

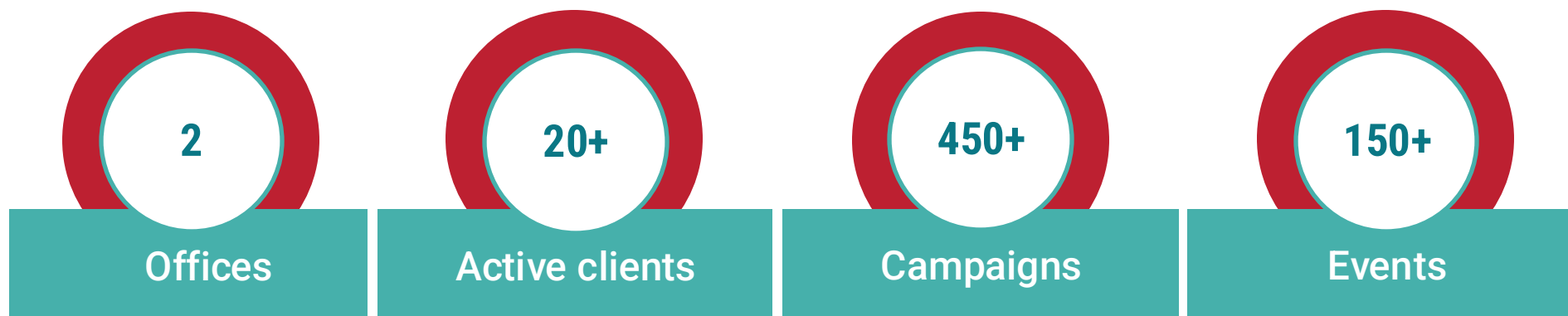
The logo features the word "RED" in a bold, white, sans-serif font. It is enclosed within a white square frame that is open on the right side, with the word "RED" positioned inside the frame.

**RED**

COMMUNICATION  
AGENCY

We are a person-driven PR and communications agency dedicated to creating successful and exciting communications campaigns for our clients. Part of **RED Group's** large expert family.

Our team strength lies in the enthusiasm, creativity and professionalism of our specialists.



A part of

Нашите  
награди



# OUR EXPERTISE

We have been working in PR and communications for over 15 years. We believe that a person is truly happy when he does what he loves and applies what he has learned.

According to a certain theory, an expert is one who has invested at least **10 000 hours** in his sector. With us, this has been a reality since the creation of **RED Communication Agency**, as we started with enough experience to share with you.

We build a positive communication environment and public image for companies, brands and employees. We create creative strategies, tell interesting stories, stimulate important discussions and manage crisis situations.

## Some of our experts





**RED**

Public Relations  
& Media



Brand Strategy  
& Storytelling



Corporate Media  
& Public Affairs



Social Media & Digital  
Marketing



Events Management  
& BTL



Media  
Monitoring

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## Our expertise

**CONSTRUCTION &  
MANUFACTURING**

**BREWERY**

**INFORMATION TECHNOLOGY  
(IT)**

**HEALTH & WELLNESS**

**TV & ENTERTAINMENT**

**ESG COMMUNICATION**

**FINANCIAL**

**FMCG**

**PHARMACEUTICAL**

**CULTURAL**

**CORPORATE SOCIAL  
RESPONSIBILITY (CSR)**

**NGOs & ASSOCIATIONS**

## The added value of RED



Strategic business  
consulting



Software  
solutions



Dedicated  
team



Network  
of contacts



Quick response during  
crises and issues

**15+**

years  
expertise

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Brands who already  
trusted us?



# CONSTRUCTION & MANUFACTURING EXPERIENCE



## Ministry of Agriculture

Project: Digital4Agro

Objective: Organizing, conducting and promoting a conference on the subject of Agro 4.0

A look into the future Actions:

- Social networks
- Media communication
- Event management

## DevOp.One

Goal: Entry into the country and coverage in national media

Actions: Implementation of a three-month strategy and coverage in local media such as Forbes Bulgaria, BloombergTV, Capital, Investor.bg, Manager.bg, Dnevnik.

