


Highlight PR

shaping
stories

meet

Highlight PR

part of Highlight Group

A woman with long blonde hair, wearing a black t-shirt and light-colored patterned pants, is sitting on a silver step ladder in a library. She is holding an open book and looking down at it. The library is filled with wooden bookshelves packed with books. In the foreground, there are several boxes of paper, including one labeled 'STAPLES usagos multiples' and another 'ASPEN 30'. The lighting is warm and focused on the woman.

*"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

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 together

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?*

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.

cases studies
cases studies
cases studies

What we
op
? What
op

#1

Kozel

Story highlighted: Kozel beer brand launch in Romania
Main character: The one and only – Kozel Goat

Overview: The launch of Kozel beer, an Ursus Breweries brand, in Romania, brought a unique challenge and, at the same time, opportunity for our team: build an innovative and integrated PR launch campaign, where everything is about being unconventional, from brand messages to communication channels and execution.

Our objectives:

- > Generate mass awareness around Kozel beer brand launch via mainly unconventional PR;
- > Engage journalists & key opinion leader in the launch campaign to generate organic media coverage and conversation in social media;
- > Position Kozel as a quality, international beer brand, with an authentic, playful tone of voice.

Our answer:

- A two folded PR campaign with a teasing and reveal phases.
- > In the teasing part, the starting point was the construction of a giant wood goat, 15 meters high, under “Urmeaza #cevatapan” headline. The mysterious goat became a hot topic in social media.
 - > In the second stage, the Kozel beer was launched in Romania, via an event that took place exactly at the giant wood goat. The key moment: the real goat joined and let himself be photographed by guests.

Outcome:

- > Successful launch event, with 200 journalists, influencers and key opinion leaders
- > 259 stories on Instagram and 11 posts on Instagram and Facebook
- > 59 articles (earned media) and 8 advertorials (paid media), with a cumulated reach of approximately 4 million people
- > A goat who became famous in only 4 weeks, featured in many magazines and social media. Only the Forbes cover is missing. But it might come :)



INFO
Ursus Breweries, liderul pieței berii din România, a adus pe plan local brandul Kozel, cea mai bine vândută bere dark din Cehia. „Este cea mai scumpă lansare pe care Ursus Breweries a făcut-o în ultimii ani în România.”

Kozel, cea mai bine vândută bere neagră din Cehia, lansată de Ursus în România



LIBERTATE
Libertatea > Publicitate
Ursus Breweries a lansat în România berea Kozel, o bere țapână din Cehia
De Ringier România, Vineri, 27 mai 2022,

#2

PERONI

Story highlighted: *Feel the passion inside with Peroni Nastro Azzurro 0.0%
G Aston Martin Aramco Cognizant Formula One™ Team*

Overview:

Sharing the same devotion to connect people around their passions, we built a communication campaign together with Peroni Nastro Azzurro 0.00% alcohol, designed to bring the experience of car racing closer to Romanian fans.

Influencers, journalists, fans, all united by the same passion, were invited to a multisensory challenge called „IL PITSTOP“.

Racing enthusiasts had the great opportunity to meet the Aston Martin Aramco Cognizant Formula 1 car in the parking lot of the Băneasa Shopping Center in Bucharest and in the VIVO mall! Shopping City from Cluj. The complete sensory experience from the "IL PITSTOP" stand activated the racing enthusiasts' 5 senses (sight, hearing, smell, taste and touch). The innovative G multi-sensory experience was highly appreciated and generated buzz in social media.

