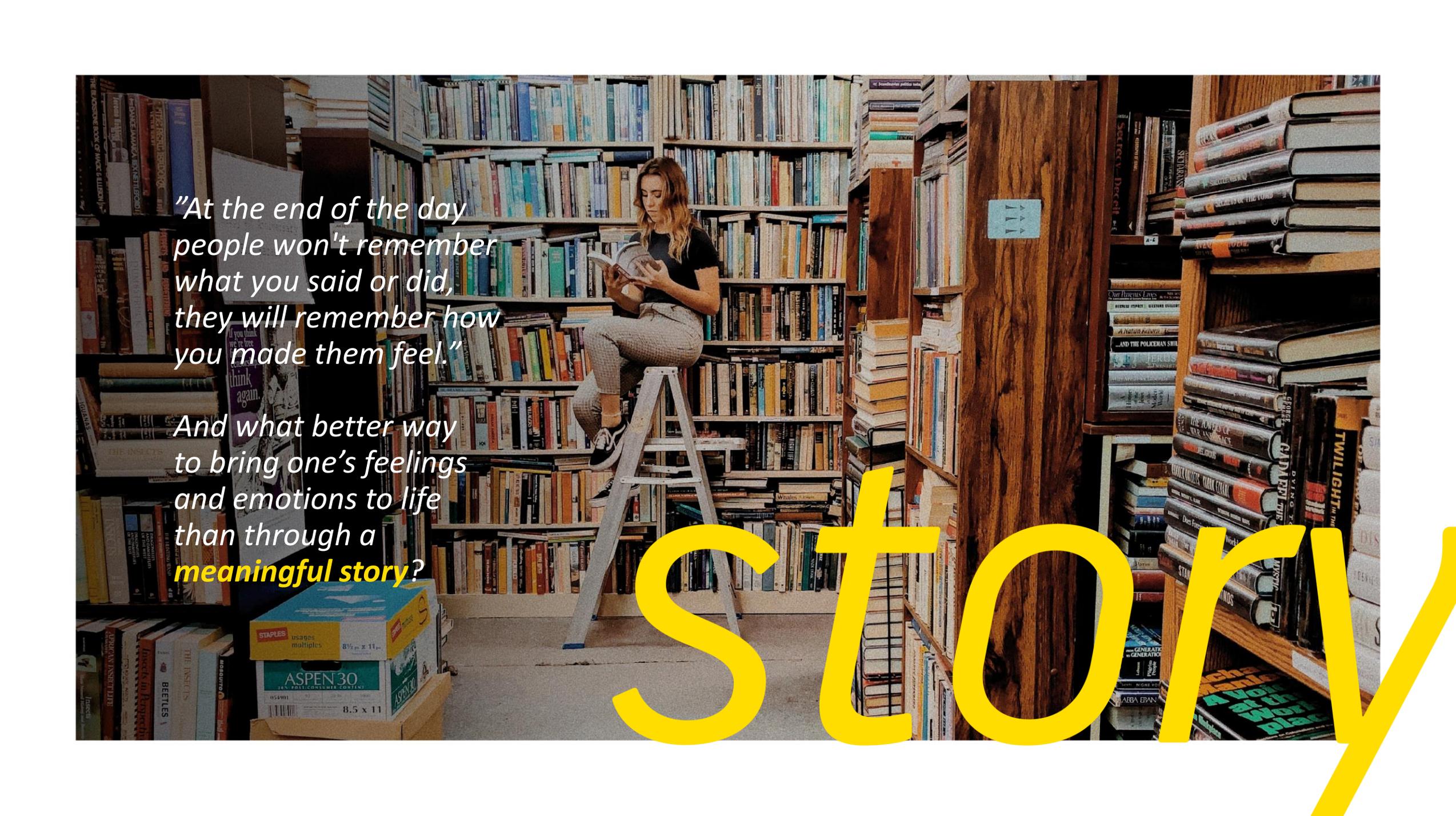


meet

Highlight PR

part of Highlight Group

A woman with long blonde hair is sitting on a silver step ladder in a library. She is wearing a black t-shirt and light-colored patterned pants, and she is reading a book. The library has tall wooden bookshelves filled with books. In the foreground, there are boxes of Staples paper and Aspen 30 paper. The word 'story' is written in large yellow letters at the bottom of the image.