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### MATTRO International

Goal: Entering the company into the Romanian market and establishing the brand in our country.

Actions:

- Communications and coverage in national and international media
- Mass press campaign for flagship product and USP
- Event in Bucharest
- Activation demo campaign with mattresses
- Campaign with influencers

### Kamato Sport

Campaigns "Most active sports hall of the year" and "Fit & Jumping Sports Festival"

Actions:

- Organization of events in Plovdiv
- Participation in a campaign for the "Most active sports hall of the year" award
- Media communication and coverage of the event
- Social Media communication and advertising
- Influence campaign with athletes
- ATL & BTL Campaigns (Radio)

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### Cordeel Bulgaria

#### Event management services on project basis:

- Event organization of corporate event – 20 years Cordeel Bulgaria
- General concept idea, Event planning, coordination and preparation, event management, photo and video editing for multimedia screens, media relations
- Design and production of branded gifts, cards photo walls and other materials

#### Events & PR campaigns:

- Ground breaking ceremony for Cordeel Bulgaria and Orbico Bulgaria
- Organizing and managing media event for clients (board members and CEO), media, foreign ambassadors and Bulgarian ministers
- Press release campaign
- Media relations
- Interviews in specialized media
- Photos and videos





### Ideal Standard

Event management services on project basis:

- PR & Event organization of the event Bathroom of the year
- Media relations
- Press release & interviews
- TV interviews
- Event management
- Content for website and social media



Events & PR campaigns:

- Organizing and management of several seminars for Bathroom of the year
- Facilitating Bulgarian media during international virtual event
- Targeted content for website and Facebook events
- Press release campaigns and articles
- Interviews in specialized media
- Video/Audio production

### Kontinvest

#### Communication services

- Communication strategies for different types of initiatives and products
- Crisis situation management
- PR activities and media relations for North and South Bulgaria
- Advertising campaigns - OOH at main highways and brochures production
- Digital and social media campaigns
- Event and b2b management - meetings with local organizations
- Supporting for providing a Professional survey



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## Lackprom

### Campaign details:

- Generating awareness and engagement for their company, classic and also innovated products

### Generated materials:

- Special articles with information on home renovations – about their specific products and their qualities
- Gifs production – for digital campaigns
- Visuals for the campaigns
- Copies for digital campaigns
- Landing page with info on all campaigned products

### Links to the materials:

How to prepare easily the student's room?

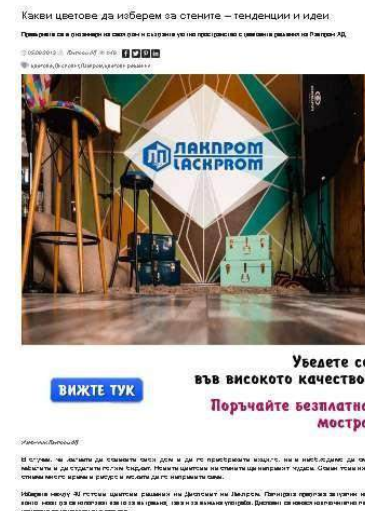
What colors to choose for the walls?

How to freshen up our home by ourselves in 3 easy steps?

Also: Idealen Dom, 1kam1, etc Digital Campaigns

- Facebook Ads - Traffic
- Google Ads – Display, Search
- Instagram Traffic

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# FINANCIAL EXPERIENCE



## ePAY

Communication services on a yearly basis:

- Brand development
- Communication programs development
- PR activities – media partnerships, media relations
- Event and b2b management
- Design & production of communication materials



## Projects



Events & PR campaigns:

- Launch of ePay.bg Media Talks initiative
- 15-the anniversary of ePay.bg
- Launch of ePay.bg mobile version on the BG market
- Launch of EPAYGO

## EasyPay

The company:

- EasyPay has 2300 offices in the country and reaches more
- than 500,000 households a month in Bulgaria

