



Brainpower for Your Investments

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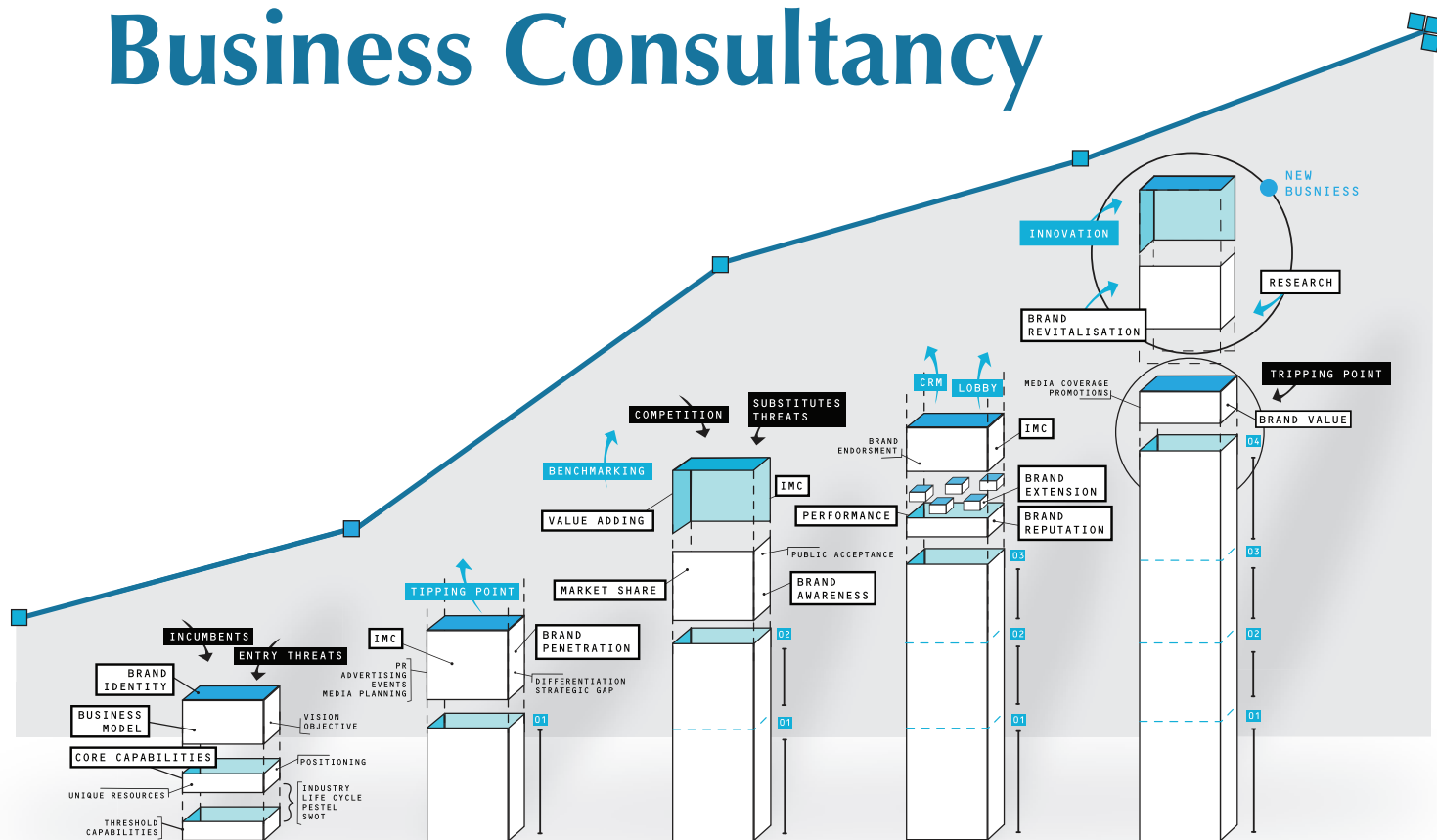
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Doing Business in Emerging Markets

While mature markets are still struggling to harness a meaningful economic recovery, the latest Emerging Markets Index provides further evidence of a robust recovery in economic activity. The rise in the HSBC Emerging Markets Index to 53.4 in the first quarter of 2012 from 52.4 in the final quarter of 2011 underlines the relative immunity of emerging nations to more damaging developments elsewhere in the world.

- | Marketing and Sales Strategies
- | PR & Lobby
- | Tax Shelter Architecture
- | EU Funds & Public Tenders Advisory
- | Legal and Start-up Consulting

Business Consultancy



® Emerging Markets Business Model Architecture



Brainpower for Your Investments

www.mediaconsulta.ro

MEDIA CONSULTA INTERNATIONAL is an Independent Business-Consulting firm specialized in Emerging Business environments supporting investors to settle and expand into the Romanian and Balkans Markets. We partner with clients in multiple business fields in order to identify their highest-value market opportunities, address their strategies and grow their business. Our customized approach combines deep insights into the Eastern European markets with customized business strategy for each domestic or International Client needs.

Through its large range of services: Business Strategy (Start-up, Legal and Fiscal Consultancy, Tax Shelter Architecture, Strategic Investments), Organizational Management Lobby, Marketing and Sales, Research and Development, Communication (Advertising, Media, Public Relations, Digital Marketing, Below the Line Activities) MEDIA CONSULTA INTERNATIONAL ensures that our clients achieve a sustainable competitive advantage, build more capable organizations and secure long term lasting results.

As an Independent Company, founded in 2003, MEDIA CONSULTA INTERNATIONAL has experienced a sustainable growth due to our Clients success on the Romanian and CEE Markets. We thank our Domestic and International Clients and Partners such as: Vienna Insurance Group, GENERALI PPF Investments, McDonalds, Raiffeisen Bank/Merill Lynch, Thomasville, Business and Strategies Europe, Curie&Brown, Erste Bank, Energy Holding, etc .

The latest Emerging Markets insights on growth uphold our long-held view that the global economic recovery is crucially-dependent on the health or lack thereof of the emerging nations. Employment is picking up in fast moving economies, the order backlog is on the rise, exports have bounced back and business expectations in the service sector are increasingly positive.

Please visit our
[Client Portfolio](#)
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However, the upside of emerging markets is tempered by other characteristics. The overall sales ecosystem in emerging markets is often complicated and quite different from that of a developed economy. Selling successfully to these markets requires a sales approach tailored to their unique characteristics. It's a totally different World where one needs to Partner with firms developed and experienced in such environments. MEDIA CONSULTA INTERNATIONAL's Specialized staff combines the knowledge and expertise of Mature, Developed economies with the bold, innovative, permanently re-inventing the Business approach of young emerging environments.

The following white paper contains statements and analysis developed within MEDIA CONSULTA INTERNATIONAL's Research & Innovation Department. The output is based upon our consultants' direct experience within the Romanian and Eastern European Markets and the insights generously provided by our clients and stakeholders.

The research is the result of thorough surveys on Emerging Markets especially focused on the Romanian Market in the years 2009 – 2012. This report uses the most recent published data as support from quoted sources such as: The Romanian Government, International Organizations, International Trade Organizations, Foreign Investors and Financial Institutions.

All statements and conclusions are the output of the individuals quoted and should not be attributed to any other entity or individual.

Readers are cautioned not to place undue reliance upon our forward-looking statements, and consider them only as an introduction to the Romanian business experience. Any investor or interested person in the Romanian business market is further encouraged to seek more in-depth information.

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The West has lost its monopoly on wisdom. But emerging economies can contribute towards new models of growth, finance and regulation.

„Compared with the developed world, the emerging world enjoys plenty of advantages, at least from the point of view of economic growth. With much lower per capita incomes, many emerging nations still have many years of economic “catch-up” ahead of them, suggesting that their growth rates – driven by continuous urbanisation alongside productivity gains linked to improved access to global capital – should remain significantly higher than in the west”

Source: HSBC Emerging Markets Index, Q1, 2012

The Business of Doing Business in Emerging Markets

It's Business Jim, but not as we know it

As a result, many companies see the ability to sell effectively to these markets as a key success factor ▼. The core challenge is to grow in a cost-effective and profitable way given the vast size of the markets, the differing economic and infrastructure capacities and the variations in the markets' cultures and customs.

◀
Accenture
Emerging
Markets
Study

The emerging world has witnessed growth rates that far exceed those of the developed world. Clearly the global balance is shifting in their favour. Executives worldwide are responding aggressively to this changing market dynamic. The term "globalization" has come to imply much more than far-ranging export activity or overseas research centres. Increasingly, it is associated with core revenue-building activities such as sales, marketing and manufacturing.

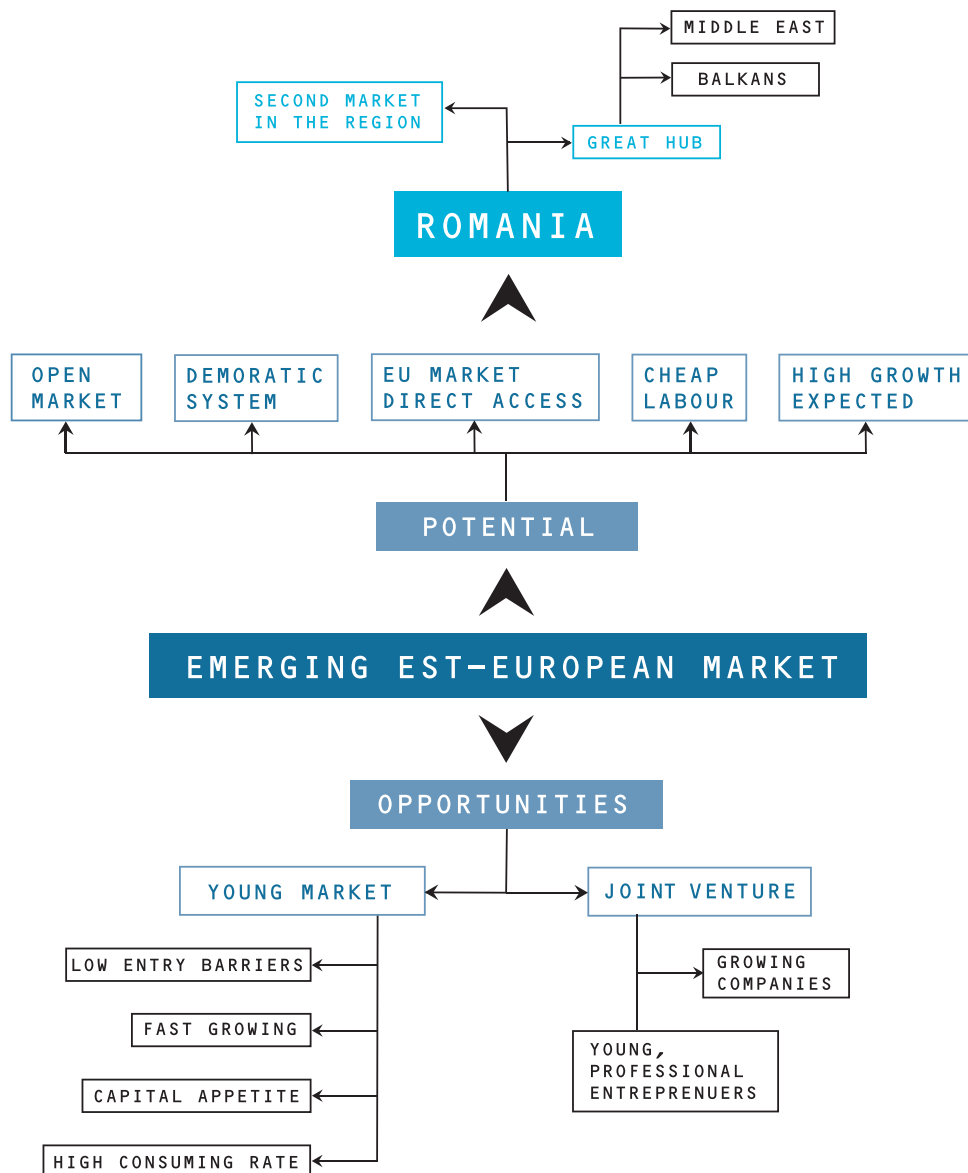
Studies of C-level executive in communication and high-tech companies reveal that **customer-facing roles** are the most important in the corporate globalization effort. For companies to succeed in such roles, it is imperative that business leaders understand the sales context in these markets. This can only be achieved through understanding not only the Economic landscape but moreover the Cultural Approach, the Consumer's Insight and Business Mindset.

From how to tip, when, where, how much?
To how long does a business lunch take?
When and how to drink with the locals, what subjects to tackle and what not to?
When is the deal signed?
How to set-up a company and even how to develop successful Sales Strategies in such emerging markets?

These are only a few of the local insights for which you would need to rely on an inside Partner. And you would need to search for a Partner that speaks your 'Business Language'.

As an example, Romania, one of the largest emerging markets in CEE has an important advantage: If there's a time to invest in Romania, it is now!

Romania is a middle income country with a GNI per capita of US\$ 7,930 in 2008 (Atlas method). With a population of over 21 million, it is the second largest country in Central and Eastern Europe and the seventh largest among the 27 current members of the European Union (EU).



Bucharest can and should become the financial and economic centre of the South Eastern European region.

Daniel Badea
for Romanian
Business Digest

For the next 5 to 10 years, in Romania, strengths and opportunities will surely overcome threats and weaknesses. This is not the conclusion of a newly discovered economic recovery formula but rather of a simple comparison of the strategic geographic position, market size, population, rich culture and of the favourable conditions of commodities, especially agriculture.

