



TARGET
GROUP WORLDWIDE

STRATEGIE DE PROMOVARE

TARGET AUDIENCE PROFILE

PRIMARY AUDIENCE



AGE

26 - 60

GENDER

Man,
Woman

INCOME

Middle,
Middle High

EDUCATION

Higher

CHARACTERISTICS

Analytical mind
Expertise
Leadership
Initiative

SECONDARY AUDIENCE

- Invest Moldova Agency
- UNDP Moldova
- Guvernul Republicii Moldova
- Ministerul Educației și Cercetării al Republicii Moldova
- Camera de Comerț și Industrie a Republicii Moldova
- IOM Moldova



MEDIA MIX PROPOSAL

1

TV
PLACEMENT

2

DIGITAL
PLACEMENT

3

RADIO
PLACEMENT



TV PROPOSAL

PLACEMENT OPTION



TV MEDIA PLAN

COVER GUIDE GRAPH

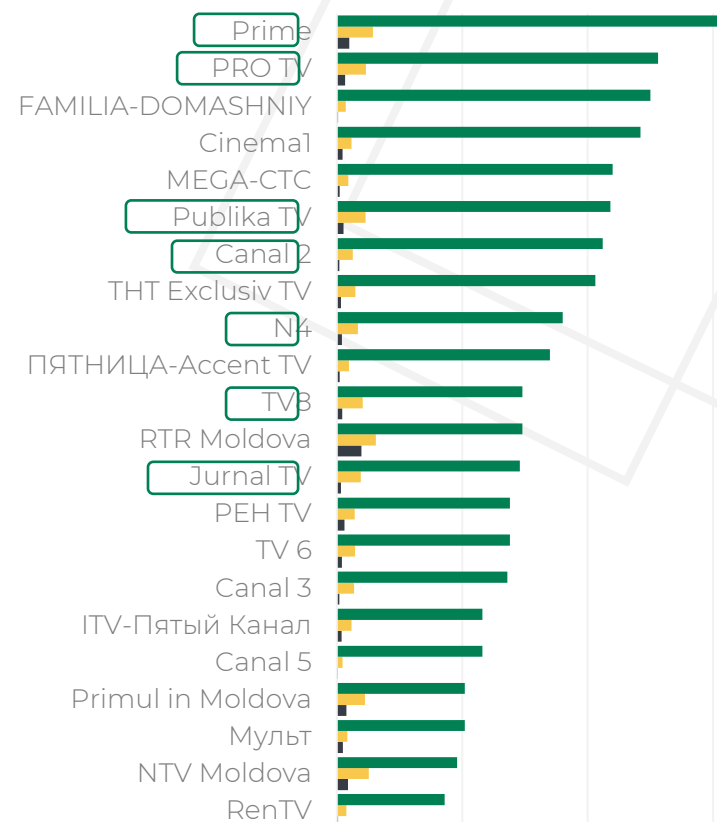
TV PLACEMENT OPTION

TOTAL
15.05-15.06.2022

Spot: 60 sec

Reach
ALL Moldova

Total Budget NET	
Channels	Prime, Canal2, PublikaTV, N4, TV8, JurnalTV, ProTV
Budget NET / Casa Media	
Budget NET / Others	
Agency Fee 3%	
Total Budget EURO	
Total TRPs	219
Total wTRPs	438
Total wGRPs	381
Affinity Index	115
Cost per TRP	\$26,95
Cost per wTRP	\$13,48
Cost per wGRP	\$15,51
Total Real Views from TA	408 016
Cost per 1000 veivs from TA	\$14,48
Reach 1+ per flight (% from TA)	52%
Reach 1+ (number of reached people from TA)	845 769
Cost per 1000 people from TA reached with frequency 1+	\$6,99
Reach 3+ per flight (% from TA)	28%
Reach 3+ (number of reached people from TA)	455 414
Cost per 1000 people from TA reached with frequency 3+	\$12,97



The agency recommends the most affinitive channels for placement, with content relevant to the target audience, such as: Prime, Canal 2, Publika TV, N4, Jurnal TV, TV8, PRO TV.