Communication services on a yearly basis:

- Communication programs development
- PR activities – media partnerships, media relations
- Event and B2B management
- Design & production of communication materials
- Media planning and buying
- Partners relations

New Easypay Card

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- Издаване за няколко минути
- Безплатна сметка
- Безплатна карта
- Безплатно издаване и поддръжка
- Без такси за плащане в търговски обекти
- Две безплатни тегления на банкомат месечно
- Получване веднага на каса на EasyPay

## Projects



Искър, Плевен

### Нова услуга за община Искър, Плевен

Местни данъци и такси

- ✓ на всяка EasyPay каса в страната
- ✓ онлайн чрез ePay.bg
- ✓ най-ниската такса

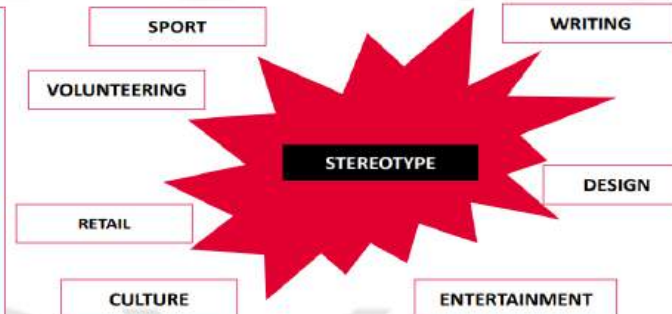
## CORPORATE CULTURE

Meeting for 120 societe generale top and middle management, talents of the bank

### strategy breaking the stereotypes



WORKING IN THE FINANCE WORLD INVOLVES CONSISTENCY, ANALYTICAL THINKING, LITERAL INTERPRETATIONS, MATHEMATICAL SKILLS ... IN ORDER TO BREAK FROM THESE STEREOTYPES WE HAVE CHOSEN SPHERES WHICH RELY ON THE OPPOSITE - CREATIVITY, SENTIMENT, IMAGINATION.



#### LONG-TERM GOAL

CHANGE IN  
MENTALITY AND  
CULTURE OF  
EMPLOYEES

#### SHORT-TERM GOALS

IMPROVE AGILITY SKILLS

SIMPLIFY WORKFLOW

THINK OUTSIDE THE BOX

BREAK STEREOTYPES

GO BEYOND THE COMFORT ZONE

ACHIEVE CONFIDENCE THAT THINGS CAN HAPPEN IN A SIMPLE, EASY, FLEXIBLE WAY

PROVOKE QUESTIONS, INSPIRE PARTICIPANTS TO BE ACTIVE DURING THE TRAINING

**THINK DIFFERENT, MAKE IT HAPPEN**

- INSPIRATIONAL PEOPLE
- INNOVATIVE PROJECTS
- SOCIAL ELEMENT /CAUSE/

- CONSTANT HR SUPERVISION
- PSYCHOLOGICAL SUPERVISION

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# IT EXPERIENCE



### Lenovo Bulgaria

#### Communication services

- Communication strategies for different types of initiatives and products
- PR activities on daily basis
- Creative and design
- Digital and social media campaigns & content
- Event and b2b management



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## SEOMAX Digital Agency

PR and Communications of one of the leading digital agencies in Bulgaria.

- PR services – media relations, media partnerships
- Event planning and management
- Production of advertising materials
- Extensive social media management
- Merge and acquisition campaign

### Events & PR Campaigns:

- Interviews, podcast, magazine, events, etc.
- Daily press releases, interviews, and media relations



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## Oracle Bulgaria

The company:

- Oracle Bulgaria is a leader in the field of cloud applications, platform services and engineering systems