Michael Weiss
for Romanian
Business Digest



Case Study ASIROM

A successful investment of Vienna Insurance Group in ASIROM, the traditional insurer in the Romanian market

It is the case for several of the main MEDIA CONSULTA INTERNATIONAL Clients within different business segments. Even though being able to build a healthy, long term business within the financial segment is considered quite a challenge, the firm has the privilege of working with some of the healthiest and strongest International and Domestic Financial Clients: ASIROM, for instance, the oldest Romanian Insurance company with the strongest territorial network.

The company has been through business and organizational changes during the last three years especially after the take-over by the renowned International insurance group, VIG (Vienna Insurance Group). ASIROM is one of the examples of healthy businesses with long-term focus who managed to grow stronger following the 2008 financial events. Unlike the generally accepted behaviour within the Corporate world (especially in Financial Services), ASIROM leaders always valued the company's relationship with the public, always keeping an open and transparent relationship with the press and being permanently available for the most challenging questions.

Supported by MEDIA CONSULTA INTERNATIONAL's Consultants with IMC Services throughout the last two years, ASIROM VIG now reports quarterly business growth and has already started to focus Product and Services Development as well as the Internal Communication, Marketing and Sales Activities on the most attractive new market segments: Corporate, Life and Health Insurance.

follow in the next pages ►

Together with MEDIA CONSULTA INTERNATIONAL, our Communication and PR Partner, we learned that Transparency and Availability are mandatory for building a trustworthy and healthy business; especially in the Insurance sector, where Trust is our most important Asset. We decided to admit and take responsibility for our mistakes when it is the case, share our plans with our Journalist partners, celebrate success with them and even ask for their advice and suggestions in some specific matters.

Boris Schneider
Managing Director,
ASIROM VIG



“Great Minds think alike, Great leaders stick together”

{ PR Event }

“Great Minds think alike, Great leaders stick together” was the event’s concept, developed two years ago in order to bring ASIROM VIG closer to Romania’s Leaders and, at the same time, reinforced ASIROM VIG’s position as a friendly, strong, always there, ready for a challenge, ready to help, Leader. The event brought together the most important opinion leaders in Romania in the effort of making Romanian drivers more aware of the Responsibility that comes along with their driver’s license and of the MTPL insurance benefits.



ASIROM visits
the business
television
Money Channel



ASIROM's
Press Round Table



Mihai Covaliu
Fencing Olympic Champion



Laura Badea
Fencing Olympic Champion



Mihai Leu
The first Romanian boxer
to win a world professional title



Boris Schneider
interviewed by the public
television

“Follow the leader”

{ Media Campaign }

ASIROM VIG as a Leader, has been keeping in touch with the Public Opinion for the past two years mainly through this successful event: Follow the Leader. Due to its popularity, Follow the Leader has been re-iterated throughout both 2009 and 2010.



ASIROM 
VIENNA INSURANCE GROUP

Prietenul statornic al românului



▲ The 2010 Edition captured the attention of the most important Romanian Media Channels, generating a widespread coverage on National Television, General TV Channels, The Romanian Business Television, Radio, National Newspapers and the most influent Business Magazines.



MEDIA CONSULTA INTERNATIONAL is the Business Advisor that orchestrated the financing and entry of the German Water Industry Holding, Berlin Wasser on the Romanian Market. The firm has also provided with Corporate Communication and Public Relation Consultancy services the National Fund for Guaranteeing the SMEs Businesses Loans (FNGCIMM). Media Consulta International has gained extensive practice in the Aerospace Industry, by assisting the Romanian air transportation company Blue Air in obtaining a 3.5 years handling and maintenance agreement. MEDIA CONSULTA INTERNATIONAL's consultants also assisted Blue Air during the negotiations with Unicredit Tiriac Bank for a financial agreement in purchasing a new helicopter.



Working with the Romanian State however, is not at all an easy business

It is generally perceived that working with the State in emerging markets is not always easy and it also isn't a simple, unitary process; therefore "surprises" may occur at every step. Romania is no exception that is why when working with the Romanian State one discovers that, in order to overcome this distorted perception, the day to day work is even tougher and the requirements are significantly higher and more restrictive than in well developed Economies.

Due to the old perception of corruption and unreliability, the Romanian State tends to be nowadays "even more Catholic than the Pope". Not many companies find it easy to work with the State and even strong multinational organizations have encountered difficulties in meeting all State required criteria to enter business. The Public Tenders for State Projects (in any areas: Agriculture, Environment, IT&C, Education and Development, Infrastructure) are very strict and the efforts of meeting all entry criteria are often intimidating.

MEDIA CONSULTA INTERNATIONAL has a Public Tenders Department with specialists trained to prepare and win State financed projects. In 2011 alone the firm assisted its partners during 60 Public Tenders that generated new business within the following areas: IMC, Media Planning and Buying, Advertising, Business Consultancy and Project managements for projects in: Agriculture, Transportation, Tourism, Energy.

"The Public Tenders market became interesting to us when we realised that we had already gathered during our eight years of activity all the credentials to meet the State requirements almost effortlessly: ISO9001 Quality Management Standard certified by TUV Austria, very good professionals with over 10 – 15 years experience trained at prestigious International Academic Institutions (Harvard Business School, The Chartered Institute of Marketing) and highly successful results both for commercial as well as for PPPs or Public, State owned projects which we had previously developed."

explains Mihai Craiu,
CEO MEDIA CONSULTA INTERNATIONAL

“When working for state owned companies with extensive activity and exposure abroad, the Reputation Management services are even more complex than those of Private companies, because more stakeholders are involved: the Romanian public opinion, the European Public Opinion, National and International Partner organizations, Clients, domestic and European Regulatory Organizations, Local and Central Public Authorities, Private companies, potential Business Partners, Employees, Energy Market Players, the Stock Exchange, potential Investor and the Mass – Media” **(Mihai Craiu)**.



Case Study Transelectrica

Assisting TRANSELECTRICA, the State owned Transmission and System Operator, which plays a key role on the Romanian electricity market

TRANSELECTRICA is the Romanian Transmission and System Operator (TSO) that plays a key role on the Romanian electricity market. It manages and operates the electricity transmission system and provides electricity exchanges among Central and South - Eastern countries, as a member of UCTE (Union for Coordination of Transmission of Electricity) and ETSO (Association of European Transmission and System Operators).

Transelectrica is responsible for electricity transmission, system and market operation, grid and market infrastructure development ensuring the security of the Romanian power system. It also serves as the main link between electricity supply and demand; balancing at all the times power generation with energy demand.

For the past four years following the Public Tender, MEDIA CONSULTA INTERNATIONAL has been providing TRANSELECTRICA with Internal and External Communication Consultancy services, leveraging the company's public profile and at the same time, managing the relationship with stakeholders.

Specific Requirements

Four years ago, TRANSELECTRICA organized a Public Tender for Communication Consultancy services. The Partner selected had to meet specific requirements:

FIRST

Extensive experience in working with big state owned companies

SECOND

An over 4 mil. EUR Business Figure and the ability to submit for the last three years of fiscal records for evaluation

THIRD

Ability to submit for evaluation at least three working contracts with values of over 500.000 Euros

FOURTH

Submit the performance metrics reached for the respective clients

FIVE

Be certified under the ISO Quality Management System standards



Along with the Management Team, MEDIA CONSULTA INTERNATIONAL managed to build and raise TRANSELECTRICA's reputation as a strong business player on the domestic and international Energy markets, a reliable provider and a key Romanian company.

"The most important factor in building such success is Transparency; it is not easy to build and maintain Transparency on a market like ours but for a state owned company it is key. The process of building and raising TRANSELECTRICA's reputation started four years ago with Internal Communication Management; only after building Transparency as a value within the company, we started communicating to external stakeholders. We organized and took part in the most important Energy and Electricity events on the market in order to stay permanently connected and open for the mass media and the public opinion. Along with Transelectrica we kept connected and took advice from the best specialists on the Electricity market while keeping an eye on European trends and that is how we managed to make Transelectrica an Innovative and Sustainable Electricity provider.

In line with our Transparency values, we also kept a continuous and open communication channel within and outside the company. That is how we managed to build a strong corporate image on the Romanian market and it is only after, that we started, two years ago, to actively communicate within the European market as well." (Mihai Craiu).



"MEDIA CONSULTA INTERNATIONAL brought TRANSELECTRICA to the attention of the most important international Publications (Gaceta de Los Negocios, Wall Street Journal, La Tribune, and El Economista, Il Giornale) and the company is now a Strong and Trustworthy business partner, both on the domestic as well as on the European market."

Adrian Baicusi,
CEO Transelectrica

Maintaining the Communication Flow

Apart from its important role as a Consultant for TRANSELECTRICA, the agency is also assisting the German Electricity company, E.ON AG in its Public Communication in Moldova region. MEDIA CONSULTA INTERNATIONAL's main task is managing the continuous communication flow and the entire relationship between E.ON and its consumers throughout Moldova.

„Just like E.ON is the connection between the TRANSELECTRICA high tension networks and its consumers' consumption points MEDIA CONSULTA INTERNATIONAL is the connection between E.ON and its direct domestic consumers, ensuring and managing the continuous communicational flow through dedicated local communication channels.” explains Alina Florescu, Media Director, MEDIA CONSULTA INTERNATIONAL

E.ON Partner Media Channels in Moldova:

Vreme noua

Ceahlaul

Crai nou

Desteptarea

Evenimentul de Botosani

Evenimentul Regional al Moldovei

Monitorul de Botosani

Monitorul de Neamt si Roman

Monitorul de Suveava

Monitorul de Vaslui

Obiectiv de Suceava

Obiectiv Vaslui

Realitatea Media

Ziarul de Bacau

Ziarul de Iasi

“One of the most important projects won by MEDIA CONSULTA INTERNATIONAL’s Public Tender Department during the years of 2009 through 2010 is the Romanian Operational Programmes Project (www.inforegio.ro). Following a three month public tender MEDIA CONSULTA INTERNATIONAL has been appointed ROP services provider for the Integrated Communication Services on the Romanian market.”

Elena Brisan, Head of Public Tenders Division



Case Study

The Ministry of Regional Development and Tourism - Regio

Providing IMC services for State financed and EU Structural Funds Projects. Regio has been supported through a National communication campaign.

EU Structural Funds and Romanian State Co-Financed Projects

The ROP is one of the Romanian Operational Programmes agreed with the EU, and an important tool for implementing the national strategy and policies for Regional Development. It applies to all 8 Romanian Regions. The global objective of ROP is “to support and promote a sustainable balanced economic and social development of the Romanian Regions, by improving business environment and infrastructure for economic growth”. This means that the ROP aims to diminish the gaps in economic and social development between more and less developed regions of the Country. The ROP in Romania is funded through one of the Structural Funds i.e. The European Regional Development Fund (approximately 84% of the ROP budget), as well as national funding, public (14%) and private (2%). ROP is broken down in a number of Priority axes. Each priority axis is endowed with a specific budget and incorporates a number of key areas of intervention targeting specific development goals.

MEDIA CONSULTA INTERNATIONAL started the deployment of an Integrated Communication campaign for each of the six program’s main axes. Apart from permanent In-

ternal Communication Services (newsletters, brochures, web page development and maintenance), in order to draw attention to the program’s benefits for interested, potential applicants, ROP has implemented along with MEDIA CONSULTA INTERNATIONAL a National campaign through the 2010, on the main National media channels: (National TV channels – generic together with News and Business oriented: National Radio channels, Business Press and main National newspapers).

MEDIA CONSULTA INTERNATIONAL also acts as the ROP’s Communication Consultant for Public Relation services both for internal as well as external stakeholders (Romanian Public Bodies and Unions, International Public Bodies and Unions, Public Opinion, Opinion Leaders, Mass Media). The firm’s Research and Strategy Department along with the Creative Department have been acting as ROP’s content providers producing communication materials (TV spots, TV Fillers, Radio materials, Print ads and advertorials) in order to inform potential applicants about ROP’s opportunities and about the first steps in submitting their offers for obtaining ROP financing.

“ROP was one of the most complex public tenders we took part in over the last year. It had three eliminatory stages (The Qualifying documents for entering the Tender; The Technical Proposal; The Financial Offer) and the documentation for the last two stages has been prepared during almost two months. Apart from a very complex documentation required for the Technical Proposal (Research and Strategy development, Creative Communication Content Development, Media Planning and Buying Development) the criteria that participants had to meet for entering the public tender were highly demanding and complex at the same time (to have been active on the market for at least five years; to have managed IMC services with budgets of over 1.5 mil. EUR; to provide recommendations from 15 of the most important clients with metrics evaluating the campaigns implemented together; a minimum specific limit for the last three year's turnover; ISO 9001 Quality Management System Certification).”

Alina Florescu
Managing Director

Institutional Communication and its Social Challenges

2011 – 2012 was a year in which Romanian Institutional Communications gained further more maturity, making the shift from disparate, tactical, reactive communication activities to Integrated MarCom projects, tangible communication KPIs and long term campaigns Co-ordination.

FY 2011 Institutional Communication focus was on: Raising awareness (both on social issues as well as on potential available solutions); Connecting the Civil Society's needs with the respective institutional programmes and feeding in the in-field, authentic and relevant insights for the effectiveness of each program; Creating synergies among complex matrix stakeholders.