TV MEDIA PLAN

TV channel	Budget Net, in Euro	%	Total TRPs	Total wGRPs	%	CPP by wGRP	Total wTRPs	%	CPP by wTRP	AFF***	May					June					Total TRP	
											w 17	w 18	w 19	w 20	w 21	w 22	w 23	w 24	w 25	w 26		
Prime		37%	96	136	36%		192	44%		141	0	0	3	21	21	6	15	21	9	0	0	96
Canal 2		8%	22	40	10%		43	10%		110	0	0	1	5	5	1	3	5	2	0	0	22
Publika TV		19%	56	99	26%		112	25%		113	0	0	2	12	12	3	9	12	5	0	0	56
N4		10%	22	50	13%		43	10%		87	0	0	1	5	5	1	3	5	2	0	0	22
Jurnal TV (grp)		7%	9	25	7%		18	4%		71	0	0	0	2	2	1	1	2	1	0	0	9
TV8		6%	7	19	5%		13	3%		71	0	0	0	1	1	0	1	1	1	0	0	7
PRO TV		13%	9	14	4%		17	4%		128	0	0	0	2	2	1	1	2	1	0	0	9
Total		100%	219	381	100%		438	100%		115	0	0	7	48	48	14	34	48	21	0	0	219

Agency Fee 3%	
TOTAL BUDGET	

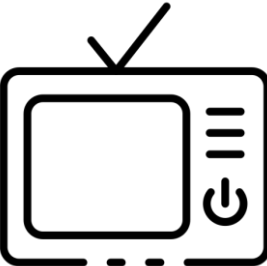
The placement price includes the following conditions:

- Prices are set in US Dollars. The calculation of the services provided is performed in MDL, at the NBM exchange rate, valid on the last day of each active placement month.
- Seasonal coefficients are included.
- Placing all customer TV spots only on Casa Media + ProTV channels by the end of December 2022.