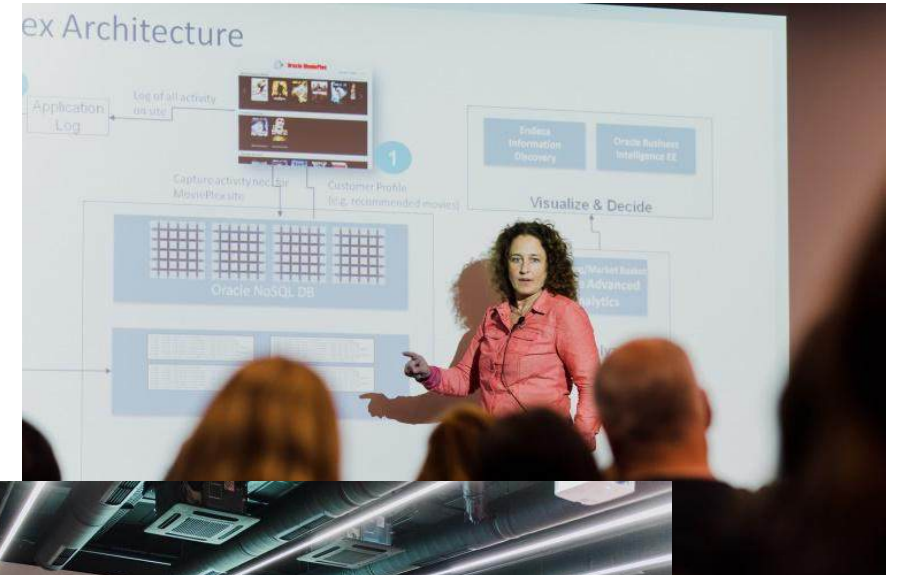
Communication services on a yearly basis:

- Brand development
- Event and b2b management
- Communication programs development
- PR activities – media partnerships, media relations
- Design & production of communication materials

Events & PR campaigns:

- Oracle Digital Day
- Oracle Academy Day
- Oracle Journey to Cloud events

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### UST Bulgaria

The company:

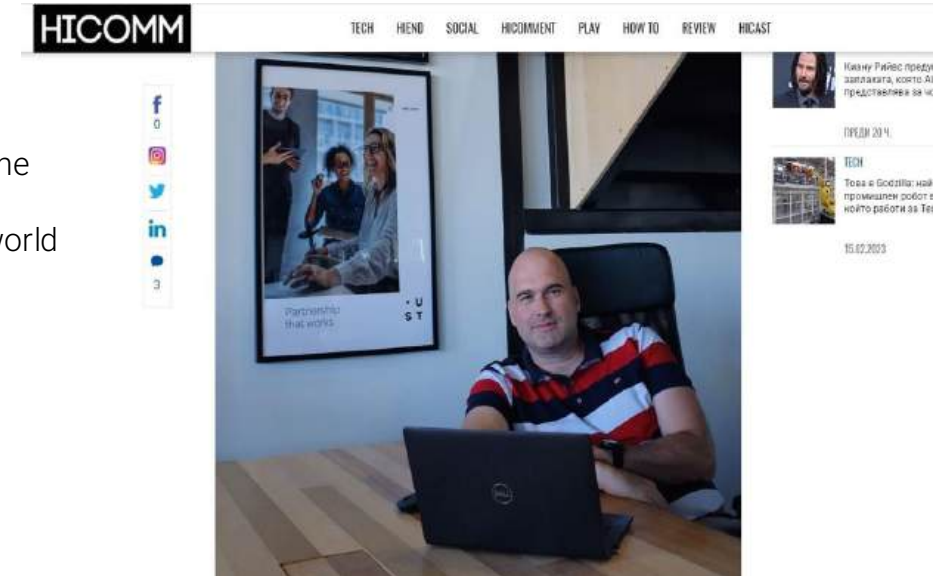
- UST Bulgaria is a part of UST Global transforms the life and the business of employees. UST has successfully implemented transformation projects for some of the corporations in the world

Communication services on a yearly basis:

- Employer Branding campaign
- PR services & media relation
- Content creation
- Interviews with the management and the employees
- Monthly reports



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PR campaigns:

- UST strengthens its position on the Bulgarian market
- UST is recruiting and looking for IT talents
- UST is a Top Employer for years in a row



### Digital4 Network

THE LARGEST EVENT BUSINESS NETWORK IN BULGARIA

A national platform for innovation and business development which unites over 5000 businesses in 15 cities.