Outcome:

- > Important presence of journalists, influencers and racing enthusiasts at the event*
- > Visibility around social media platforms via relevant influencers*
- > Influencers Marketing Campaign - Total Reach: 200K - Pushing the campaign products to a specific audience to generate buzz about it, through the use of persistent Instagram stories exposure.*
- > Content created by influencers present at the event generated: 70K reach*



#3

Raiffeisen

Story highlighted: Raiffeisen Hive

Overview: *Learning should be fun, interactive and in line with our aspirations. We know that the E-Learning platform is a first step in creating an active learning mindset but what if we thought about more than that? To be a place that inspires you, that stirs your curiosity in a new way, smart, fun? If it were a place where you could choose what to develop, depending on what is important to the company, but also to you? And if what you learn would improve your relationships not only at work?*

Our objectives:

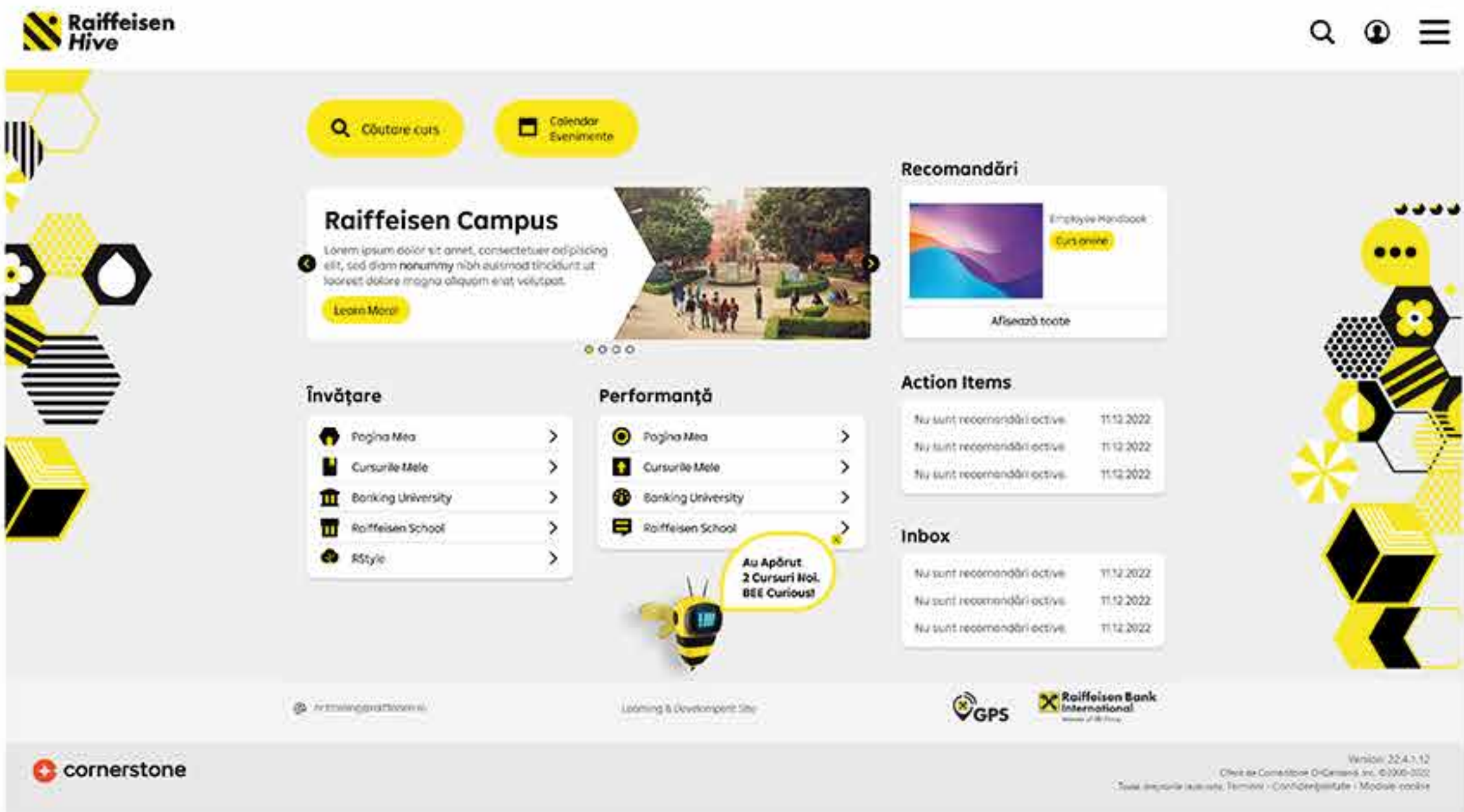
- > *To develop a visually attractive and relevant universe for the employees, creating a character that represents the platform: drawing it and shaping its personality*
- > *To create awareness and engagement around a new platform intended for Raiffeisen employees by creating a feature visual identity, a name and a character*
- > *To develop a communication plan for a 6 months timeframe*