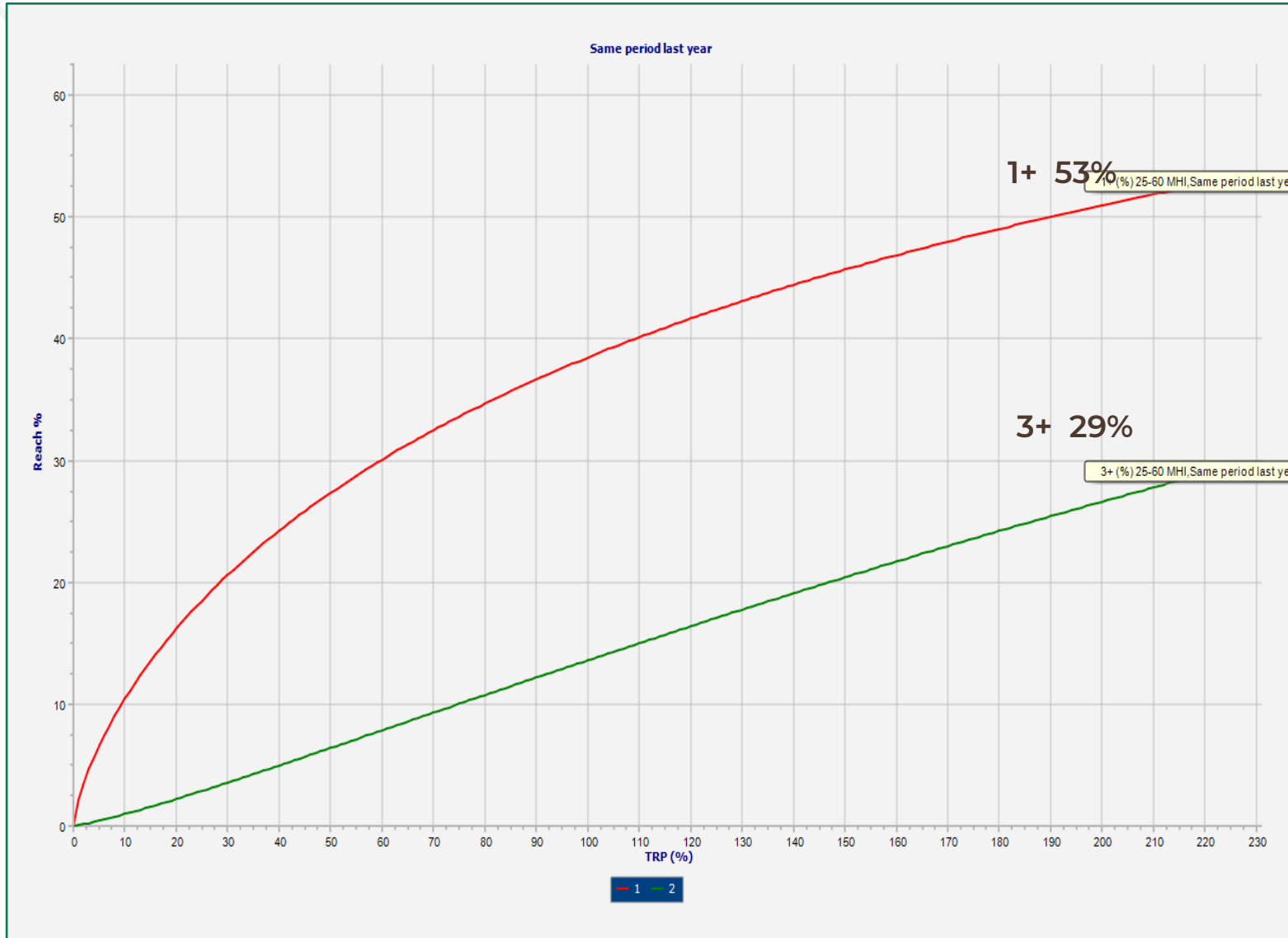
TRP per spot	w 17	w 18	w 19	w 20	w 21	w 22	w 23	w 24	w 25	w 26	Total TRP
60"	0	0	7	48	48	14	34	48	21	0	219
Weekly TRPs	0	0	7	48	48	14	34	48	21	0	219
Total TRP per flight	219										
Reach per flight			1+	52	/		3+	28			

7 TV channels

219 TRPs per **6** weeks



COVER GUIDE GRAPH



REACH 1+ will cover 845 769 people from the target audience

REACH 3+ will cover 455 414 people from the target audience

*According to the analysis of data for the corresponding period 2021



DIGITAL PROPOSAL

INFO ABOUT
PROPOSAL
PLATFORMS

BUDGET PROPOSAL



ADDITIONAL
ORGANIZATIONS

KEY PERFORMANT
INDICATORS AND
MEDIA PLAN

1 INFO ABOUT PROPOSAL PLATFORMS

LinkedIn

LinkedIn has 61 million senior-level influencers of which 40 million are the decision-makers. It's a logical entry point for business-oriented people who don't have time to waste slogging through a lot of personal posts.

myTARGET

Advertising platform Mail.Ru Group, which unites all the largest social networks and services in Russia and the CIS with a total coverage of more than 140 million people.



With Google Ads, you can boost your website traffic, receive more phone calls, and increase your in-store visits, help you analyze and improve those ads to reach *more* people so your business can hit all of your paid campaign goals.

facebook

Facebook a devenit canalul Social Media nr. 1 în Moldova. Numărul utilizatorilor este dublu, comparativ cu ok.ru și Instagram. Audiența Instagram, preponderent sunt Femei, 18-34

2

ADDITIONAL ORGANIZATIONS

- *We offer collaboration with non-governmental sites, which are presented below. It will be necessary to agree on mutually beneficial terms. Possible payment.*