*"At the end of the day
people won't remember
what you said or did,
they will remember how
you made them feel."*

*And what better way
to bring one's feelings
and emotions to life
than through a
meaningful story?*

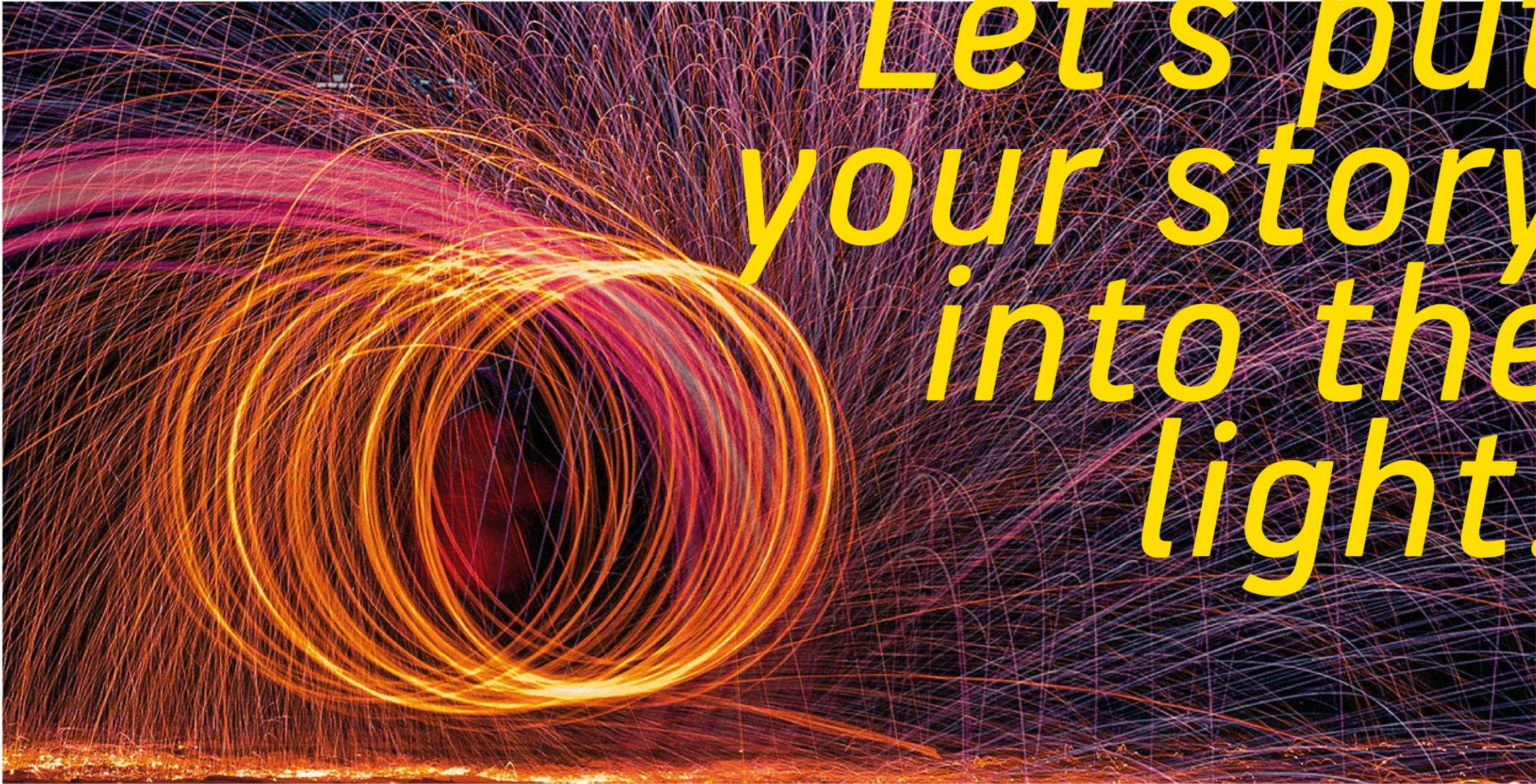
story

VISION

*Each of us loves stories. Since we were children. They make us laugh, cry, dare, imagine, think, connect. **They inspire.** We bond with the characters, we become part of the plot.*

*We believe PR is not much different. It builds emotional connection between brands and people through meaningful stories. And the good thing is that each person, company or brand has **a great story awaiting to be told.***





*Let's put
your story
into the
light!*

Highlighters
Highlighters
Highlighters

Who are we?
Who are we?
Who are we?

