

H A R

M O ●

N Y ●

ADVERTISING

“**HAPPINESS** IS WHEN WHAT YOU **THINK**,
WHAT YOU **SAY** AND WHAT YOU **DO** ARE IN **HARMONY**”

MAHATMA GANDHI

WHO WE ARE

ONLY STORMY OCEANS MAKE A SKILLFUL SAILOR

A team of specialists with decades of experience in **media communications** and **creative advertising**.

What makes us different is the bond we create between our clients, their partners and customers.

We empower the brand strengths and dissolve its weaknesses for a better business and a long lasting connection with its consumers.





WHAT WE THINK

OUT OF CHAOS FIND **SIMPLICITY**
FROM DISCORD FIND **HARMONY**
IN THE MIDDLE OF DIFFICULTY LIES **OPPORTUNITY**

We think that a powerful Brand needs a **sustainable Business**. We analyze your target and strategize in their native language. We translate business, whether national or international, into local engagement and brand love.

WHAT WE SAY

TRUTH IS INNER HARMONY

We say that the most powerful element in the advertising is **the truth**. We learn markets, the industries, the problems in a real and competitive environment and find the proper and viable solutions for the business. With a **stable business** comes a **strong brand** and we start building on a solid foundation.





OUR CLIENTS



CEC Bank



ANGELLI



METRO



SIEMENS

SONY

STALINSKAYA

PRICEWATERHOUSECOOPERS



SKQL

MURFATLAR
vinul



KEY PEOPLE



RĂZVAN SAGHIN
General Manager

Dedicated communications specialist with over 20 years of extensive experience in advertising, communication and project management.

From business strategy to implementation and more than 70 happy clients, with a very positive and clearly thinking, he is now in a state of Harmony.



CLAUDIU-MARIUS POPA
Founder

For more than 20 years dedicated to the advertising industry. He strongly believes in authentic versus "money talks", in empathy versus "politically correct". As a communication specialist he counts on people rather than numbers, preferring to look at the target audience in depth. He analyze the causes to get the expected effects, first by solving the Business and then the Brand.



COSTIN DURAN

BTL & Production Manager

Organized and dedicated, with over 13 years experience in realizing innovative ideas in a sustainable way. Costin is the one that makes sure that the team work gets always at the finish line.



ALICE ION

Digital Account Director

More than 10 years experience, a seasoned digital marketing expert who excels at translating clicks into revenue and transforming creative ideas into profitable strategies. An expert that is not only optimizing brands' online presence, but makes it shine!



ANCA DOBREA

Digital Account Manager

Over 6 years of digital marketing experience, always up to date with la latest trends, sprinkle magic over social media accounts, ppc campaigns, and memorable strategies, tech lover, AI passionate and keen on communication, loves influencers campaigns and content photo sessions.



ALINA NEMTANU

Account Executive

More than 7 years of experience in organizing promotional campaigns, post-campaign performance reporting and results analysis. Media and PR monitoring. GDPR lover too.



DANIEL BACIU

Start-Up Developer

The young one in the team, with 6+ years of experience in Marketing and Start-Ups. Creating trends, his projects quickly gained over 250 million views. He says that one of his secrets is profoundly understanding the audience and it's needs in order to offer the perfect product. Also very passionate about A.I.



RADU OLTEANU

Creative Director

20+ years experience with Orange, Bergenbier, Banca Transilvania, Coca Cola, Michelin, BRD Societe Generale, Petrom, ING, Adidas, Romtelecom, Dr. Oetker, CEC Bank. Over 20 Awards in local and international Ad Festivals, including Gold at Epica Festival and Cannes Lion nominee.



GABRIELA DATCU

Senior Art Director

20 years experience in advertising working for clients such as Coca Cola, Nestle, Dr. Oetker, Murfatlar and Vodafone with a keen for packaging design.



PETRU CUCIUC

Creative Consultant

More than 20 years of experience in major advertising agencies working with Philip Morris, Procter & Gamble, Ursus, Skol, Bucegi, Prigat, Tymbark, CEC Bank, Aviva, Scandia, Dr. Oetker, La Dorna. Local and international awards.



WHAT WE DO

WE DO WHAT WE THINK
AND SAY. WE'RE HARMONY!

NATIONAL CONSUMER PROMOTIONS

DREAM BIG, BE EVERYWHERE!



Integrated marketing communication is a way to look at the whole marketing process from customer's view point.