During this period, the Institutional Communication Department of MEDIA CONSULTA INTERNATIONAL has been overseeing complex institutional communication campaigns for its 8 newly gained (through the respective public tenders) clients, as follows:

Institutional Communication: Media Planning, Buying and Campaigns Co-ordination

- The Ministry of Justice - The National Trade Register Office (ONRC)
- The Ministry of Agriculture and Rural Development, The Agency for Rural Development and Fishing (APDRP)
- The Ministry of Economics, Commerce and Business Environment – The Office of State Participatory and Industrial Privatisations (OPSPI)

Institutional Communication: Audio-Video Creative Development and Delivery

- The Ministry of Tourism – The Regional Operational Programme (REGIO):

Institutional Marketing Consultancy: Media Planning & Buying, Strategic Development, Audio-Video Creative Development, Campaign Co-ordination

- The University of Bucharest

Institutional Communication: Operational Marketing, Audio-Video Creative Development and Production, Media Planning and Buying

- The Romanian Brokers Association (Asociatia Brokerilor).

Institutional Communication: Events and Public Relations

- The Ministry of the Environment and Forests – The National Authority of Management for the Operational Programme "Mediu"



Case Study

The Agency for Rural Development and Fishing - ADPRDP

Connecting the Civil Society's needs with the institutional solutions

If working with the public sector is usually more demanding, complex and resource consuming than the private sector, institutional communication has its social challenges as well.

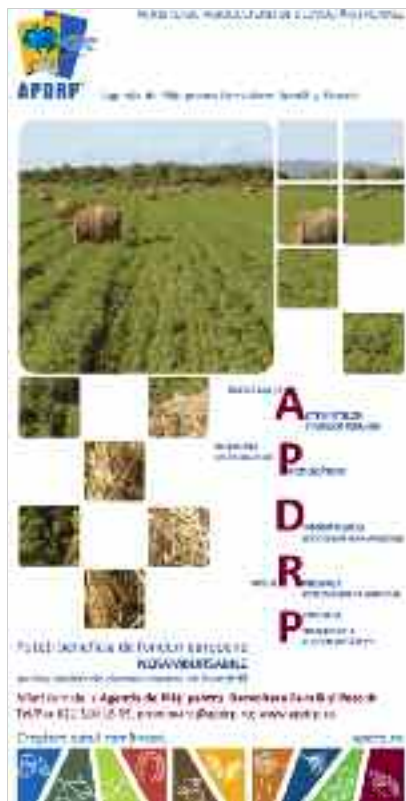
"The biggest challenge in the ADPRDP (The Agency for Rural Development and Fishing - The Ministry of Agriculture and Rural Development) project was for us as consultants to be able to step down from our offices located in the centre of the Capital and personally go where our client's public was: at the country side. More so, we were able to "undress" our previous corporate understanding of Communication and target audiences and really connect with each community at a personal, human level.

We were a team of five professional that travelled to almost 10 Romanian villages across the country trying to empathise, understand and learn from those communities. We took part in activities related to farming, forest area management, socio-cultural patrimony preservation and infrastructural maintenance.

It was only after having done all this, that we were able to submit a relevant, "down to earth" and practical public tender Institutional Communication offer.

It sometimes pays to get out of one's own comfort zone to really do one's best to understand the environment we are communicating to. And when it comes to institutional communication with social impact there is no other effective way."

Voichita Tudor, Project Lead, ADPRDP



„Some of the Romanian state owned companies are making efforts in modernising and changing the way they previously communicated: from the monologue approach 20 years ago to a permanent lively authentic dialogue in the digital era. CSSP's goal was keeping in touch in a friendly open and trustworthy manner with us, the citizens. MEDIA CONSULTA INTERNATIONAL provided support for CSSP's efforts through communication consultancy services focusing on explaining all the criteria citizens should take into account when selecting a Private Pension Fund as well as making them aware of their own rights and obligations derived from their Private Pension selection.”

**Gheorghe Gavriloff, Public Services Communication Consultant,
MEDIA CONSULTA INTERNATIONAL**



Case Study

The Private Pensions System Supervisory Commission

Supervise and regulate the functioning of the Private Pensions System

Public Entities in an Ongoing, Authentic Dialogue with the Citizens

The Private Pensions System Supervisory Commission (CSSPP) is the specialized and autonomous public authority dedicated to supervise and regulate the functioning of the Private Pensions System. One of CSSP's main communication objectives was initiating and maintaining an ongoing and authentic dialogue with the citizens; and through this, ensuring very good communication by informing each and every one of us on important matters regarding our private pension plan.



“In the collective consciousness of Europe, there are surprising similarities – in Fundamental Values. However, Nations still value their traditional practices and beliefs. United in Diversity is the core of Europe and Romanians fully embrace the “European feeling” and are also aware of the value they bring, along with all the other nations, through their traditional and cultural values and beliefs.” (Mihai Craiu)

Case Study
Institutul Cultural Român
Sustaining Romanian Culture
throughout Europe



United in Diversity, Romanian and European Values

It is with this vision in mind that MEDIA CONSULTA INTERNATIONAL entered the Public Tender for the Romanian Cultural Institute (RCI), a public body founded in 2003 tasked with raising the profile of Romanian culture around the world. MEDIA CONSULTA INTERNATIONAL has been assisting the following ICR branches to organize and promote high-visibility cultural events adapted to suit the tastes of foreign audiences, while, at the same time ensuring that a balance be maintained between their uniqueness and an international appeal: RCI London, RCI Istanbul, RCI Paris, RCI Venice, RCI Warsaw, RCI Stockholm, RCI Madrid, RCI Berlin.







ARCHITEKTUR NACH DEM TOTALITARISMUS


Vortrag und
Podiumsdiskussion

15. Februar 2010
19:30 Uhr



Vortrag von Augustin Ioan (Hochschule für Architektur
und Stadtplanung Ion Mincu Bukarest).
Podiumsdiskussion mit Kai Vöckler (Programmdirektor
Archis Interventione).
Moderation von Friederike Meyer (Zeitschrift Bauwelt)
und Wolf-Günter Thiel (Zeitschrift Fair)

Rumänisches Kulturinstitut »Titu Maiorescu«
Villa Walther / Königsallee 20a / 14193 B-Grunewald

 RUMÄNISCHES
KULTURINSTITUT
TITU MAIORESCU

In the last year, MEDIA CONSULTA INTERNATIONAL assisted RCI's branches in organizing and promoting cultural events through the most important European cities such as:

LONDON

The Film Festival, REWIND; "Marin Sorescu" Awards Event; organizing and communicating the Poetry Workshops; Debate about the Romanian philosopher Constantin Noica; Contemporary art exhibition: "From one thing to another"; Herta Muller dedicated evening with readings performed by Ion Bogdan Stefanescu.

STOCKHOLM

Costin Soare performance at the Royal Music Academy; the 4th edition of "the Romanian Film Days".

PARIS

Organizing and promoting the Book Fair; Developing the communication materials for RCI Paris; Poetry and Theatre performance evenings.

ISTANBUL

The Tuyap Book Fair

MADRID

Organizing and promoting the event: "The Romanian Movie before and after 1989"; Debates around the contemporary Romanian Literature

WARSAW

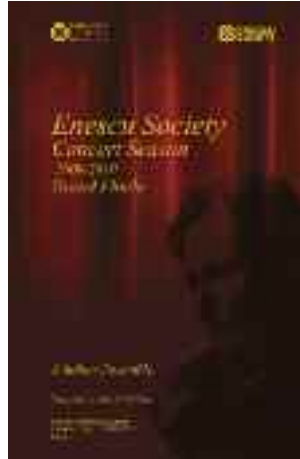
« The Polish Theatre reflected through the National Romanian Bank Archives»; Performance by Roxana Brihan soprano celebrating the Romanian National Day; Photo exhibition: "The Geography of Generosity – open space images, Polish refugees: 1939-194

BERLIN

« Titu Maiorescu » event; Live performance, Romanian Poems ; « Architecture and Totalitarianism » exhibition.



With the support of our consultants, RCI has also developed extremely close ties with Romanian minorities in neighboring countries as well as with the Romanian diaspora. Together with MEDIA CONSULTA INTERNATIONAL's Consultants, RCI is facilitating their efforts to preserve their own cultural identity, while living abroad.



Following the 2009 success and a public tender, the agency has also been appointed the 2010 RCI consultant. In the autumn of 2010 MEDIA CONSULTA INTERNATIONAL assisted RCI to facilitate the effort of Romanians from abroad to preserve their own cultural identity across the world.

This year's communication efforts are tailored for five key European cities: Berlin, Istanbul, London, Paris and Stockholm. Each of the five campaigns has been optimised following the media and cultural consumption of each city: in Berlin the communication campaign is being deployed through international publications, on line media, radio spots and Posters. For Istanbul a dynamic promo campaign has been published in the Press, aired on local Radio and OOH in the city's key cultural venues.

Meanwhile, the traditional communication deployment in Paris, London and Stockholm is being enhanced through creative media activities across some of the most crowded junctions and metro stations.



Case Study
The University of Bucharest
Cultural stereotypes change

Social Issues Alarm Signals



Sounding Social Alarm Signals is not an easy job. The signals have to be impact full, relevant, accurate and ideally, be accompanied by potential solutions or path to a better future. Sounding social alarms on cultural stereotypes is even harder, as they require an incremental diffusion of cultural change from society's core values up to the collective mind and collective perception.

As part of its continuous effort of preparing professionals not only from an Academic standpoint but more importantly for the labour environment, The University of Bucharest decided to take a round trip initiative: not only train students to adapt to their future workplace, but furthermore, get actively involved in building a more efficient, equal and unprejudiced employment market.

The campaign: "Equal rights for employment and in the work place" had as objectives raising awareness on the cultural stereotypes and prejudices related to employment discrimination.

As it is usually the case with social campaigns the target was formed not only from the vulnerable social categories (vulnerable public segments such as: Roma people, women, disabled employees, people over 40, incurably ill people) but mostly those around them that are shaping and spreading discriminative perceptions; the categories of people that have the power to change and transform these cultural stereotypes in an empathic, empowering and more effective work environment.

Complementary, the awareness campaign had the objective of empowering the disadvantaged categories into knowing their rights and using their unique, specific value.

MEDIA CONSULTA INTERNATIONAL supported The University of Bucharest with strategic and creative development both on TV and Radio media to broadcast the message to a national qualitative audience. The TV Commercials developed by the agency's Creative Department were ranked among the top 20 most creative and effective commercials of 2011, according to www.addaddies.ro.

Raising awareness on the employment equal rights advantages both for the employers as well as for the employees. Sounding the Alarm on employment discrimination.



Key Romanian Markets

Finance

Media

Marketing & Advertising

PR & Events

Human Resources

Counseling & Lobby

Education

Sales



Case Study ARDAF

Gaining market share on the insurance market.
ARDAF, member of Generali PPF Holding.

A successful long-term case study of a healthy domestic insurance company taken over by a strong leading CEE Investments Fund is the Romanian Insurance Company, ARDAF. Four years ago, when the partnership between ARDAF and MEDIA CONSULTA INTERNATIONAL first started, ARDAF was one of the oldest and biggest Romanian insurance companies, with a strong business, but suffering from bad management, low level of trustworthiness and a damaged Corporate Image.

Together with the new Management Team, MEDIA CONSULTA INTERNATIONAL started a long-term process of re-positioning the business on the Insurance market, re-branding the company and changing its corporate culture. This was a thorough and complex process involving all business structures (all ARDAF Departments) at all levels, not only Management. Investors Relations and Financial Efficiency Programs have been implemented, permanent Internal Communication Programs have been developed and a long-term process of building stakeholders Relationship (Government, Trade Unions, Opinion Leaders and Opinion Formers) has been set in place. During the time that Marketing Strategies and New Products and Services were being developed according to the Business Strategy (if during the previous years, the business was mainly focused on Life Insurance and MTPL, new and more sophisticated products and services have been introduced with Demand Generation and Fidelity Programs for Casco Insurance, House Insurance, Health Insurance) a strong Branding and Communication effort deployed throughout a 10 month Communication Program.



Within one year, ARDAF became the 5th leading Insurance Company on the Romanian market (up five places and one of only two domestic companies in the Top) and came 3rd in the Top Spontaneous Awareness Companies.

The Second Phase of ARDAF Repositioning Long Term plan included preparing the company for a strong international Partner take over, accustoming ARDAF's business culture with GENERALI PPF Holding's Business Views, standards and requirements and communicating the take-over under a strong, trustworthy umbrella. In 2008, following a research performed by Future Marketing, ARDAF had a 65% increase in Trustworthiness, as KPI.



MEDIA CONSULTA INTERNATIONAL also supported ARDAF through the challenging 2008 – 2009 times: new financial efficiency programs have been implemented, stronger cost control and operations efficiency has been set; two internal departments have been re-organized to suit the new market's challenges. At the same time, through its PR Consultants, MEDIA CONSULTA INTERNATIONAL provided Internal Communications support on delicate issues (such as Trade Unions communication and negotiations), Stakeholders and Public Opinion Relations.

follow at page 34 ►

“ARDAF Corporate”
{ Integrated Campaign }



▲ TV Spot **“The Farmer”**



▲ TV Spot **“The Driver”**



▲ TV Spot **“The Business Women”**



▲ TV Spot **“The Grandpa”**

Ce au acești oameni în comun?