Our answer:

- > *A visual identity for the new platform and declination in all communication materials.*
- > *A visually attractive and relevant universe for the employees, creating a character that represents the platform. We have chosen to digitalize the bee to make direct reference to the digital environment in which it and the new platform will exist.*
- > *Through it we will be able to transmit messages, questions and emotions by using expressions, texts and various icons.*

Outcome:

- > *Enhancing employees' curiosity, without disclosing to them what is going to happen.*
- > *Generating awareness of the new platform, communicating the benefits and role of the platform.*
- > *Building long-term enthusiasm leading to a proactively usage of the platform on a day-to-day basis.*



Ce e mai util decât un Excel și mai șmecher decât un tabel?



Află în 16 ianuarie 2023

Ce te ține up to date, dar nu e buletin de știri?



Află în 16 ianuarie 2023

Ce te învață, dar nu te plictisește?



Află în 16 ianuarie 2023

E HIVE!

E digital și ușor de accesat.
E util și prietenos.
E o sursă de dezvoltare și cunoaștere.

E al nostru. Începând de astăzi.



#4

MUSICA RICERCATA

Story highlighted: *Musica Ricercata OP.4 Festival*

Overview:

Musica Ricercata is an international artistic collective conceived by Gabriel Bebeșelea who, from its inception, assured the artistic and technical direction of the ensemble, gathering the finest musicians from all over the world and creating diverse and exciting musical programs. We restored the authentic beauty specific to a classical music festival, by translating the artistic vision of master Gabriel Bebeșelea into a creative PR concept full of emotion, that was translated into an integrated communication plan & media partnerships and a one week series of events, culminating with an extraordinary project, which brings together in a fascinating way more than 120 musicians from Ukraine, Moldova, Romania and other countries in the European Union in order to interpret the most powerful composition that has a pacifist message: Symphony No. 9 "Ode to joy" by Beethoven, as well as a fragment from the opera "La foresta d'Hermanstad".

The 4th edition of the Musica Ricercata festival, "Ramifications" (Sibiu, July 28 - August 1, 2022,) represented a historical event. The concept of the festival was naturally shaped around the ideas of peace and nature.

Outcome:

- > 5000 participants
- > 50 press articles
- > 250 online publications mentions
- > Partnerships with key media outlets, sponsors and institutional partners

Sum-up video:

<https://s.go.ro/afyd8nyy>

SIBIU INDEPENDENT

ULTIMELE ȘTIRI | EVENIMENT | LOCAL | EDITORIAL | JUDET | MEDIAS | POLITICA | CULTURĂ | EDUC

SPORT | SPECIALIST | TIMP LIBER | NAȚIONAL | ANUNȚ | CONTACT

Agenda
vineri, 7 august 2022 18:43

INTERNATIONALE

Emil Hărăzeanu, Mircea Cărtărescu, Sayaka Shoji, Kálevi Aho, Ioana Nicolae, Radu Vancu, Matei Ioachin, Götz Teutsch, Gabriel Bebeșelea, Cristian Spătaru, Rodica Viță, Liliya Istratii, Tiborius Simu, Sergiu Garabajii

FOTO: Biserica Evanghelică din Hagișag va fi evlănată parțial de voluntarii „Asociației pentru susținerea...

vineri, 7 august 2022 18:32

literatură este liberă la toate evenimentele. Festivalul este dedicat tuturor vârstelor, vor a

PSYCHOLOGIES

INTERVIEU Gabriel Bebeșelea: „Experiența unui concert cu muzică clasică e una senzorială.”

BY ALEXANDRA FODOR (27.08.2022)



ARTICOL PRECEDENT

DILEMA Home LA ZI ÎN C...