KMB Moldova - <https://www.facebook.com/KMB.MD>

Social Media în Culise - <https://www.facebook.com/groups/SocialMediaMoldova>

Artcor Center - <https://www.facebook.com/artcorcenter>

Tekwill - <https://www.facebook.com/tekwill>

All HUB spaces in the city

- *Mandatory placement of information posts about the program on partner sites.*

Invest Moldova Agency - <https://www.facebook.com/investmoldova>

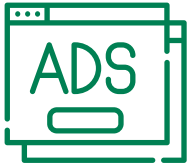
UNDP Moldova - <https://www.facebook.com/PNUDMoldova/>

Guvernul Republicii Moldova - <https://www.facebook.com/GuvernulRepubliciiMoldova>

Ministerul Educației și Cercetării al Republicii Moldova - <https://www.facebook.com/mec.gov.md>

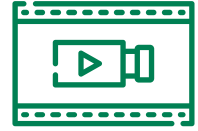
Camera de Comerț și Industrie a Republicii Moldova - <https://www.facebook.com/chamber.md>

IOM Moldova - <https://www.facebook.com/iom.moldova/>



Banner Advertising

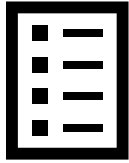
Goal: to show the essence of the offer (goods / services) in a concise and attractive way, to arouse interest and attract a potential buyer to the site.



Video Advertising

Goal: to increase brand or trademark awareness, to inform a wide audience about a product/service.

DIGITAL	Media Buying	AF 1000
	Setting of Web Analytics	
	Account Management and Ads Settings	
	TOTAL	



Leads



Impressions



Clicks

		Mediaplan								
		Impressions	Avg. CPC/CPV	Clicks	Avg. CTR/VTR	Avg. CPM	Cost per reactions	Reactions	Frequency /month	Unique Reach/month
DISPLAY										
	Google Ads Banners	1 714 286		1 714	0,10%				4,0	428 571
	Mytarget (OK+VK+Mail.ru)	1 333 333		2 000	0,15%				4,0	333 333
SOCIAL MEDIA										
	Reach - Facebook/Instagram	1 492 308		2 238	0,15%				3,0	497 436
	Lead Ads/Traffic (A/B Test) - Facebook/Instagram	400 000		600	0,15%		8,00€	125	4,0	100 000
	LinkedIn Lead Ads	34 286		250	1,00%		30,00€	40	3,0	11 429
	Total	4 974 212		6 553	0,13%				4,0	1 370 769