### Selected channels:

Media, BTL, Magazines, Podcasts, Partnerships, Events, Social Networks, Meta/Google/Email, Strategic Partnerships

### Results of media campaigns:

- **Annual Campaign Results:**  
Reach of 1.5 million people, over 600 media publications (for a period of 1 year)
- Over **5000 businesses** participated in the events - the results showed **40% increase** in new business partnerships
- The campaign brought high engagement on social networks with over **1400 shares** and significant increase in the digital visibility of Digital4Bulgaria

### Digital channel results:

- 7,407,231 Reach
- 18,348,267 Impressions
- 3,284,054 Page Engagements
- 29,126,275 Reactions
- 49,965 hits on the website

### Bulsatcom

The company:

Bulsatcom is the largest pay TV provider in Bulgaria. The company develops innovative products for interactive TV

PR campaigns:

- Bulsatcom historical transformation by the new investors and owners
- Bulsatcom supports Bulgarian sport in partnership with b1b.box TV
- Bulsatcom developed the innovative TV product b.box & b.box.app

Types of services

- Media campaigns management
- PR services and media relations
- Event management
- Support in crisis situations
- Content creation

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## Internal initiative for employee engagement



IT Beards – campaign for employees in IT company Scale Focus.  
Every year the team chooses the specific social responsible cause and generates ideas and gains goals.

# EMPLOYER BRANDING communication



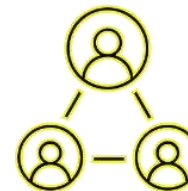
Developing strategies



Writing press releases  
PR articles



Interviewing employees



Writing publication for internal audiences

# **FMCG & BREWERY EXPERIENCE**



## Union of Brewers in Bulgaria UBB

### The Organization:

- The Union of Brewers in Bulgaria is part of The Brewers of Europe
- UBB is an association the purpose of which is to assist and encourage the development of the Bulgarian brewing industry, to improve the professional status of brewers, to popularize the traditions and culture of beer consumption
- UBB members are all major brewer manufacturers such as Zagorka AD, Kamenitza AD, Carlsberg Bulgaria, etc.



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### Communication services on a yearly basis:

- Communication strategy development
- PR services – media relations, media partnerships
- Event planning and management

## Zagorka

The company:

ZAGORKA is a leading brewer on the Bulgarian market, part of the global HEINEKEN family. The Company has a portfolio of strong local and international beer brands

Communication services

20 years of Zagorka as part of Heineken event:

- Creative concept of the event
- PR services – media partnerships, media relations, press materials & presentation preparation
- Event management
- Design & production of communication materials



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# PHARMA, HEALTH & WELLNESS EXPERIENCE



## Servier Bulgaria

### The project

For Servier Bulgaria we are a long term partner who provides the company corporate marketing communications strategies

### Communication services

- Brand awareness marketing strategies
- In-depth research for different health-related and pharmaceutical fields
- Engaging target audiences with marketing approaches
- PR activities
- ATL and BTL strategies
- Event management
- Digital solutions an online communication plans
- Copywriting

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## Merck Bulgaria

### The project

A long term awareness campaign, that combines an array of medical topics, communicated towards the media and general audience.