Home → La zi în cultură →

în oroy

Musica Ricercata



rfi.ro/ro/actualitate/147651-festivalul-de-muzica-clasica-musica-ricercata-ajuns-la-cea-de-a-iv-a-editie

VOCILE LUMII

Direct | Jurnale | Direct Monde

Ascultaj

ACTUALITATE | POLITICĂ | ECONOMIE | SOCIAL | MEDIU | CULTURĂ | JUSTIȚIE

1071 Titluri: Actualitate, internațional, știință și tehnologie, Zăreniș, Festivalul de muzică clasică Musica Ricercata a ajuns la cea de-a IV-a ediție

EVENIMENT

25 IULIE 2022

Festivalul de muzică clasică Musica Ricercata a ajuns la cea de-a IV-a ediție

MUSICA RAMIFICĂRI

Comunicat de presă | Eveniment

Musica Ricercata Festival clasică la Sibiu

25 Iulie 2022 Redacția AMOS New




#5

vodafone

Story highlighted: Vodafone. Together We Fuse UP

Our objectives:

To deliver an internal communication proposal that drives engagement & performance among Customer Operations employees, in the context of "work from home" environment.

We knew that what employees were missing the most was the fun atmosphere and connection they had in the physical offices. They missed the small talks, the laughs, the coffee breaks, the mutual support. So, the question we asked ourselves was how to bring back that meaningful connection in an online environment?

Our answer:

- > We crafted an online informal office where employees can talk & chat in between calls, as they did at the office, have fun, support each other and celebrate success. We created 4 rooms (Passions, Cafeteria, Open Space and Celebration) and each one of them is unique and has a customized design.*
- > The fun didn't stop here. We had monthly themes & special guests and on Fridays we invited a radio host to engage with employees and debate over hot cancan topics, play music together and take part in various games and challenges. What a way to end the work week and prepare for the weekend, isn't it?*

Outcome:

We run the project from October to December with the following results:

- > 70 online gatherings, 5 hours of togetherness*
- > Over 2.000 employees participated in the meetings*
- > Rated score of 4.9/5, collected from employees*

ROOMS Badges Downloads FAQ Need help?

Open Space Room




ROOMS Badges Downloads FAQ Need help?

Celebration Room




ROOMS Badges Downloads FAQ Need help?

Cafeteria Room





The MOST ENGAGING

În cadrul Passions Room, o dată la două săptămâni, vor avea loc concursuri de creativitate în cadrul FuseUP.
Mai multe despre regulament [aici](#)

Premiu destinat oricărui membru FuseUp



STAR AWARD

În cadrul Celebration Room, o dată pe lună, vor fi premiate top 3 echipe de Sales.
Mai multe despre regulament [aici](#)

COMPETIȚIA SALES EXPRESS (02-03-2022)
Mecanism: Fiecare echipă de Sales înscrisă pe FuseUP ia parte automat în competiția Sales Express desfășurată pe tot parcursul lunii februarie. În funcție de rezultatele obținute, top 3 echipe vor fi premiate în cadrul Celebration Room.
Premiu: Workshop privat de terarii în echipă. Veți afla informații generale despre terarii, plante și întreținere. Fiecare membru din echipă va primi un kit cu tot ce este necesar pentru participarea la atelierul, care va conține: mușchi din cupru/negru, plante acrilice, nisip, pietricele în culori din sticlă reciclată de la casele vechi din Sibiu. Ambalajul și instrucțiunile sunt și ele din materiale reciclate.


Premiu destinat echipei de Sales



Together we are

ROOMS Badges Downloads FAQ Need help?

Fuse UP



Welcome to FuseUp powered by Vodafone!

Un spațiu virtual menit să aducă mai aproape de noi atmosfera live din birou. Aici vei putea să cunoști și să interacționezi cu restul colegilor tăi, să participi la diverse activități, să câștigi premii, să te redescoperi pe tine și pasiunile tale, și cel mai important, să crezi noi conexiuni, because together we are just one team, the COPS team.



Why us?

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

Part of Highlight Group, a company with relevant BTL experience in the Romanian market, working with various clients from all industries and entrepreneurs.

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.

WHY NOT?





*We would
love to
meet you*

Contact details

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Highlight PR