**RADIO
PROPOSAL**

**TOP RADIO REPUBLIC
OF MOLDOVA**

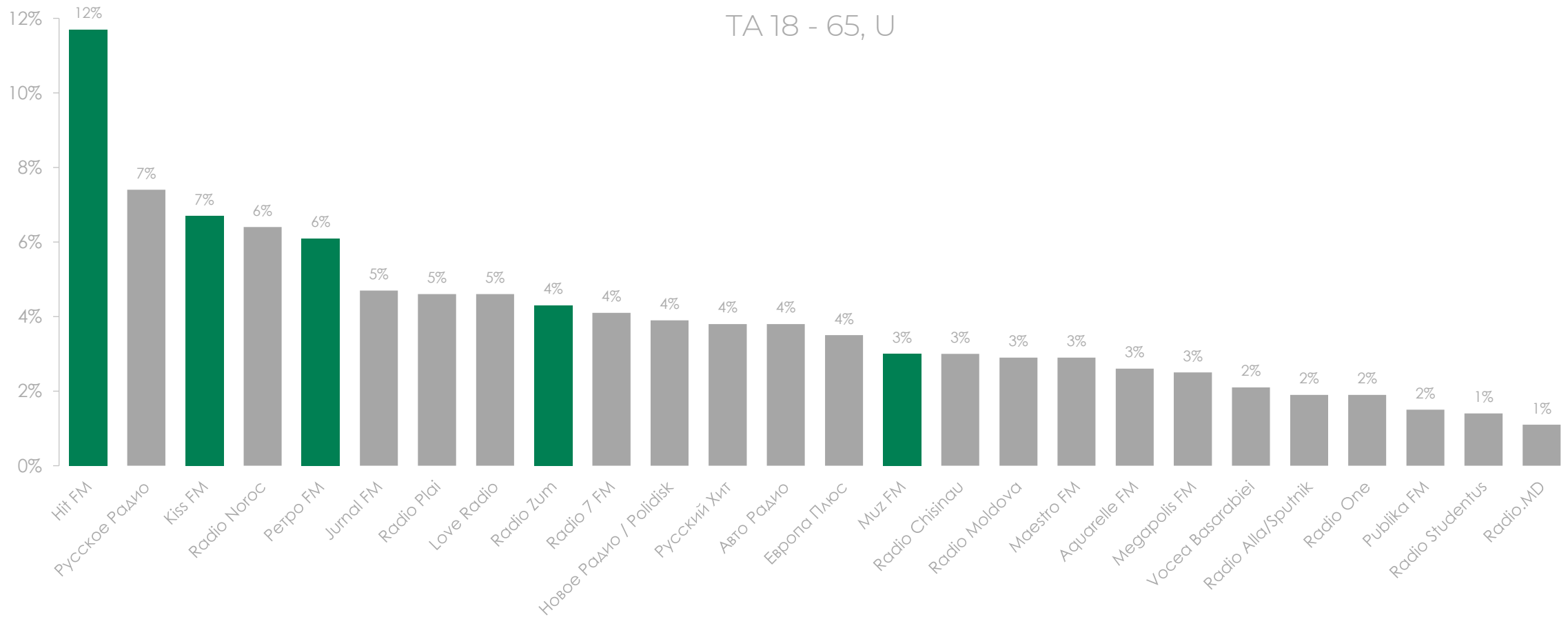


RADIO PROPOSAL

TOP RADIO IN REPUBLIC OF MOLDOVA

Radio daily coverage
% from target audience population

TA 18 - 65, U



RADIO PROPOSAL

Radio station	Spot duration (sec)	Budget, incl Agency fee 3%,USD	Budget NET, USD	Price for 1 minute, USD	Total insertions	Total minutes	%
HIT FM	60	875,76	517,84	15,55	32	32,00	18%
Kiss FM		126,83	109,10	14,22	32	32,00	18%
Retro FM		150,02	131,74	7,29	30	30,00	17%
Radio ZUM		108,64	104,00	4,86	30	30,00	17%
Mega Hit FM		360,12	337,92	6,36	50	50,00	29%
TOTAL		1.621,37	1.130,60	11,53	174	174,00	100%

5 radio stations

174 minutes per 4 weeks

174 insertion, spot – 60 sec



ACTIVITY GRID

		Campaign					Post Campaign			
		Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8	
TV	Description	7 Channels	7 Channels	7 Channels	7 Channels	7 Channels	7 Channels			
	KPI (TRP)	7	48	48	48	48	21			219
DIGITAL (Media Buying)	Description	4 Platforms	4 Platforms	4 Platforms	4 Platforms	4 Platforms	4 Platforms	2 Platforms	2 Platforms	
	KPI (Imp)	133993	937948	937948	937948	937948	834788	1009890	577080	6307544
Agency Fee 15% (from MB) Account Management, ADS Setting, Setting of Web Analytics										
Radio	Description	5 Channels	5 Channels	5 Channels	5 Channels	6 Channels	7 Channels			
	KPI (Ins)	5	39	38	38	38	16			174

TOTAL BUDGET



RADIO

Hit FM, KISS FM, Retro FM, Radio ZUM, Mega
HIT FM



TV

PRIME, Canal 2, Publika TV, N4, Jurnal TV,
TV8, PRO TV



DIGITAL

Facebook, LinkedIn, MyTarget, Google
ADS



TARGET

GROUP WORLDWIDE

THANK YOU
WE WILL BE GLAD TO WORK
TOGETHER!