### Communication services

- Creation of long term awareness strategy
- Media Database creation
- Media relations
- Interviews planning and execution
- Event planning and execution
- Press release creation, send out and publication acquisitions
- Design
- Monitoring & Reporting
- Influencer strategies implementation
- Video cration
- Print materials creation

**MERCK**

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## Projects



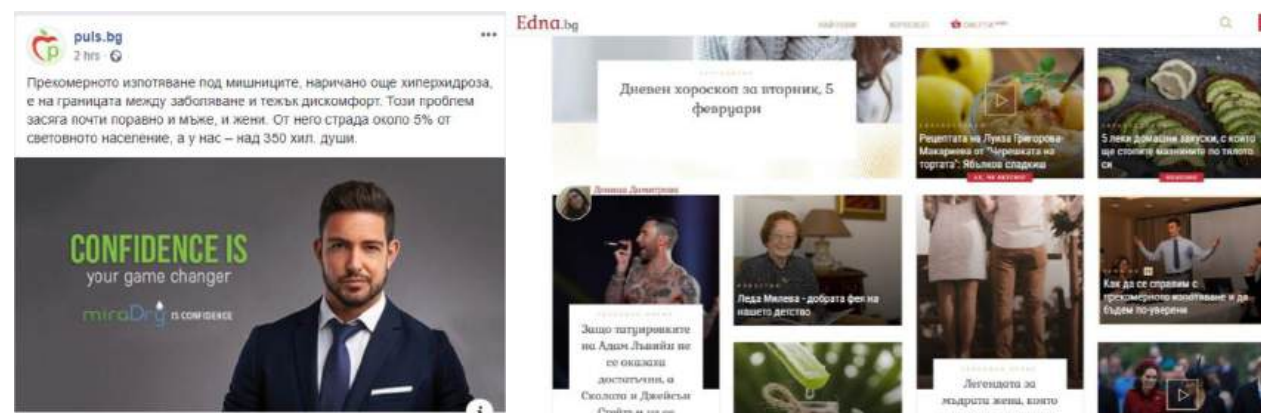
## Clinica Liberty

### Digital campaigns and content developing

Clinica Liberty is a specialized center for esthetic cosmetic and non-invasive medical procedures

### Communication services

- Brand awareness strategy
- Content developing – publications with CTA
- Engaging target audiences with marketing approaches – Facebook Ads and posts, Google Display and Search Ads
- Event management – visits and demo consultancy
- Copywriting for website and promo brochures and ads



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### LR Health & Beauty

#### The company:

LR is one of Europe's leading direct sales enterprises. The company's scope of activity is within the sphere of high-quality cosmetic products, healthy and dietary supplements, perfumes and Aloe Vera products

#### Communication services:

- PR strategy
- PR services – interviews, media relations, partnerships
- Event planning and management
- Motivational events - planning and implementing „Power day“, „Kick off“ for employees and distributors

#### Events & PR Campaigns:

- Media and Bloggers event to carry out company launch
- Focus on the main messages of the company (health and beauty and the alternative business model)
- partnership with experts - dermatologists, nutritionists, trainers
- Elegant summer event to introduce LR to top and middle management in top 100 Bulgarian companies (financial, telecommunication, automotive, IT and retail companies)
- Partnership with celebrities

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# Dormeo®

## Campaign for the return of the brand in Bulgaria

RED Communication worked for the positioning of Dormeo - a leading brand for quality sleep - on its re-entry into the Bulgarian market. The main objective of the project was to build recognition, trust and engagement among the target audience. The agency developed integrated communication strategy, including :

- **Creative campaigns** highlighting the unique product benefits
- **Digital marketing** including social media management and advertising to reach a wide audience
- **PR and events** that intensified the brand relationship with consumers



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## Projects



### Selected channels:

Media, Radio, BTL, Magazines, Events,  
Social Networks, Meta/Google/Email,  
Strategic partnerships

# TV & ENTERTAINMENT EXPERIENCE

## Cartoon Network & Cartoonito

### The company

Cartoon Network and Cartoonito are children's channels offering the best comedy and adventure shows. They are filled with humor and fun, promote the importance of friendship and stimulate the imagination of their main audience - boys and girls aged 6-12.

### Communication services on a yearly basis:

- Strategic campaigns development
- PR services - interviews and corporate publications, media relations
- Partnerships with influencers, celebrities and specialized organizations
- Online communication and offline negotiations with schools and kids communities

### Online and Offline Events & PR Campaigns:

- Cartoon Network Vlog It competition Launch
- Cartoon Network Imagination Studios competition for drawing
- PR services and Anti bullying campaign

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### HISTORY Channel

#### The project

Long term brand awareness – a combination of special messages communication and media relations.