We design Advertising Campaigns from the concept, strategy, creative work, production to 360° implementation. We believe in an integrated approach of the communication from the brand to its consumers.

We count on the communication channels that are best suited for the target audience:

TV
Radio
Press

Digital
PR
Social Media

Direct Marketing
Consumer Activation
Trade Programs

BRANDING

BRAND YOURSELF BEFORE THE PUBLIC BRANDS YOU!



Products are made in the factory, but brands are created in the mind.

CONNECTION



CONSISTENT - CLEAR - CONCISE IMAGE/MESSAGE DELIVERY

DIGITAL & SOCIAL MEDIA

NEVER SAY NEVER TO DIGITAL



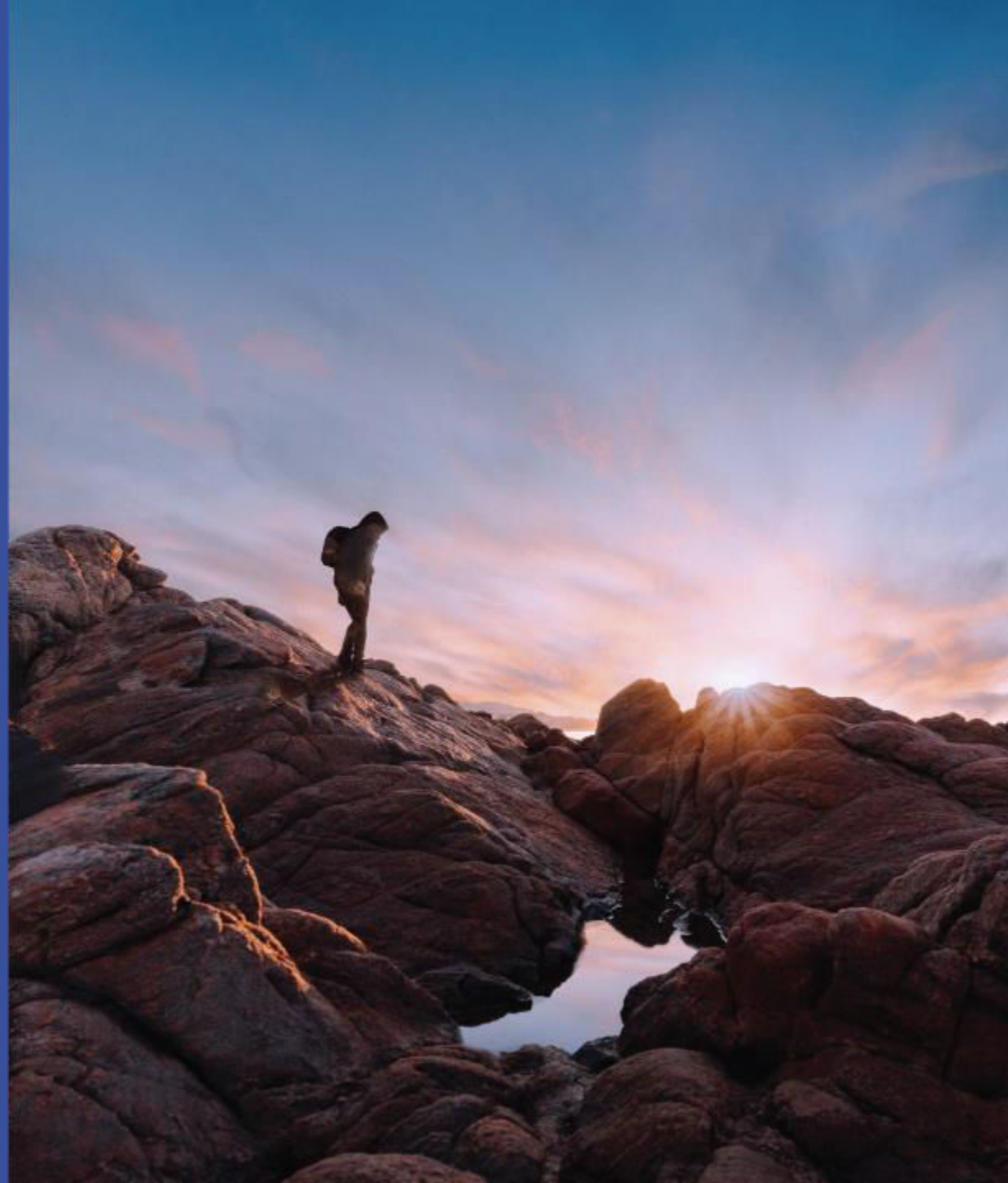
Are you aware of your digital footprint?