Sunt asigurați la ARDAF



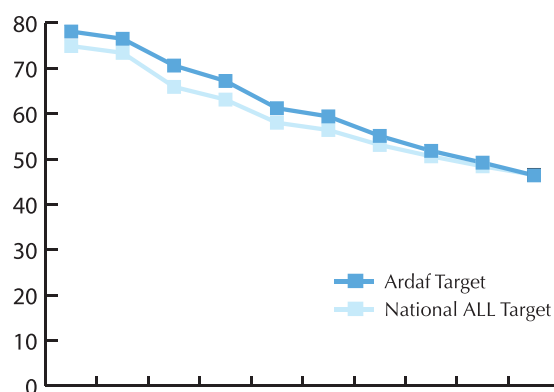
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Pentru zile senine

www.ardaf.ro

MEDIA CONSULTA INTERNATIONAL has implemented the rebranding process for ARDAF. The Rebranding was followed by an integrated campaign around the new values of ARDAF: dynamism, daring, trustworthiness, relaxation.



► follow from page 30



Source: GfK - InfoSys

Reference period: 22 June-31 July 2009

Target: 25-55, urban, MHI, car owners / versus All urban targets

While the Corporate and PR departments were facing new market challenges (stakeholders' pressure, trade unions pressure, and public opinion pressure) the Marketing and Advertising Departments identified and managed to take advantage of several market opportunities: ARDAF was ready to take the lead and innovate products, services as well as Marketing and Advertising.

In the Spring of 2009, the first 1" TV Spots in Europe have been broadcast by ARDAF, to drive demand generation and support a CASCO and MTPL Competition.

Following very strong KPIs of the **"laneMA" Campaign**, another powerful and **Legendary Demand Generation campaign** has been deployed through the winter of 2010. 100 Renault Dacia cars have been offered as prize to set the course for the strongest promotion of the last 100 years not only by giving away 100 new cars, but at the same time communicating with very deeply rooted cultural representations of the Romanian Collective Memory: Historically, Dacia, the car's brand was the first ancient Romanian Territory, formed 70 years BC, from which the Romanian Nation derived. The 100 Dacia TV Spot features the most famous Romanian Historical movie (depicting the rise of Dacia territory and of the Romanian People) using the original costumes and scenery and brought to life by one of the most loved Romanian actors.

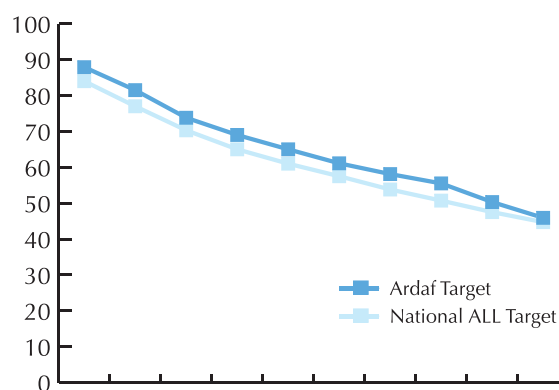
In 2010, ARDAF became one of the strongest domestic insurance companies, part of the most important Holding in CEE – GENERALI PPF Holding, with a trustworthy and innovative image and ready to explore and set the course for new business, marketing and communication opportunities: the Digital Marketing Department of MEDIA CONSULTA INTERNATIONAL along with the ARDAF team are now exploring the deployment of the Marketing 2.0 Power within the Banking Retail segment.

TV Campaign Reach Evolution **"laneMA" Campaign**

ARDAF target reach, has exceeded the "all urban" target reach on the first 9 reach points;

Reach @3+ registered the highest penetration, with 4.1 points more than "all urban";

Opportunity to see ARDAF spots: 33.7.



Source: GfK – InfoSys

Target: 25-55, urban, MHI, car owners / versus All National targets

Univers Ardaf – 2,511,000

Univers national – 20,365,000

TV Campaign Reach Evolution **"Legendary Demand Generation"**

ARDAF target reach, has exceeded "all national" target reach;

Reach @2+ and @8+ registered the highest penetration, with 4.5 points and respectively 4.8 points more than the national target;

Opportunity to see ARDAF spots: 14.4.

"laneMA" { TV Campaign }

OBJECTIVES

Reach:

Reach @1+: 76,8%

Reach @3+: 67,7%

Opportunity to see:

OTS: minimum 33,5

Minimum TRP's:

TRP's: 2.577

Minimized target group CPP:

TCPP: 31,7 euro

Competitive Objectives:

Maintaining a challenging position in the category
High visibility of ARDAF communication campaign

RESULTS

Reach:

Reach @1+: 78.1%

Reach @3+: 70,6%

Opportunity to see:

OTS: 33.7

Delivered TRP's:

TRP's: 2.632

Minimized target group CPP:

TCPP: 31,4 euro

Competitive Objectives:

1-st in the category on the insurance market
High visibility of ARDAF communication campaign

TV STATION SELECTION CRITERIA



Main TV Channels

(22% from total ARDAF campaign insertions)

- TV Channels with high audience ratings
- Build quickly campaign reach



News Channels

(29% from total ARDAF campaign insertions)

- Good audience ratings & low duplications with main channels
- Maximize Reach



Niche Channels

(49% from total ARDAF campaign insertions)

- High affinity among target group
- Increased frequency



One and three second
TV spots campaign,
endorsed by the well-
known Romanian artists:
Casa Locco

“Legendary Demand Generation”

{ TV Campaign }



100 Dacia Renault prizes for ARDAF clients. The biggest promotion in the industry

OBJECTIVES

Insertions planned:

3,411 insertions

Reach:

Reach @1+: 80,0%

Reach @3+: 70,0%

Opportunity to see:

OTS: minimum 10,0

Competitive Objectives:

Maintaining a challenging position in the category



RESULTS

Insertions aired:

2,763 insertions

Reach:

Reach @1+: 87.9%

Reach @3+: 73,8%

Opportunity to see:

OTS: 14.4

Competitive Objectives:

Maintaining a challenging position in the category
High visibility of ARDAF communication campaign

TV STATION SELECTION CRITERIA



Main TV Channels (33% from total ARDAF campaign insertions) = 902 insertions

- TV Channels with high audience ratings
- Build quickly campaign reach

News Channels (23% from total ARDAF campaign insertions) = 633 insertions

- Good audience ratings & low duplications with main channels
- Maximize Reach

Niche Channels (44% from total ARDAF campaign insertions) = 1228 insertions

- High affinity among target group
- Increased frequency

Media

The Romanian Media Market is one of the most dynamic in Europe

The Romanian Media Landscape is still characterized by a rather low level of marketing investments and a significant margin in negotiating discounts, more so for TV and print advertising. Romanians love TV and are still newspaper consumers, even though the Internet's penetration is high and on-line publications' appeal continues to grow. Indeed, On-line is becoming the new star in terms of media consumption and investments, with an almost 11% expected growth for 2012 (where the global market is expected to grow 5%), but it still remains a small piece of the big pie; even though On-line ad investments are expected to grow significantly in 2012. TV is still the main media channel since it's considered the less expensive option of entertainment; TV advertising investment grew 5 – 7 % in Q1 of 2012, (Source: Deloitte – Technology, Media and Telecommunication Predictions, 2012). In terms of Printed media Romanians have a strong preference towards newspapers. The best results are ranked in by tabloids and sports newspapers, however the big generalists newspapers are still successfully maintaining readership. The success of economic newspapers and ratings growth of niche TV channels in the past years are interesting trends to follow. It's true however that Online content is attracting more and more of the Printed media readers, but printed media stands its ground relying especially on the readers aged over 30.

Media has been the first area of expertise for MEDIA CONSULTA INTERNATIONAL. We have been operating as a media company since 2003. We value having grown together with one of the most powerful media trusts in Romania. Therefore, we have first developed our media skills in practice and by

doing business with all media vehicles (television, newspapers, radio, magazines, as well as new media) shoulder to shoulder with the best people on the market. That is how we came to know the media business from both sides: the editorial focus as well as advertising investments objectives. We are now partners with all the main media channels. At the same time, we have evolved into a strong, reliable, fully featured business consultancy for national companies as well as for foreign investors, supporting them in achieving their business goals. Our development is solid, as it was made one step at a time. We dedicate focus, effort and care to every new service added to MEDIA CONSULTA INTERNATIONAL Portfolio.



One of the most important resources in emerging markets is based on People: visionary, talented people, always waiting for the next challenge to take them beyond their limits.

Mihai Craiu, CEO MEDIA CONSULTA INTERNATIONAL

For the past 20 years Mihai Craiu orchestrated the launch and development of some of the most important Media Channels of the Romanian market. He held various Editorial, PR, Sales and Management positions. Thus his style of management reconciles both the editorial and commercial sides of the media business and makes the most out of this convergence. He was the Business Developer for the main TV channels: PRO TV, Antena 1, Antena 3, and Antena 1 Constanta. Also, during 2001 – 2008 as General Manager, Mihai Craiu orchestrated (along with the Editorial Management and the newspaper's team) the positioning of Jurnalul National as Number 1 on the daily quality newspapers market. In 2004 he was one of the three founders of the Business Magazine Saptamana Financiara; which he transformed (as General Manager and Shareholder) into the Business Press market leader dethroning the previous 15 years old leader, Capital. He was the first to innovate within the media industry and turn the crisis upside down. In 2009, a year when all media producers were facing the peak of the financial crisis Mihai Craiu launched Realitatea Barter Deals. Following its success Media Sales for REALITATEA TV and Romantica TV have been outsourced to MEDIA CONSULTA INTERNATIONAL (the full service business consultancy firm that Mihai Craiu founded seven years ago). Innovation, challenging the market and swimming against the current when vision dictates, are part of his DNA: 2011 was a time when all media producers looked mostly to protect their investment and felt threatened by the uncertain economic times, coupled with the fast pace of technological development. Yet Mihai Craiu reframed the industry, by founding two more challenging media products: Realitatea Constanta (the main territorial TV channel in Dobrogea) and the Television School 'Tudor Vornicu', a New Media Lab at the forefront of fusion journalism, with focus on Social TV.

If I were to give the New Media elites in our country just one piece of advice, that would be to follow the inspiring media leader Warren Buffet's advice: "Invest in yourselves". It is the reason for which we focused our efforts to have the best resources at the Social Television School, best technical equipment and best professional on the market. It was our aim to design a learning and media innovation environment and my only advice to the students would be: make the most out of all these resources, invest in yourselves.

Mihai Craiu, CEO MEDIA CONSULTA INTERNATIONAL

Case Study
Scoala de Televiziune Tudor Vornicu
(TvF)
Media Innovation



The Digitally Empowered Social TV

Forming the first generations of TV professionals for the media products handled by the agency is MEDIA CONSULTA INTERNATIONAL'S main objective for TvF. The school is preparing well rounded media specialists: digital natives with strong traditional media background. Media consumption and particularly the Television industry have been entirely redefined by the fast pace of technological innovations.

The web is impacting our most personal daily activities. Media consumption and particularly TV has been completely redefined by the technological fast pace innovations.

As an active player on the Romanian TV market, MEDIA CONSULTA INTERNATIONAL believes in a new TV business model: The Digitally empowered Social TV. Being at the forefront of media transformations and the new media business model, the need for media professionals for the post digital world is higher and higher. Thus TvF estimates a market demand of around 600 – 900 students per year.

MEDIA CONSULTA INTERNATIONAL owns 75% of TvF with an initial investment of 500 000 EUR, out of which 220 000 equipping the school with the newest technology and the remainder invested in Marketing Services.





I believe in the strong touristic and business potential of the Southern Region of Romania.

Mihai Craiu, CEO MEDIA CONSULTA INTERNATIONAL

Case Study

Realitatea de Constanta

Regional socio-economical news to foster the growth of Dobrogea region.



REALITATEA TV CONSTANTA fulfils a need in the Southern Region of Romania for a niche TV channel: the News, Analysis and Business Information Television. "I believe in the strong touristic and business potential of the Southern Region of Romania and I know that at the present time news and analysis programming were supplied by the general content TV channels. However, there is an important need on the market for a dedicated News Television" (Mihai Craiu)

The TV Channel is equipped with the latest British technology and it is also the first local channel to produce local TV Debates and Shows. The Media Sales services are managed by MEDIA CONSULTA INTERNATIONAL's Sales Division and provide an estimated 150 000 EUR per year income.



REALITATEA TV CONSTANTA joins the other Media business lines launched by Mihai Craiu to enhance the holistic approach of MEDIA CONSULTA INTERNATIONAL's Services at the forefront of the Media market: The Media Sales Department, the Social TV school (TVF), the Barbers Bank (RMBD).

Case Study

Realitatea Media Barter Deals

The implementation of the first Barter Bank from Romania.
A partnership between MEDIACONSULTA INTERNATIONAL
and REALITATEA CATAVENCU Media Group.

Turning The Crisis Upside down - The Barter Bank

Realitatea Media Barter Deals (RMBD) is the first Romanian Barter Bank and the most dynamic Romanian media structure; RMBD was set-up by Mihai Craiu together with one of the most powerful Romanian media holdings, REALITATEA CATAVENCU, in order to transform the financial crisis threats (lack of media investments) into a relevant opportunity and put good use of the new market needs (the need of media consumption among Advertisers, with different, easier payment possibilities). RMBD managed investments for clients within the following fields: Auto, FMCG, Retail Banking, and Insurance. Mihai Craiu and Sorin Ovidiu Vantu are RMBD's shareholders with equal participation: 50% - 50% and owns exclusivity for the barter activities of REALITATEA CATAVENCU Media Group.