Who we are?
Who we are?



We are

Storytellers

*We help clients find their voice,
craft their unique story and tell it
to the world. In a meaningful way,
with the right tools, at the right
time, to the right people.*

Who we are? Who we are?



We are

connect People connectors

People are at the core of a business. Whether they are working for it or buying its products. Our communication is human centric, authentic, empathic and kind. We don't send messages, we connect and generate conversation. From human to human.

Who we are? Who we are?



We are

Creative Ideas chasers

We seek alternatives and find new approaches. We find ways to open a door, not find reasons why we cannot unlock it.

Who we are? Who we are?



We are a Full Service
**Communication
agency**

Nevertheless, we are not the PR experts and you are not just a client. We don't bring just our minds to this partnership, we bring our hearts. Your mission becomes ours. We climb mountains together and conquer seas. We challenge together and grow together.

Who we are? Who we are?



Doing good is in our DNA

Giving back to society and contributing to a better community is what we are passionate about. For us, purpose and sustainability are not just a nowadays trend in PR. It is who we are and how we work.

Highlighters
Highlighters
Highlighters

What we
pop? What we
pop?

How We Work?

Insight >

Powerful Idea >

Story >

Generate Emotions >

Challenge Mindset @ Win Hearts >

Drive change. Become part of The Story.

Our Services

STRATEGY

Communication is an integrated part of the business. We provide strategic insights for your company in terms of communication.

CORPORATE COMMUNICATION

We offer an integrated corporate communications approach from reputation management, stakeholders engagement to risk & crisis management.

BRAND PR

Winning consumer hearts through innovative campaigns. Create emotional connection between consumers and brands.

COMMUNITY RELATIONS

*As part of the community we work, connecting with its members is key. Give back to them and they give forward to you.
We engage with relevant NGOs.*

Our Services

SUSTAINABILITY STRATEGY

Sustainability is more than CSR. Is a way of doing good business while, at the same time, doing good for the society. Impact in a positive way.

DIGITAL COMMUNICATION

Craft your story for digital environment. Engage with consumers on favorite platforms.

CREATIVE, DESIGN, PRODUCTION

Craft the creative idea, put it into words, images and videos. Make it visible in the most meaningful way. Make it memorable.

EMPLOYEE COMMUNICATION

It all starts inside. Engaged employees are the most credible ambassadors outside the company. They are the first audience we target in each communication campaign.

Our Services

EMPLOYER BRANDING

*Communicate with your potential employees.
Have a pool of talents who would love to work
for your company.*

DIVERSITY & INCLUSION

*As Sustainability, Diversity & Inclusion is not just
something “nice to have”. Is the new normal.
Diversity of ages, ethnicity, genders etc.*

COMMUNICATION TRAININGS

*All key people within an organization should have
communication skills so that they walk the talk,
inform, engage with their teams.
We provide communication and emotional
intelligence training for them.*

EVENTS

*We organize memorable events, from classical
gatherings to concept brand events.*

Meet The Team
Meet The Team
Meet The Team
Meet The Team

Who are we?
Who are we?
Who are we?