We are here to make IT COUNT!

The journey between performance ads, influence marketing, community management, newsletter, AI technology and great results should always be in **HARMONY**.

PR

TELL YOUR STORY



A good PR story is more effective than a front page ad

We make your target audience the hero of your story, through Internal PR (employees) and external PR (press, bloggers, consumers, authorities and other organizations).

We manage preventive programs/training/simulations to solve an Image Crisis.

We are focused on results through Media monitoring (newspaper, online publications, TV, Radio) and post PR campaigns Reports.

SHOPPER MARKETING

CONSUMER EXPERIENCE
THROUGH SHOPPER EXPERIENCE



Buyers give money, not consumers!

SEARCH & COMPARE

WHAT PRODUCTS ARE AVAILABLE?

PLAN

WHERE AND WHEN SHOULD I GO?

NEED

WHAT IS THE OCCASION I AM SHOPPING FOR?

DECIDE

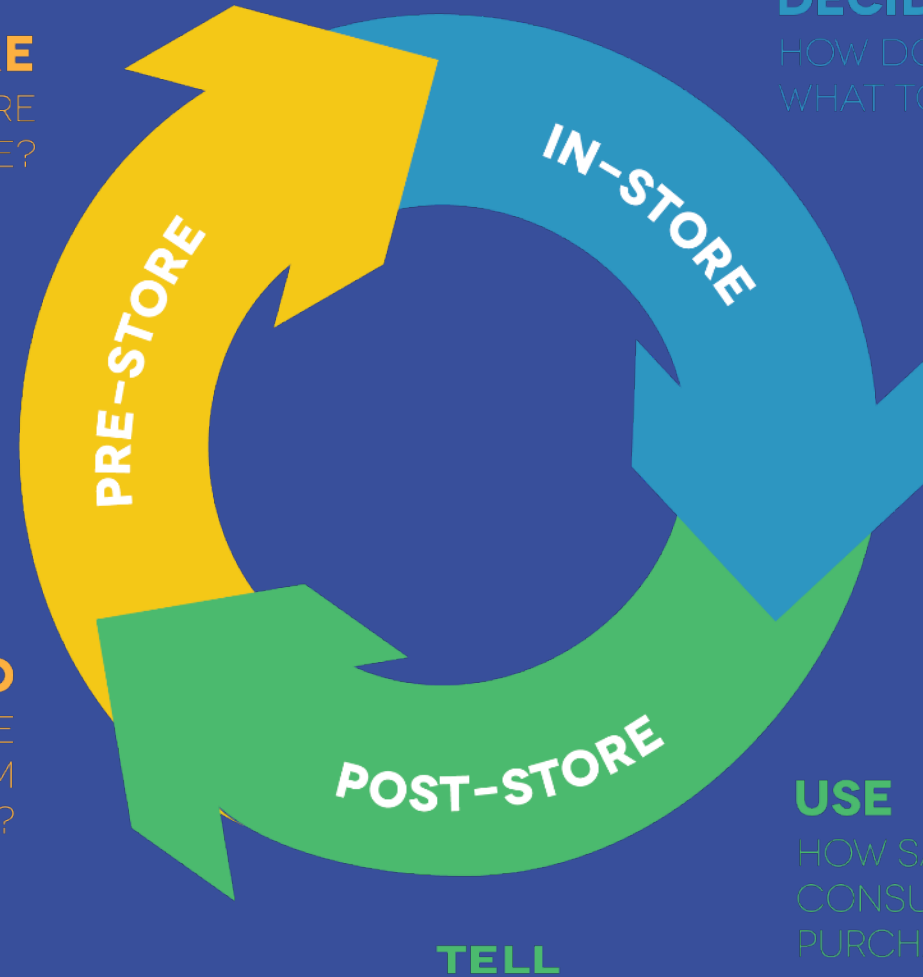
HOW DO I DECIDE WHAT TO BUY?

BUY

WHAT DO I BUY AND HOW DID I FIND THE EXPERIENCE?

USE

HOW SATISFIED IS THE CONSUMER WITH THE PURCHASE?





OUR WORK



**WE ARE HARMONY.
WANT SOME?**

more credentials here: www.harmonyad.ro

CONTACT

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