#### Communication services:

- PR consulting
- Strategy creation and proposition
- Monthly highlights – adaptation, send out and publications acquisition
- Monitoring & Reporting
- Media relations
- Media Database - gathering and creation
- Event planning and execution





## Disney

Communication services on a yearly basis:

- PR services - interviews and corporate publications, media relations
- Event planning and management
- Production of advertising, POS and other materials

Events & PR Campaigns:

- Launch event for journalists for "Live & Madie" series premiere
- PR Campaign for The Beach Movie premiere
- Disney Channel release of Violetta Live in Concert Special
- Violetta Season III launch



### Nova TV Bake off show

Communication services on a project basis:

- Full PR support
- PR services – media relations , media partnerships
- Event planning and management
- Production of advertising materials
- Extensive social media management – content creation, Facebook advertisement, games, initiatives

Events & PR Campaigns:

- Launch event for journalists for “Bake off”
- Daily press releases, interviews and media relations



## Nova Broadcasting Group

Corporate and crisis communication

CSR campaigns:

- MTG United For Peace annual charity football tournament, part of MTG's global initiative;
- MTG United For Peace scholarship program for underprivileged children
- Nova Broadcasting Group football tournament for children

Corporate campaigns:

- Nova Broadcasting Group channels new identity campaign (rebranding)
- Number of PR activities to promote the company and its management – through media and targeted events;
- B2B events on a regular basis