Case Study

Saptamana Financiara

Launching and building the leading innovative Romanian Business Magazine on a highly competitive and clustered market.



The Rise and Fall of media products

In 2005, Mihai Craiu launched the Business Magazine, Saptamana Financiara, on a highly clustered business publications market with a dominant 10 years powerful leader and a tight and strong battle between numbers two and three. "No one believed that we will survive on the market, not to mention we would ever become number one, but in this kind of business, the rule is never say never. We understood that the best editorial team on the market, best working conditions, thoroughness and high professionalism were mandatory but no longer a differentiator on such a competitive market. They needed the support of a winning Marketing and Sales Model and that's what we focused on together with Gabriela Vranceanu Firea, the Editorial Director. We developed a 360° Marketing approach, deployed through: Events featuring the Business and Socio – Economic Arena; branded supplementary items distributed alongside the magazine (such as the National Geographic CD series; the History's Secrets DVD Series; Socio Economic branded books). In time, these branded supplementary items became a brand extension, being commercialized under the SFin brand." (Mihai Craiu)

Saptamana Financiara surpassed the market leader in less than two years and continued the growth. The magazine peaked when the ex President of United States Bill Clinton, accepted Sfin's invitation to come and launch the Romanian version of his autobiography, "My Life". Sfin was the first Business Magazine to treat its reader with complementary editorial products and even to launch a brand extension line.

follow in the page 49 ►

Evoluția audiențelor publicațiilor economice față de valul anterior

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O revistă care face toți banii!

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- 12 mii cititori

- 10 mii cititori

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► follow from page 38

At the same time, along with the business magazine, we developed a weekly business TV show with the same name presented by Gabriela Vranceanu Firea. The two media products would complete and support each other from an editorial and IMC perspective. They both benefited from a strong, relevant and aggressive communication campaign. Saptamana Financiara printed magazine and Sfin TV became the standard for the Romanian business media, with a highly professional editorial approach, high relevance for the public opinion and strong leadership pedigree.

Besides the Editorial and Marketing efforts, the two media products have been strongly supported by a tailored Sales Strategy. For the first time in Romania, Advertising Clients were no longer buying advertisement sqm, but Integrated Communication Consultancy: Saptamana Financiara Sales Team was trained to provide long term communication support and help the Clients and Agencies deploy their brand communication through complementary channels with strong editorial affinity under Saptamana Financiara umbrella: Events, Seminars and Business Conferences, Sfin Branded Products, Supplements. Mihai Craiu orchestrated the Marketing and Sales Architecture through which Saptamana Financiara and Sfin TV became the reference point among the Romanian Business Press.

In 2008, Mihai Craiu decided to quit his active position within the Operational Management of Saptamana Financiara, keeping only his 22% shares. Following the new management's decision to break the legacy of the successful Business Model Mihai Craiu had built, 2009 was the first year from its set-up when the publication registered financial losses.



“Building a successful business model for media products especially on an emerging market with such Media Consumption as Romania required a tailored solution, a huge level of experience, vision and a bold attitude. Unfortunately it simply doesn't work with safe, verified recipes!” (Mihai Craiu)

Case Study

Jurnalul National

Becoming a reference point of Romanian Culture.

A heart ache, a back pain and a continuous challenge

Mihai Craiu joined Jurnalul National in 2001 as General Manager. It's been his main challenge to make Jurnalul National (on the fifth position at the time) the Number one Romanian newspaper (among quality press). "Jurnalul National was a heart ache, a back pain and a continuous challenge! Together with Marius Tuca, the Editorial Manager we wanted to make it the newspaper Romanians and Romanian culture identify with. The most Influential, Trustworthy and Loved. We were permanently thinking how to attract more readers while keeping our guiding values, so we exploited every chance we had. For example when Luciano Pavarotti died I knew there was something we had to do so I called Sony Music. We branded Pavarotti's CD and issued a special edition, distributed for our readers only.

"In the summer of 2005, when the SNA (The National Bureau of Readership Auditing) results clearly stated that we had reached 1 Million readers, we knew it was not the finish line at all; it was just another beginning of another heart ache, another back pain. We knew we had now an even bigger challenge: to permanently meet the expectation of those 1 Million readers and even always exceed them." **(Mihai Craiu).**

"At that time, Jurnalul National had become a reference point for Romanian culture; people were finding themselves in its pages more than in any other newspaper; there was a daily anticipation for Jurnalul National and it was indeed, the publication that created the Tomorrow, each evening, in the Intact, Mega Press, Cluj and Monitorul Printing houses. I learned a lot about Romanian culture through Jurnalul National and I learned a lot about my consumers through its pages." **(Boris Schnider, Managing Director, ASIROM).**

"For the Sales Department I created a team of elite devoted professionals striving every day to create, generate and manage profit for the newspaper. We were continuously brainstorming new ideas to offer added values to our advertising clients. We were working closely with the editorial teams to offer relevance and consistency with advertising messages, while keeping our editorial values. It is how we developed the first newspaper's supplement: Jurnalul de Colectie" **(Mihai Craiu)**

"When first issued, Jurnalul de Colectie was a strong cultural vehicle featuring the most important and interesting subjects within the Romanian arts, culture, and socio – political movements across the entire country. For the first time after the Communist period, it was like the entire country was breathing in the same rhythm, same thought, same culture, every Monday." **(Ioan Niculae, President INTERAGRO).**



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"The Supplements were indeed a very good Sales Tool and I decided to create a dedicated Supplement Department within the newspaper. This allowed us to issue one supplement a day and keep the same editorial high quality. The variety of the supplements transformed the newspaper into an extremely powerful editorial and advertising tool.

But we didn't want to stop here. We felt there was more both in terms of Editorial as well as Advertising potential. Together with the supplements and the branded CD which were highly appreciated as added value by our readers, we started

to develop specific events which also became channels to culturally promote the Romanian spirit of that time. We managed to bring back to life the old, traditional values and marry them with the modern views of a newly Capitalist Romania." (Mihai Craiu)



"The events organized by Jurnalul National at the Romanian Athenaeum, Casa Capșa or at the Romanian Theatre were in a class of their own and at the same time were very representative for the Romanian culture and spirit. It was always a pleasure to be there and being a guest would mean you are in the books, on the Romanian business market."

(Nicolas Buzoianu, Chairman, Energy Holding)





Aceeasi notă înaltă

JURNALUL
ZIAR VIRTUAL **NATIONAL**

numărul unu
942.000 de cititori zilnic

Conform ultimului studiu SNA Jurnalul National este lider între ziarele de calitate din România.

Case Study National Geographic TV

Setting up National Geographic in Romania
three years later than its main competitor and
regaining well deserved market share



To compete among the best, where we belong

“We collaborated with MEDIA CONSULTA INTERNATIONAL in a very creative manner for our Sales Department. Mihai Craiu convinced us he will bring in Advertising clients and as we were a TV station at the beginning of the road we looked for partners that could introduce us to this market. There were numerous situations in which we talked about the ideal viewers profile for our TV Station and MEDIA CONSULTA INTERNATIONAL was a real help and showed us the means to do this so that we develop the National Geographic Channel as it was in mature countries. We practically started this business with the help of MEDIA CONSULTA INTERNATIONAL, as Mihai Craiu knew the media and advertising market very well. National Geographic now gained its place among the best TV Stations in Romania and is now directly competing with Discovery Channel (even if we entered this market three years later). We appreciate MEDIA CONSULTA INTERNATIONAL’s support to catch up with the best TV Stations and now to even compete with them.” **(Radu Petric, Official representative of NATIONAL GEOGRAPHIC in Romania)**



Case Study ADEPLAST

Creative solutions to entering
the public's collective culture.

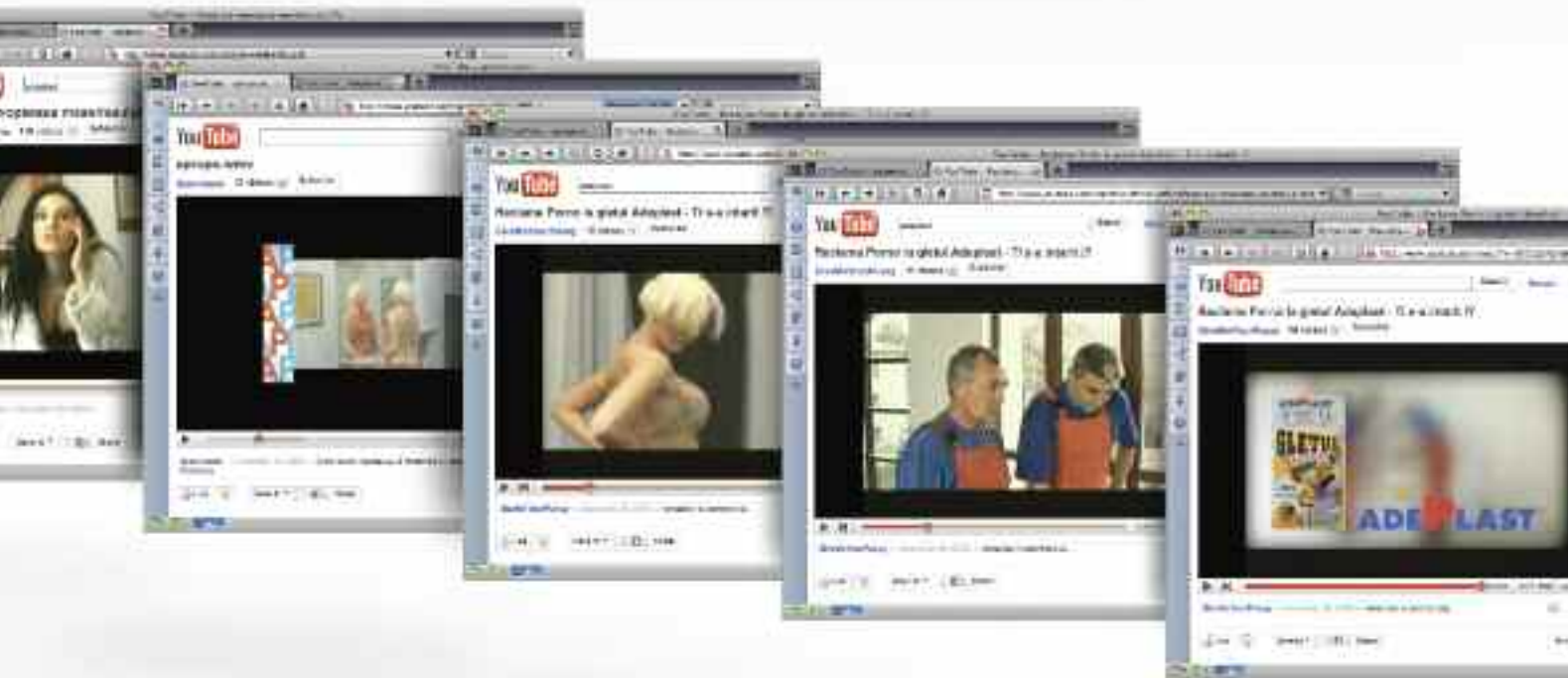


Does SEX Still Sell?

Part of the “pain and gain” of doing business in emerging markets is the opportunity to permanently challenge and reinvent the rules of the game. MEDIA CONSULTA INTERNATIONAL has the privilege of smart clients (domestic as well as international) who had the courage of taking risks, challenging the status-quo, all these efforts serving the business growth objectives. ADEPLAST is one of the domestic clients with business in the DIY field (decorative dye producer oriented mostly towards for the B2C, DIY domestic market) who trusted MEDIA CONSULTA INTERNATIONAL Business and Creative Consultants with the mission of generating high ROI and share of voice through low share of spending, but agreed to an unorthodox, atypical approach as long as it served the brand equity and the business.

ADEPLAST managed to enter the collective conscience of its specific target audience through a Creative approach from “an Advertising Middle Age” as we like to call it. Due to the high target affinity for the concept, ADEPLAST had during the fall of 2009 a 20% sales increase on a market that contracted more than 40%. At the same time, the level of Buzz generated by the smart and witty approach and use of a SEXY concept reached envying figures (235 000 views for the on-line TV spot in the first week, only); social networks free coverage; ethical, social and advertising blogs and publications coverage due to the controversial subject and the smart authentic way it has been brought to life within ADEPLAST Campaign.





Case Study ROVERE MOBILI

An important part of the Romanian „cocooning”, „homing” trend.

Rediscovering the feeling of HOME

If „less as more” is the new trend in home decor, then the new luxury is ready to rediscover the feeling of „Home” for each and every one of us. In Romania, MEDIA CONSULTA INTERNATIONAL had as a communication objective to bring the furniture and home deco brand, ROVERE inside each home. Through challenging economic times and with the help of the agency creative teams, ROVERE disposed of all sophisticated, unnecessarily “bling” perception of luxury to bring us the new, relevant feeling of home. With clear fine lines, minimalistic design, strong but warm colours, ROVERE reinvented itself as an important piece in the Romanian „cocooning”, „homing” trend.

MEDIA CONSULTA INTERNATIONAL developed for ROVERE two complementary video packs: the classical TV spots featuring the „new home” atmosphere, combined with innovative on line video, bringing the style, the design, and the brand’s universe closer to its Romanian public and inviting them for a visit on-line, on the website, ROVERE’s virtual home or in every Romanian store.



Case Study
La Fantana

The main watercooler provider in
Romania and Serbia.

Wellbeing follows everywhere: at home and in the office



La Fântâna is the main water cooler provider in Romania and Serbia covering both the private as well as the corporate markets with corporate partner clients such as: Ardaf, BNR, DHL, ING Group, Medcover, Orange România, and Oracle.