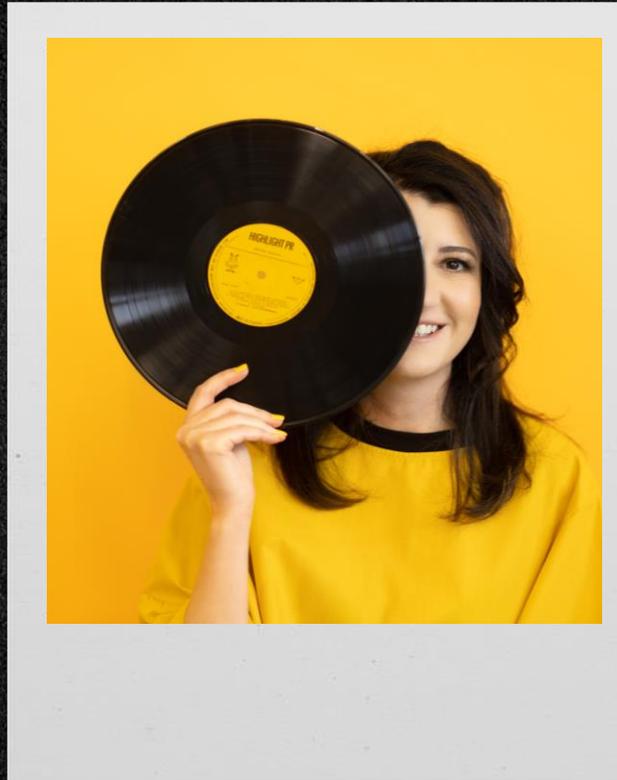
Oana Radu

enthusiast story shaper

Oana is a professional with 20 year experience, both as a corporate employee and entrepreneur.

She led and grew teams within Vodafone, GE Money, UniCredit Tiriac & UniCredit Global (Milano) and Heineken.

*Her areas of expertise are:
Strategy,
Storytelling,
Communication & Branding,
Employee Communication,
Employer Branding,
Diversity & Inclusion.*



“Since childhood I have been fascinated by stories. They touch hearts. They can change the world and make it better. Maybe this is why, one day, I published my book where I share who am I and what my purpose is.

My story is complex, still it is about a simple thing: everything you do, do it with a purpose. Now, my purpose is to help others find their voice and craft their own story.

This is the way I show gratitude for my journey. 2020 reminded us that we need to focus on what truly matters. At personal, social and professional levels. And, no matter how great your story is, if you don't tell it in a creative and authentic way, with empathy, you probably won't build a strong connection with your audience.

So, I invite you to discover together your brand or company story and share it with the world.”

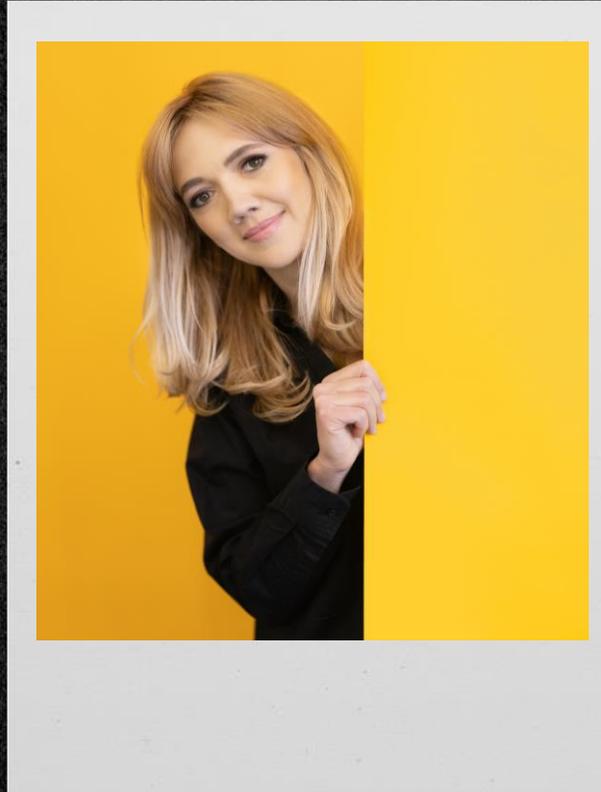
who we are?
who we are?
who we are?

Ana Taşu

senior communication consultant

Ana is a Senior Communication Consultant for companies & brands from various industries, Communication & Emotional Assertiveness Trainer and blogger. She has 18 years experience in all areas of communication, from corporate communication, reputation management to consumer PR and sustainability. Ana worked 13 years in an international FMCG company, leading its corporate and brands communication team in Romania. At the same time, she was part of the company's global communication network. After that, for the last 5 years, she managed several accounts such as: Mega Image, Philips, Airly.

Ana's areas of expertise are strategy, integrated communication, corporate communication, brand PR, consumer PR, reputation management, risks & crisis management, sustainability, employee communication, employer branding, community & influencer relation, innovation.



