e-paper

ZIARUL FINANCIAR

Biz Biz Reality Check Business MarComm Tech Proiecte BIZ Evenimente

Hotelul Athénée Palace devine InterContinental Athénée Palace Bucharest

19 Ian. 2023 3 min

Cristi Doronbaci

CAPITAL ȘTIRI DE ULTIMĂ ORĂ ȘTIRI DIN BUSINESS CAPITAL PREMIUM ȘTIRI ECONOMICE ȘTIRI EXTERNE PENSII

SmartDigi Sustenabilitate Alternative fără fum Pensii Alegeri prezidențiale 2025 Provocarea Președintelui

Capital > Știri din Business > Hotelul Athénée Palace din București și-a schimbat numele în InterContinental Athénée Palace Bucharest

Hotelul Athénée Palace din București și-a schimbat numele în InterContinental Athénée Palace Bucharest

Știrile zilei

- 22:42 - Dragoș Roșca, Managing Partner, BoldMind Capital: Succesul financiar depinde de echipă și de momentul în care investești!
- 22:35 - Ce ar schimba Nicușor Dan la sistemul de educație: Deocamdată, primește o notă între 5 și 6
- 22:27 - Vin direct la tine acasă. Toți românii vor fi notificați de schimbare. 10 iunie este ultima zi
- 22:22 - George Simion promite zero creșteri de taxe pentru 5 ani: Intervenim doar la companiile care nu plătesc corect
- 22:13 - Nicușor Dan, critici pentru DNA și în zona de regi de corupție nu
- 22:04 - Statul român îți umblă la bani. Îți va lua aproape jumătate din sumă. E perfect legal și poți să...
- 21:58 - Nicușor Dan vorbește despre problemele cu SUA: Trebuie să le lămurim asta, relația e foarte importantă

22:04 - Statul român îți umblă la bani. Îți va lua aproape jumătate din sumă. E perfect legal și poți să...

21:58 - Nicușor Dan vorbește despre problemele cu SUA: Trebuie să le lămurim asta, relația e foarte importantă

ultima modificare în 19 ianuarie 2023, 17:12

ANA Hotels deschide în România un nou hotel sub brandul InterContinental Athénée Palace Bucharest. Cea mai nouă destinație InterContinental Hotels & Resorts promite o experiență rafinată într-un peisaj urban dominat de artă și istorie.

70+ organic press release appearances about rebranding

Event with over 50 journalists and influencers



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."



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



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."



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?

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
efficiently develop
Promo-LEX projects

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