„As one of the vital elements for our wellbeing, water is being treated with dedication and care by La Fântâna. That is the reason for which this water helps us maintain our physical harmony and balance while enhancing our wellbeing either at home or at the office. The act of drinking one's glass of water should always be a small personal ritual; La Fântâna takes care and joins you in performing this daily ritual.” Explains Ana Maria Gate, Marketing Manager La Fântâna România.

MEDIA CONSULTA INTERNATIONAL provided La Fântâna with media planning and buying services in Print and Online by teaming up with one of the most relevant, loved and trustworthy wellbeing and lifestyle Romanian channels in order to remind the consumers and everyone of us about La Fântâna's properties.

“When working with a product that carries the feeling of wellbeing within, the advertising role is smaller, but harder: one doesn’t need to add advertising features to the product, but the challenge is being able to catalyze the product’s own beneficial features; being able to capture the essence, the source and bringing it in front of the public to test it and have the last word.”

Dinu Tarnovan,
Wellbeing Creative Consultant
MEDIA CONSULTA INTERNATIONAL

Case Study
APA CRAIULUI
Health and vitality
of mineral water.

Carrying Life's essence within



“Apa Craiului was a product carrying health and wellbeing within, from the source. Just like our client captures this pure water and brings it to refresh our homes, we were challenged to capture its pure message gathered and brought to us from Piatra Craiului, its mountain place of birth, and share it with the Romanian public. We’ve chosen to communicate this water during the hot summer days and remind each and every one of us of the revitalising source which lays in our Romanian mountain springs: health and vitality in every drop”.

Dinu Tarnovan,
Wellbeing Creative Consultant
MEDIA CONSULTA INTERNATIONAL

International Lobby

Supporting the initiative of regulating the Lobby Activity in Romania

The lobby instruments most frequently used in fast moving markets are: research and surveys to present solid cases and arguments directly to decision makers; educational and informative events during which decision makers are presented and fully familiarized with the results; public debates; legal monitoring and counselling.

According to a GFK Romania survey (January, 2012), NGOs are the main actors on the Romanian lobbying scene. They are followed by multinationals, and only 4% are specialized lobby companies that act in the name of specific clients. Mihai Craiu is one of the most effective international and domestic lobbyist and amongst the most active militants for the initiative of regulating the lobby activity in Romania. Throughout his career he supported this activity both by organizing international events (Bill Clinton in Romania; Mikhail Gorbachev, in Romania; Viscount Etienne D'Avignon and Richard Haas in Romania) as well as domestic events (such as eGovernment, a two days Davos of Communication and Technology with the attendance of H.E. Mr. Traian Basescu, President of Romania).

PR and Events

Events have their very important place in emerging markets as they are the main opportunity for networking, building and maintaining Personal Relationships, generating new ideas and concepts. In a business environment highly depended of the human factors with a high context culture such as the Romanian one, attending events is the heart of your business and a Partner trained to develop such story telling events is priceless. In Emerging Markets even PR events need an "editorial" relevant, interesting side. The art of creating and generating happenings to promote your business objectives is at high rank here.

Counseling & Lobby

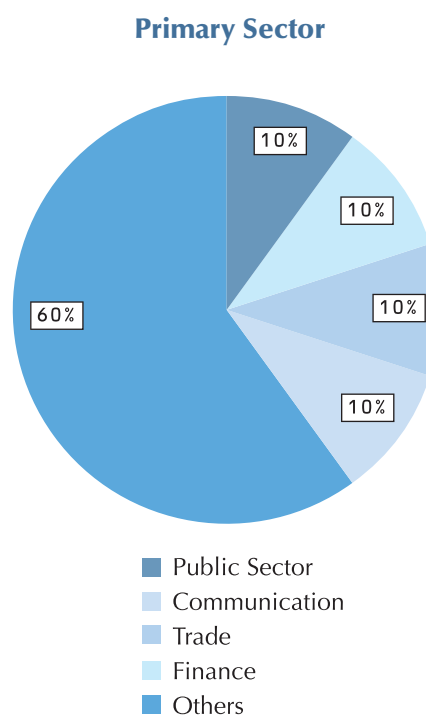
In Romania the lobby activity was not so well developed, partially because the public saw it for many years as a legal umbrella to bribery. But the mentality started to change. The Romanian state's political inconsistency, characterized through perpetual law changes, created an environment for lobby to grow. Many international companies who opened a business in Romania found precious help in the Romanian lobbyists, unfortunately very few.

As a surrogate the counselling and lawyer firms have taken a lot of the lobbyists attributes. The lobbyists are priceless when you need to deal directly with the Romanian state, because of its complex and heavy bureaucratic structure.

One of the most active militants for the Lobby Activity on the Romanian market through the past 15 years is Mihai Craiu. Within MEDIA CONSULTA INTERNATIONAL Mihai Craiu was involved and generated the most important PR and Lobby Events in Romania; he published several articles supporting the lobby activity and presented all over the world case studies where smart, wise lobby can support the interest of the public opinion.

For Counselling activities, MEDIA CONSULTA INTERNATIONAL also partners with international firms, specialized in programs and projects financed by international or bilateral bodies developed on the Romanian or CEE Markets. BUSINESS & STRATEGIES IN EUROPE S.A. (B&S Europe) is such a consulting partner based in Brussels since 1991 which provides technical assistance services to companies, public organizations and institutions, with main clients such as: Asian Development Bank (Philippines), EuropeAid Cooperation Office (Turkey, Congo, Eritrea), European Commission.

The chart below is an overview of the projects developed together with B&S Europe



Source: B&S Europe

Placing Romania on the map of one of the most important geo-political international groups: Bilderberg



“During challenging times, it is always advisable to bring in experts that can shine a different light on the situation. Head in the sand, nervously worrying about the future, in such times, is never useful. On the contrary, trying to understand and encompass different people’s expertise to gain a wider, global view on your potential future options is the successful approach.”

Mihai Craiu

Case Study
INTERNATIONAL LOBBY

“The European Union after the sovereign debt crisis”,
Conference. Bucharest, 14.10.2011



October 14th, 2011 was a unique moment in Eastern Europe: Two of the most influential and powerful global geo-political leaders, Viscount Etienne Davignon, (President of Bilderberg Group) and Mr. Richard Haas, (President of the Council of Foreign Relations) have attended the conference: ‘The European Union after the sovereign debt crisis.’ hosted by the Romanian National Bank.

The European Union after the sovereign debt crisis

Viscount Etienne Davignon and Mr. Richard Haas have accepted to hold the conference invited by Mihai Craiu (representing MEDIA CONSULTA INTERNATIONAL) together with the Romanian newspaper Puterea and the Romanian News channel Realitatea TV.



International personalities answering our invitation

After Bill Clinton (2007), Mihail Gorbaciov visits Bucharest in 2010 for the most spectacular newspaper launch in Romania



20 years after the fall of Communism, Mihail Gorbaciov, the leader of the ex-USSR paid a one day visit to Bucharest on April 14th 2010 to attend the launch of the daily newspaper, PUTEREA (The Power). The event has been organized by Mihai Craiu (and the PR team of MEDIA CONSULTA INTERNATIONAL) along with McCann Erickson at the Diplomatic Club in Bucharest and it was ranked by the public opinion as “the most spectacular newspaper launch” with three ex Presidents attending as guests of honour: Mihail Gorbaciov, Ion Iliescu, Emil Constantinescu and other Top 300 Romanian personalities socializing during the event.

“Following the successful launch, MEDIA CONSULTA INTERNATIONAL is discussing with shareholders potential further support with Marketing and Sales consulting services for the newly started publication.”

Mihai Craiu



The first edition of the newspaper has been brought by helicopter and handed directly to Mihai Gorbaciov right on the landing lawn. The large number of public figures, the elegant environment enhanced by subtle violin chamber music and gastronomic delights as well as the occasion being the first time in Romania when three ex state presidents were attending such an event made it by far the most successful media launch in Romania.

PUTEREA is an international project started by a foreign invested fund, developed by a London media group and locally managed. It has been positioned as a niche publication focusing on politico-economical business investigations and analysis.

"The benefits of this type of Government (eGovernment) apply for all Romanian socio - economic actors: companies are now able to easily pay their bills, state authorities can control the procurement better and apply the process faster and more transparently. Within this context, I recommend and raise a flag towards the state owned companies to use the electronic tenders system for all the public tenders they are deploying." stated His Excellency, **Mr. Traian Basescu**, President of Romania during the opening session of the eGovernment Forum, special guest at the event by Media Consulta International and ComputerLand.



Traian Basescu, President of Romania opening the 2010 edition of the eGovernment Forum

The 2010 Edition of the eGovernment Forum hosted over 300 attendees at the Marriott Grand Hotel Bucharest, during April 12 – 13th and featured eGovernment as main issue, with focus on developing and enhancing the efficiency of the Public Services, such as: eHealth, ePublic Finance, eLearning, ePublic Tenders. As key opening speakers, the event hosted: His Excellency, Mr. Emil Boc Prime-Minister of Romania, Mr. Gabriel Sandu Minister - Ministry of Communications and Information Society, Mr. Christian Rupp Federal Executive Secretary eGovernment Austria, together with speakers and lecturers from fields such as: public services, public administration, IT&C, commercial institutions (telecommunications, IT&C, Finance, Business consultancy, Health), R&D representatives, Romanian and Foreign Academic Lecturers.

The first day of the event featured general and main interest subjects such as: On line Government Services; Citizen Relationship Management; Public Sector Reforms in the Web2.0 Era; IT&C in European Governance and Public Services; Government to Business. The second day has been dedicated to workshops, in depth case study and analysis where attendants had the chance to exchange experience, set future business and co-operation relations and discuss potential further eGovernment projects.

For the past 17 years, eGovernment Forum has been the think tank on Convergence, Technology, Innovation and Digital Economy.

"My dear friends,
First of all, I take this opportunity to thank you for the invitation to the Romanian eGovernment Forum from today. Really, it was a well organised event, also amplified by the presence of H.E. Mr Traian Basescu, President of Romania. Please receive my congratulations on this event and I wish you and your team best of luck in the future business."

Your sincerely,
Yacub Yousif ALHOSANI
Ambassador of UAE to Romania

follow in the next page ►

- Since 1992 the eGovernment Forum brings together over 300 high level key actors of the Information & Communication Society, from all over the world. Cross disciplinary people gathered together for two days in an effort of capturing the collective intelligence (trends, challenges, and potential solutions) in IT & C, technological empowerment and digital economy. During the past years, eGovernment Forum has been perceived as: **A two days "Davos of Communication and Technology"**.

- provides an arena for presenting and debating different points of view
 - presents a great opportunity for participants to develop imaginative solutions together during both formal and informal face to face discussions as well as after the Forum through electronic networking
 - enables its participants to keep abreast with the latest developments in technology, regulation, markets and applications from the fields of communications and broadcasting
- An annual High-Profile International & Independent Event
- dedicated to Business, Policy, and Civil society issues
 - influences the successful evolution of the Information Society

The eGovernment Forum 2010 has been supported and organized by a consortium formed of MEDIA CONSULTA INTERNATIONAL / Computerland and headed by Mihai Craiu (PDG MEDIA CONSULTA INTERNATIONAL)) together with Nicolae Badea(President, Computerland).

Romanian Successful Brands

Romanian brands and products are ambassadors which speak to the entire world on our behalf. In order for others to understand, value and respect us, we must first gain credit through our own work and accomplishments. By showing appreciation for Romanian products, we respect our own work.

That is why Successful Romanian Brands was an event aiming to promote our work, first within our own country and then to the rest of the world. The event was organized in partnership with Saptamana Financiara in the fall of 2006, Romania's strongest weekly business magazine. The Saptamana Financiara specialists, along with a jury formed by top Romanian and foreign communicators choose the most Successful Romanian Brands, throughout Romania's marketing history. MARCI ROMÂNESTI DE SUCCES was a successful initiative of underlying towards the Public Opinion of our strongest inherited brands; a journalistic initiative of Saptamana Financiara magazine supported by MEDIA CONSULTA INTERNATIONAL with the long term aim of generating Romanian Values and becoming a strong communication channel for the brand: Romania.

Nowadays, four years after, MEDIA CONSULTA INTERNATIONAL is still loyal to that long-term goal: this publication is also part of our efforts of bringing Romania and the Romanian Business Environment closer to International, Foreign Investors.



Romanian Values, European Values

The sociological research conducted by the firm at the request of CES (the Centre for European Studies) and presented by Ms. Nemes Elena Vintila on behalf of the MEDIA CONSULTA INTERNATIONAL / Computerland Consortium at Bonn European Congress where Mihai Craiu also attended as guest of the European Peoples' Party (EPP) in the fall of 2009, is part of our long term "personal" goal. Promoting Romanian values is part of our firm's DNA and will always remain our Mission Statement.

Chicago's Taste of Romania

The Festival "Chicago's taste of Romania" (Chicago, August 2009), brought to the public's interest the only festival where Romanian culture and traditions deploys on American land. "Chicago's Taste of Romania" is a caravan of Romanian contemporary civilization, bringing an important contribution to the worldwide perception of our Romanian brand by promoting elements of the local culture: history, traditions, ideas and artistic movements. All of this taking place thousands of miles away from home, for 18 years in a row. Participants come from all over USA, diplomats, Romanian community leaders, Romanian Orthodox church leaders, artists, business people, congressmen and officials from the Chicago Town Hall.