"This beautiful journey equipped me with many skills. Nevertheless, the most important heritage is related to people. I gained the experience of working with people from different cultures and got to see the value in each perspective.

I am passionate about human mind, psychology and storytelling. I believe that behind each successful campaign there is a successful partnership between client and agency.

In the right environment, people thrive. And people are at the core of great ideas, great stories, great campaigns."

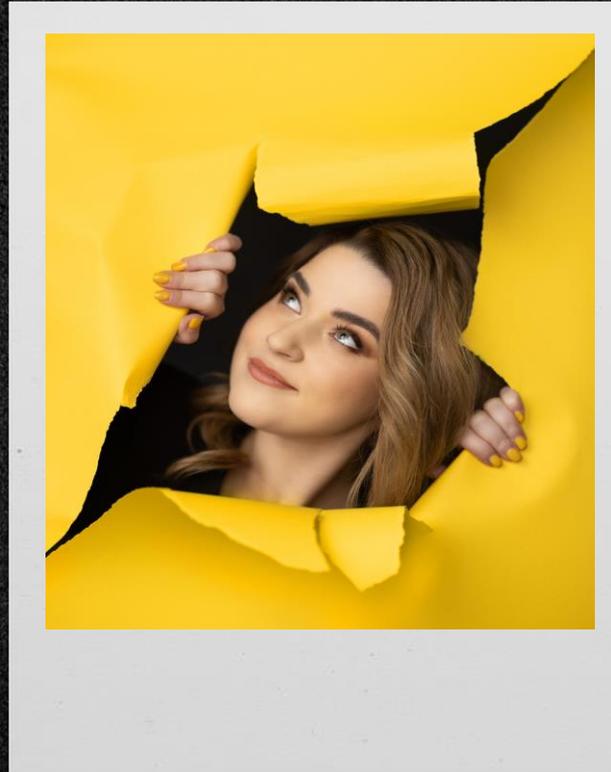
who we are?
who we are?
who we are?

Diana Vuței

PR Manager

Diana has a background of 10 years working in advertising and PR agencies for different companies and industries. The mix includes: IT&C (Vodafone, Telekom, Honeywell), Health (Medicover, Synevo), Finance (OTP Bank), Auto (Porsche, Audi, Skoda), Retail Real Estate (NEPI Rockcastle, Immofinanz, Sky Tower), FMCG (Sodexo, British American Tobacco, Ursus), Waste Management (Steryycle, Fepra), Agriculture (Corteva Agriscience), Construction (Isopan, ROMCIM) and Public service (European Commission).

Diana's expertise covers integrated campaigns starting from concept to implementation for consumer, corporate, influencers, PR, digital, media relations, events and social media.



"I like to think about myself as a sponge. It sounds weird I know. But, the reason why I picked a sponge is because it can absorb everything around it while expanding. I like to absorb knowledge and ideas from people around me, to hear stories and meet new individuals. This expands my perspectives over personal and professional life and can help build new perspectives.

The energy I get from people and their stories can barely be explained by words, but sometimes things are better to be shown than described, and that is the beauty of it all."

who we are?
who we are?
who we are?

Why us?

Highlight

We are part of **Highlight Group**, a company consisting of a **BTL agency** (Highlight Agency) and a **Creative Agency** (Atelier de Soluții), with relevant experience on the Romanian market.

Together we manage to provide integrated services and 360 campaigns for various clients and companies from all industries.

atelier

Highlight PR

Why us?

A woman with glasses, wearing a dark patterned top, is holding a transparent sign with both hands. The sign has the words 'WHY NOT?' written on it in a white, hand-drawn font. She is looking up at the sign. The background is a solid purple color.

We understand both sides of the coin: agency & corporation.

*We bring more than PR expertise: **psychology** – maximize understanding of consumer motivations and behavior drivers; **human resources perspective** – understanding the employees motivations, **cross-cultural understanding** – broad perspective on diversity and inclusion; **purpose** – we are a purpose driven business, with a commitment of doing good and build true partnerships; **storytelling approach** – create emotional, authentic connection between brands and people.*



*We would
love to
meet you*

Contact details

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Highlight PR