"Everyone wants it, some have it, few know how to use it."

The Monocle Magazine, Soft Power Survey

FC Barcelona – Dinamo Bucuresti. Country Branding and the Soft Power of Football



It's official - titled Barca's
webpage and twitter
account - Mihai Craiu
(Owner MEDIA CONSULTA
and organiser: "The deal on
a Dinamo Bucharest vs
Barcelona friendly in August
is 90 percents done!")

Although the Government is usually slow in capitalizing on the soft power of sports, the benefits it brings to the national sentiment and people's perception about their own country, own value and national pride, is priceless. As Consultants, Soft Power is in Media Consulta International's DNA. It can manifest in various forms and shapes: may it be through arts festivals, supporting the Romanian Cultural Institute, empowering the most successful Romanian brands, building the national Television School, bringing global and international personalities in (thus placing the country on the global map) up to supporting Romania's national pride of what was once an iconic sports country brand (especially in football and gymnastics).



August 11th, 2012, The National Arena, Bucharest. The extraterrestrial stars from FC Barcelona gave a spectacular performance during a friendly match against Dinamo Bucuresti, igniting the passion of more than 50 000 attending supporters, reaching a 8.0 golden minute rating (surpassing Romania's generalist TV leader, PRO TV) and spreading like wildfire through social media across the Romanian Diaspora all over the world.

FC Barcelona finished the pre-season match with a 2-0 victory over the Romanian team Dinamo București and the most welcome news came from the return to action of David Villa, who played 20 minutes in his comeback match after an absence due to a leg injury.



“We are happy the negotiations ended positively and we get to play on Bucharest’s National Arena, in front of a public that we learned to be extraordinary and with one of the top Easter European football teams.”

Javier Faus

Vice-President FC Barcelona



“The negotiations were not easy at all. FC Barcelona is the best team in football’s history and having them come to Romania on August 11th is a big teamwork achievement of MEDIA CONSULTA INTERNATIONAL.”

Mihai Craiu

CEO MEDIA CONSULTA INTERNATIONAL

“A club friendly match with FC Barcelona is even more spectacular than an official one. If in official matches, the players only focus on the result, in a friendly match, they play for the show.”

Nicolae Badea

President FC Dinamo Bucharest



Education

Education is a must for Romanians. Private sector Universities have known high rates of growth during past years. From Kindergarten to MBAs Private education is not always accessible in terms of pricing; however, Public alternatives are always available. Romania is one of the countries with a very high level of Education in Public schools and most of the applicants are mainly public school focused. This started to change in the last few years, following the presence on the market of well renowned Educational Institutions. For the last four years, MEDIA CONSULTA INTERNATIONAL has represented Harvard Business School and Harvard University (with Mihai Craiu a Harvard Business School Alumnus himself). MEDIA CONSULTA INTERNATIONAL's efforts were to bring international high education opportunities closer to the Romanian students; help them meet Harvard University representatives and scout all admission and financing options for their future. The firm also orchestrated a Business School Scholarship competition.



"The next ten years will see a re-emergence of artisans as an economic force."¹

Scoala de Meserii "Lipscanii Vechi"

"The coming decade will see continuous economic transformation and the emergence of the new artisan economy. Many of the new artisans will be small and personal businesses - merchant-craftspeople producing one of a kind or limited runs of specialty goods for an increasingly large pool of customers looking for unique, customized, or niche products. These businesses will attract and retain craftspeople, artists, and engineers looking for the opportunity to build and create new products and markets."²

The artisans and craftsmen, Romania's manufacturing revolution and second wave of Entrepreneurs

From those making unique artefacts, to those craft shaping products, up to the service providers, the artisans of 2013 and beyond are Romania's second wave of entrepreneurs. The Craftsmanship School "Lipscanii Vechi" is building the framework for this new generation of young craftsmen to better integrate, value, share and practice their work in a sustainable way. As basic services, "Lipscanii Vechi" craftsmanship school offers a range of educational and training programs for trades such as: carpenters (a long and almost forgotten Romanian tradition), chefs, tailors, photographers, real estate agent, plumbers. But its long-term mission consists in shifting the national as well as international perception on the Romanian craftsmanship and more importantly, restore the internal pride in our long forgotten traditions. Through this, "Lipscanii Vechi" craftsmanship school creates a collaborative environment where traditional Romanian guilds can get together, share and co-create in an innovative and sustainable way.

The name "Lipscanii Vechi" highlights the craftsmanship school's venue: Lipscani Street, Bucharest's historical centre. But it recalls, at the same time, the iconic reputation that the Lipscani area had reached in the period between the World Wars, during Bucharest's Little Paris age when Western European aristocrats would come to pick fine artisan objects or bring craftsmanship back home with them. It's with these unique artisan pieces that Romania became known at the Universal Exhibitions between 1867 and 1912.

Last but not least, since wise governments (such as: the US, Sweden, Japan, UK) have already started to support and sustain the revival of locally made goods retail, Scoala de Meserii "Lipscanii Vechi" together with the whole Artisans and Craftsmanship initiative is another MEDIA CONSULTA INTERNATIONAL nation branding effort aimed to revive the eclectic and lively Lipscani high-street and small artisans shops, in Bucharest.

^{1,2} Source: The Institute of the Future www.iff.org



Human Resources

Less expensive and better trained workforce

The 2009 events had a strong effect on the Labour Market. After a boom period during the previous years when the wages in Romania had a yearly 15% growth, the employers are now in the position of cutting wages. For the first time in 8 years, Romania Labour Market takes a step back. The average wages have slumped 30 - 40% for qualified jobs and 10 to 15% for the unqualified ones. This means that Romanian costs for qualified workers returned to the levels of 3 years ago. Taking into consideration the amount of training and experience these people gathered during past booming years, the companies activating now on the Romanian market can take advantage of less expensive and better trained employees.

One would think that within emerging markets, the personnel fluctuation might be pretty high, due to the fast growing rate and new coming opportunities. This is true, however, strong and healthy companies, either domestic or international know how to invest in their key people on a long term. Indeed the HR programs differ from the ones within mature markets, but the effort of keeping key people for the long term pays off in both situations.

“Key people are usually challenging, demanding, sometimes stubborn, with different needs from the average ones, but the effort of investing in them and keeping them at your side brings a high ROI on the long run.

At MEDIA CONSULTA INTERNATIONAL, I treat them as partners; it is important for me to respect their freedom, their diversified goals, to support them, to keep them busy with interesting and rewarding projects. Not always easy to manage, as they are a sensitive and delicate issue, but key people are the core of our business. I built the Management Team of MEDIA CONSULTA INTERNATIONAL with the same care and dedication as I built the business and I am now happy to introduce them to you.”
(Mihai Craiu)

Media Consulta International

MIHAI CRAIU

CEO, President

NICOLETA COSTACHE

CFO

ALINA FLORESCU

Managing Director

MONICA ICLEANU

Events Manager

MIHAELA TUTUNARU

Media & Client Service Executive

ANA LICSANDRU

Media Executive

ELENA BRISAN

Research & Strategic Director

ALEXANDRA GANEA

Public Tender Division Executive

Sales House

RAMONA SIROTA

Sales Manager

DIANA MARDAROVICI

Sales Manager

DANA FRONIE

Sales Manager

TV & Movie Corporation

VLAD IONESCU

General Manager

MIHAI CRAIU

CEO, Owner

DANA CALIN

Financial Director

ALINA FLORESCU

Legal Representative

VOICHITA TODOR

Administrative Manager

TANIA GAVRILOFF

Administrative Executive

NICOLETA COSTACHE

CFO

TV & Movie Corporation

DANA BICA

Administrator

MIHAI CRAIU

General Manager

CRINA KIBEDI

News

ALIN PETRAN

Technical Consultancy

Sales

As customer-facing roles become more important, more is expected of sales organizations. However, the selling process in emerging markets often differs markedly from the sales methods typical in the developed world.

The answers to emerging market challenges depend on many internal and external factors, but MEDIA CONSULTA INTERNATIONAL has found several underlying themes common to most successful companies:

They Opt for "Personal" Over "Process" in Operating Styles

Emerging markets tend to require an operating style that is personal rather than process driven. A strong collaborative approach is also seen in the way that corporations deal with competition or develop and grow strong local networks.

They Select the Sales Channels That Suit Each Market Best

Corporations often struggle to find the right balance between direct and indirect routes to market. Establishing a direct sales organization demonstrates a company's commitment level to governments and to large corporations in emerging markets. However, given the size and dispersed nature of markets such as India and China, developing indirect channels is often the most cost-effective and timely way to reach large numbers of customers. Poor infrastructure, limited channel knowledge or sophistication, disabling regulatory conditions and lack of supporting payment mechanisms require new entrants to do more to grow and retain a strong indirect channel ecosystem. In our experience, corporations tend to work on an assured ROI model (promising a particular ROI to the channel partners given a certain investment and process adherence) and invest in their partners.

They Find Smart Ways to Reach Low-Income Customers

Successfully reaching out to low-income customers requires considering the specific characteristics of these markets when defining solution characteristics, access methods and customer touch point management. Specifically, companies need to develop solutions that appeal to low-income customers and small businesses. Examples may include factors such as "smaller ticket size" (for example, shampoo sachets instead of full bottles) and monthly payments for high-value products. Simultaneously, access methods tend to become more dispersed and complicated. Low-income customers and businesses often respond well to localized, high-intensity promotions rather than sustained national advertising.

They Strive for the Right Mix of Local and Global Processes

Large transnational corporations repeatedly struggle to achieve the right mix of local and global in emerging markets. Experience shows that the most successful answer tends to be a blended approach of local and global processes. We have found the most important areas to "localize" are the distribution channels themselves. Bringing "global standards" for many of the back-office procedures, sales methodologies and supporting technologies, on the other hand, has been proven to be very effective in providing some needed structure and operating efficiencies to these fast-growing markets. Emerging markets exhibit huge variability from place to place and from time to time. As a result, flexible sales processes become vital.

The core challenge to success in emerging markets is to grow in a cost-effective and profitable way given the vast size of the markets, the differing economic and infrastructure capacities, and the variations in the markets' cultures and customs.

Media Channels Portfolio

MEDIA CONSULTA INTERNATIONAL has a wide range of Media Channels within the Sales Department Portfolio; this ensures a unitary approach for the clients across the media channels together with highly attractive media deals, as well as an innovative marketing and sales approach. "Advertising clients do not need sq centimetres deals anymore; those who did not understand this by now are unlikely to have survived through the 2008 – 2009 economical test. Only moving to relevant, cross channels, cross disciplinary sales packages did we manage to remain on top and develop an Innovative Sales Department. Our consultants are trained to identify opportunity or create them, whether through our range of products and services or through potential external partnerships. They have the advantage of a strong network of channel partners we created within the country and on the European markets which brings them a wider access to qualitative Selling. They become Business Developers for the Client's Business as well as for the following Media Channels managed: (Mihai Craiu)

Print

- Curentul
- Finante si Afaceri
- Fanatik, Magic Fotbal.
- Medicina Naturista
- Taifasuri
- Tonica
- Slab sau Gras
- Farmacia ta
- Galenus
- Best Magazin
- Art Construcr
- Romania vazuta de sus

TV Channels

- Realitatea TV
- Realitatea/Dobrogea TV
- Etno TV
- Taraf TV
- B1 TV
- Romantica TV

TV Shows

- eProfil (TV show produced and sold by MEDIA CONSULTA INTERNATIONAL) along with the electronic newspaper, eProfil

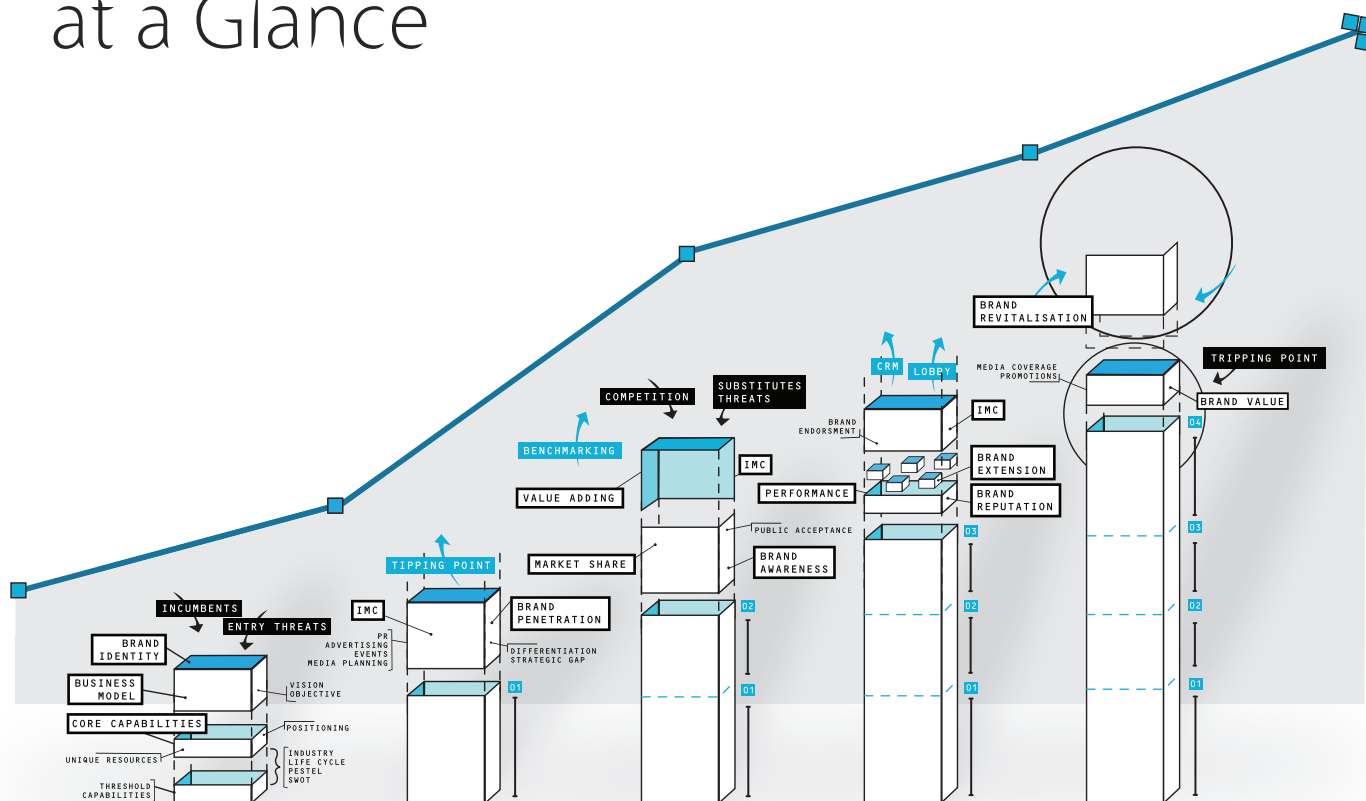
Radio Channels

- Smart FM, Student FM

OOH

- Indoor TV screens in 350 Post Offices across the country
 - TV screens on board of Tarom Airplanes
 - Ana Teleferic indoor and OOH space
 - Indoor Media Spitalul Clinic Floreasca (with over 800.000 people passing through the hospital yearly and 22.000 per month)
 - ICE HOTEL; MEDIA CONSULTA INTERNATIONAL manages the only ICE HOTEL in CEE as events location as well as the indoor and OOH ICE HOTEL branding space
- However, in order to ensure the most efficient planning and buying using all media channels resources available on the Romanian and International Market, the Media Planning and Buying Department are completely separate from the Sales Department.

MEDIA CONSULTA INTERNATIONAL at a Glance



MEDIA CONSULTA INTERNATIONAL Emerging Markets Business Architecture

The pain and gain of remaining Independent through such Times

MEDIA CONSULTA INTERNATIONAL managed to remain among of the Top Five Independent Management Consulting firms on the Romanian market, with a stable 18% profit margin through the past six years.

Being Independent in an Emerging Market is a permanent challenge: of continuously reinventing yourself, being always alert, all business senses open in search of new ways, new business, and new opportunities. There's Freedom of doing things your way in being independent and this Freedom often leads to spectacular, outstanding performances. As all good things, however, this Freedom has its price: the price of permanently surpassing one's limits.

Facts and Figures

According to the public figures announced on the Romanian Finance Ministry (www.mfinante.ro), in 2009, MEDIA CONSULTA INTERNATIONAL reached a 6 mil. EUR Turnover, similar with the 2008 FY, the firm's profit margins reaching a stable 20%, with the last three years turnover constantly surpassing 5 mil. EUR. At present the firm accounts for one of the biggest capitalizations within the industry.

MEDIA CONSULTA INTERNATIONAL is affiliated IAA (International Advertising Agencies Association) and IAB (Internet Advertising Bureau) and for the last couple of years has been operating under a Quality Management Standard ISO 9001 certified by TUV Austria.

They Recommend us

VALENTIN NICOLAU

Vice-president (Chairman) EUROPA FM
Project manager for Lagardere Group
Former TVR President



I am aware of MEDIA CONSULTA INTERNATIONAL's accomplishments in the last several years now and I can say with no hesitation that everything achieved during all these years is defined under one word: quality. Even when it worked with companies that had almost no potential, speaking in terms of publicity,

MEDIA CONSULTA INTERNATIONAL succeeded in finding the appropriate resources and transformed them into successful media. When it comes to Europa FM Radio Station, which has a specific target that has never been valued, I am sure that if MEDIA CONSULTA INTERNATIONAL would take over the sales department it would succeed in short time to induce the necessary means for a public radio in order to develop projects specific for the broadcasts station. When speaking about MEDIA CONSULTA INTERNATIONAL, one speaks about Mihai Craiu. He is the founding member of this successful company and in my opinion Mihai Craiu represents success and is the guarantee of achieving the best results on the media market. The company can deliver a well built in concept which brings important income for a media channel.

GABI VRANCEANU FIREA

Manager of SAPTAMANA FINANCIARA
General Manager of the Weekly Magazine FELICIA



"As an editing manager of Saptamana Financiara I have constantly worked with MEDIA CONSULTA INTERNATIONAL and personally with its General Manager Mihai Craiu. I could say a lot of words about this co-operation that has

been very successful but I will stick to one, only: Professionalism. Together with promptness, creativity, a permanent source of inspiration, correctness.

follow in the next page ►

▶ follow from previous page

In a business co-operation all these aspects are vital, also honesty even though people with whom we collaborate place this characteristic among the last ones. As a General Manager of the magazine Felicia I worked and will work as much as possible with MEDIA CONSULTA INTERNATIONAL. We have great results even though we are at the beginning, we are working as if we had years of experience. We also partnered with MEDIA CONSULTA INTERNATIONAL for the event organized at the Romanian Athenaeum: "Most Successful Romanian Brands", we launched the Romanian Successful Brands Catalogue which is now in libraries and it has a significant number of sold copies. But above all these results, which one may count as being financial in nature, for me personally the essential fact is that I received congratulations from the business environment."

BORIS SCHNEIDER
CEO ASIROM VIG



ASIROM is the largest insurance company in Romania. Our professional partner is MEDIA CONSULTA INTERNATIONAL since they proved to be very fast, very professional and very creative. This is a requirement for an insurance company: to react to the market very fast and very professionally. As an Austrian, I am used to high quality and professionalism therefore when it comes to IMC I will stick with MEDIA CONSULTA INTERNATIONAL.

RADU PETRIC
Official representative
of NATIONAL GEOGRAPHIC in Romania



We collaborated with Media Consulta in a very creative manner in sales. Mihai Craiu convinced us he will bring new clients and as we were a TV station at the beginning in media sales on the Romanian market we have looked for collaborators who could introduce us to this market. Fortunately this happened through Media Consulta. There were numerous situations in which we talked about the ideal viewers

profile for our TV Station and Media Consulta was a real help and showed us the means to do this so that we can bring clients to start this business. We practically started this business with the help of Media Consulta.

Mihai Craiu knew the media market, we were new and his experience for us was essential in starting the business and now National Geographic is among the best TV Stations and is on the same level with Discovery Channel. This is a much better positioned TV station than the one that came 3 years ago in Romania. We thank him for offering to us through his help the possibility to catch up with the best TV Stations and now to even compete with them.

HORIA IVANOVICI
General Manager of the Weekly Sports Magazine FANATIK



A few days ago I was present at the event Most Successful Romanian Brands which took place at the Romanian Athenaeum. There I heard Dan Voiculescu saying: Mihai Craiu became a BRAND and created MEDIA CONSULTA INTERNATIONAL which is a Successful Brand. We have also been working with MEDIA CONSULTA INTERNATIONAL for over two years and I can say they are excellent people to work with. And indeed, here, people and high quality prevail. MEDIA CONSULTA INTERNATIONAL is a name like any other name but the company is formed from of hard working creative people, guided by a leader: Mihai Craiu. He is also my friend and I can tell Mihai Craiu is a person that breathes Sales.

IOAN NICULAE
President INTERAGRO



Speaking from the point of view of the manager of a group of 23 companies, some of which are quite big and with national impact, I have to admit that our partnership with MEDIA CONSULTA INTERNATIONAL, turned out during the years, extremely efficient in communicating precise, strong messages regarding our services and our corporate activities.

ALEC MACRI

General Manager MACRI PRESS
Founder of Medicina Naturista



I own the publication Medicina Naturista and I have been working with MEDIA CONSULTA INTERNATIONAL for the last three year. At that time we didn't have a brand so I turned to Mihai Craiu. He promised he will help me and I must

admit at first it was not an exclusive contract, it was just a gentlemen agreement. However, now I have a strong exclusive contract with MEDIA CONSULTA INTERNATIONAL as they brought me Advertising incomes that I haven't been even hoping, even dreaming. The people here are doing their homework, are well prepared, they form an excellent team and this is how they manage to bring ROI.

LIVIU TUDOR

President PREFABRICATE VEST



I know Mihai Craiu for over 7 years and at the same time I work with MEDIA CONSULTA INTERNATIONAL; we have a very strong partnership based on trust and efficiency. I recommend them to every company that needs professionalism and efficiency.

NICOLAS BUZOIANU

Chairman ENERGY HOLDING



I say MEDIA CONSULTA INTERNATIONAL and I say it with great satisfaction due to our two years partnership. What I can express concerning this company is that it has a lot of experience, know-how and professionalism. That is why we are so pleased to work with them. Today Energy Holding communicates professionally with the help of MEDIA CONSULTA.

FLORIN VASILICA

Vice-President (Chairman) MERRILL LYNCH



MEDIA CONSULTA INTERNATIONAL has proved that is a very dynamic company capable to develop a very strong PR campaign in a market that is very difficult and provided the greatest solution for financial product that was not been done so far in Romania. We are very pleased with the co-operation with them and I recommend them to others.

MICHAEL PETER LLOYD

former CEO BANEASA INVESTMENTS



As one of the largest REAL ESTATE developers in Romania we work for many years with MEDIA CONSULTA INTERNATIONAL and I have always found them very effective, incredibly creative, always producing some of the most impressive media and marketing material. I highly recommend them to you.

MIHAI CRAIU Business Card



Mihai Craiu built MEDIA CONSULTA INTERNATIONAL from the ground up nine years ago. He owns 22,5% of the Business Magazine Saptamana Financiara, which he also built seven years ago and managed to transform it into the Romanian Market Business Press leader (in terms of readership and circulation as well as Reputation) dethroning the 15 years market leader, Capital.

During 2001 – 2008 Mihai Craiu orchestrated the positioning of Jurnalul National daily magazine as Number 1 on the Romanian daily quality newspaper market (in terms of readership, circulation and reputation).

He is the founder of the first Romanian barter bank: Realitatea Media Barter Deals and in 2011 he developed two more media products: Realitatea Constanta (the main territorial TV channel in Dobrogea) and the Television School 'Tudor Vornicu', a New Media Lab at the forefront of fusion journalism, with focus on Social TV. He is Member of the Board within Romsoft as well as within the Center of European Studies, Romania. He holds an EMBA in Strategic Negotiations and DealMaking for the Long Term from Harvard Business School, Boston, USA and graduated with a Major in Political Studies from the National School of Political and Administrative Studies and over the past 20 years he permanently attended trainings in Client Relationship Management and Negotiations (ex. as a scholar with the Soros Foundation and The Ministry of Education in Madrid, Spain, or as a CODECS Student).

Mihai Craiu publishes Industry Reports for the most important domestic and European Business magazines and is an active militant for regulating the Lobby Activities in Romania.





MEDIA CONSULTA INTERNATIONAL Clients

ADEPLAST
 AIG UTI Grup
 Antena 2
 ARDAF
 ASIROM VIG
 Berlin Wasser International &AG
 BDOBC
 BLUE AIR
 Bucharest City Hall
 Concordia SA
 Currie&Brown London
 Datacom Computer Associates
 Delta Cons Tulcea SA
 Digicom
 "Dimitrie Cantemir" University
 Energy Holding
 Eurom Bank SA
 ETNO TV
 Eximbank
 FNGCIMM

Harvard Business School
 I.D Group
 Impact
 Institutul Cultural Roman
 Iulius Group
 Kondiment Solutions
 LA FANTANA
 Mc Donald's Romania
 MFA Mizil
 National Geographic Romania
 Ness Romania
 Oil Terminal Constanta
 OMNIASIG
 Pasteur Institut
 Pneurom
 PNUD - Scholarship of Romanian
 Government
 Policlinica Puls
 Porsche Bank
 Prefabricate Vest

Prodal '94
 Raiffaisen Leasing / Merrill Lynch
 Ramplast
 R.A Nuclearelectrica
 REGIO
 Robstone Products
 Saptamana Financiara
 Siveco
 SNP Petrom SA
 S&M Computers
 Timis General Office of Finance
 Transelectrica
 UNICREDIT
 Walmark Romania
 Wiener Stadische Austria

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The Economist - "The World in 2010", "The World in 2011", "The World in 2012"
The Economist - Country Briefing: Romania
National Institute of Statistics
National Agency of Labour - "Press Release Note", January 2010, www.anofm.ro,

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European Comission Romania (http://ec.europa.eu/index_ro.htm)
The Association of European Chambers of Commerce and Industry (<http://www.eurochambres.be>)
Government of Romania (www.gov.ro)
Romanian National System of Public Acquisitions (www.e-licitatie.ro)
News Portal (www.wall-street.ro)
European News Portal (www.euractiv.ro)
Bucharest General Info (www.bucharestbusinessguide.com)
Accenture (www.accenture.com)
HSBC (Emerging Markets Index 2010, 2011, 2012)
Deloitte - Technology, Media and Telecommunication Predictions, 2012
Romanian Business Digest, April 2012