## Projects





# DIGITAL CAMPAIGNS & SOCIAL MEDIA CONTENT MANAGEMENT

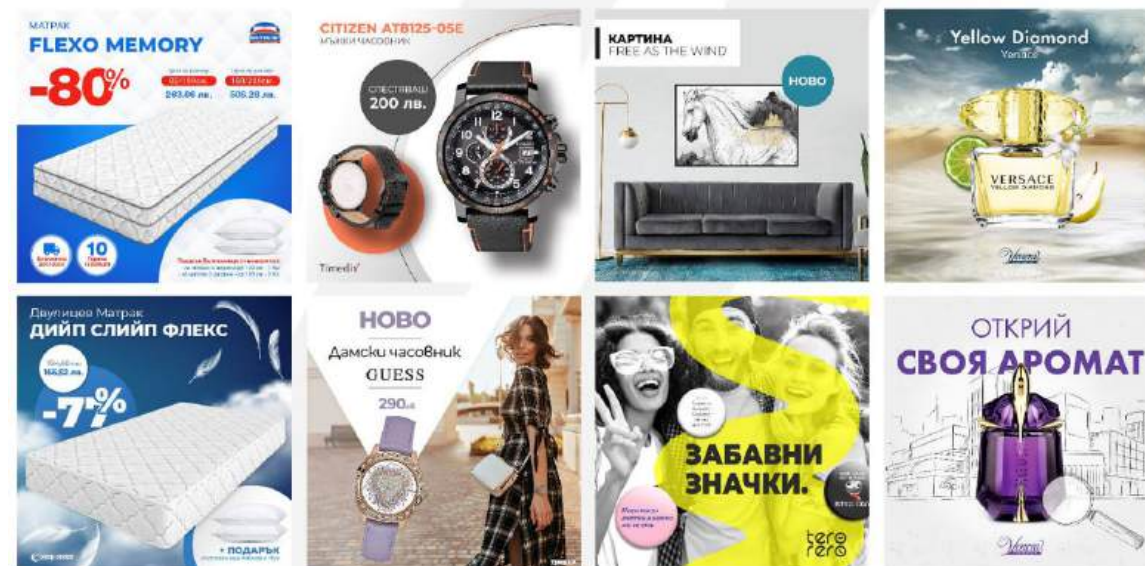


Facebook  
Instagram  
Google Ads

Creative visual  
creation for SM

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## Projects

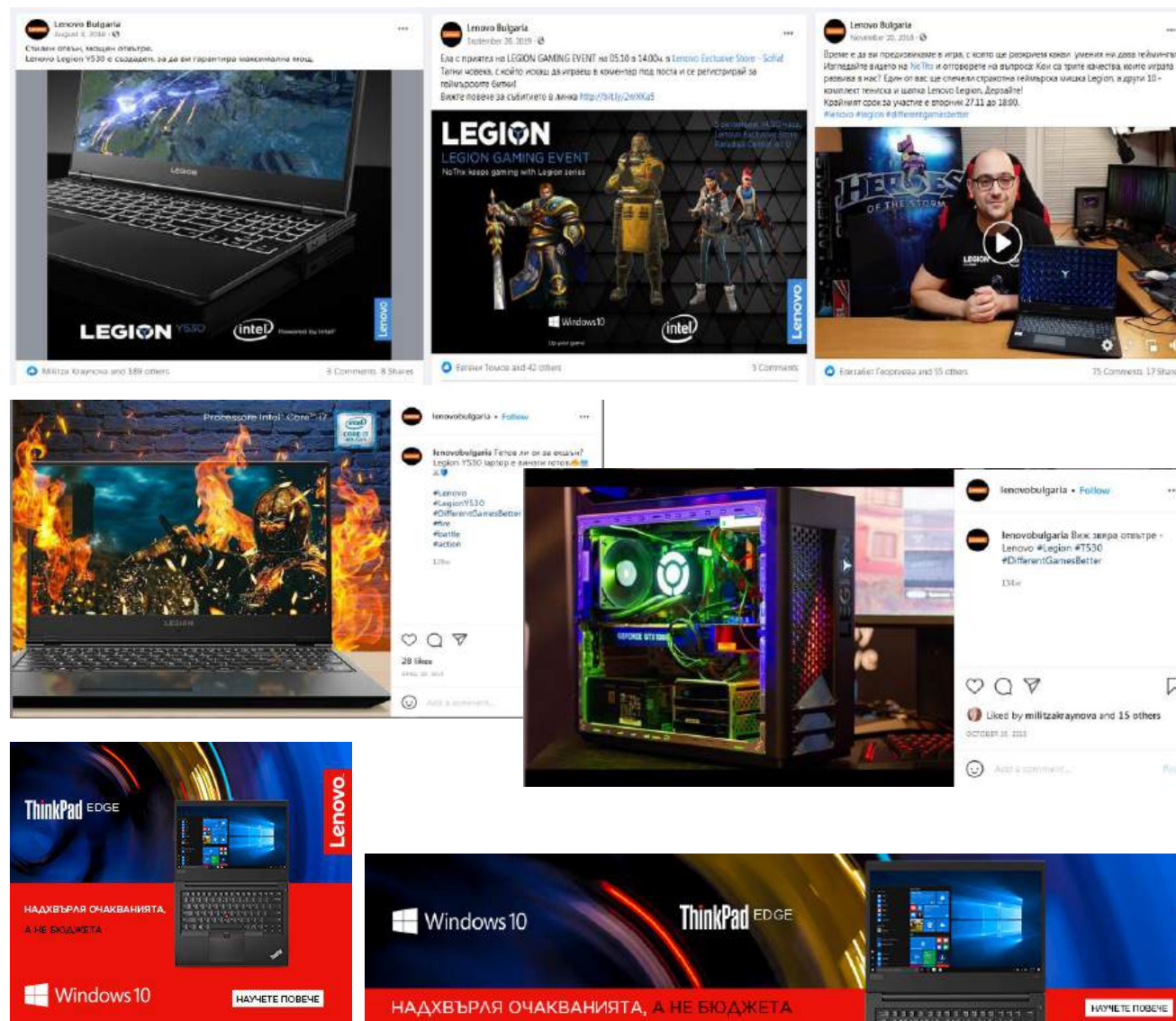


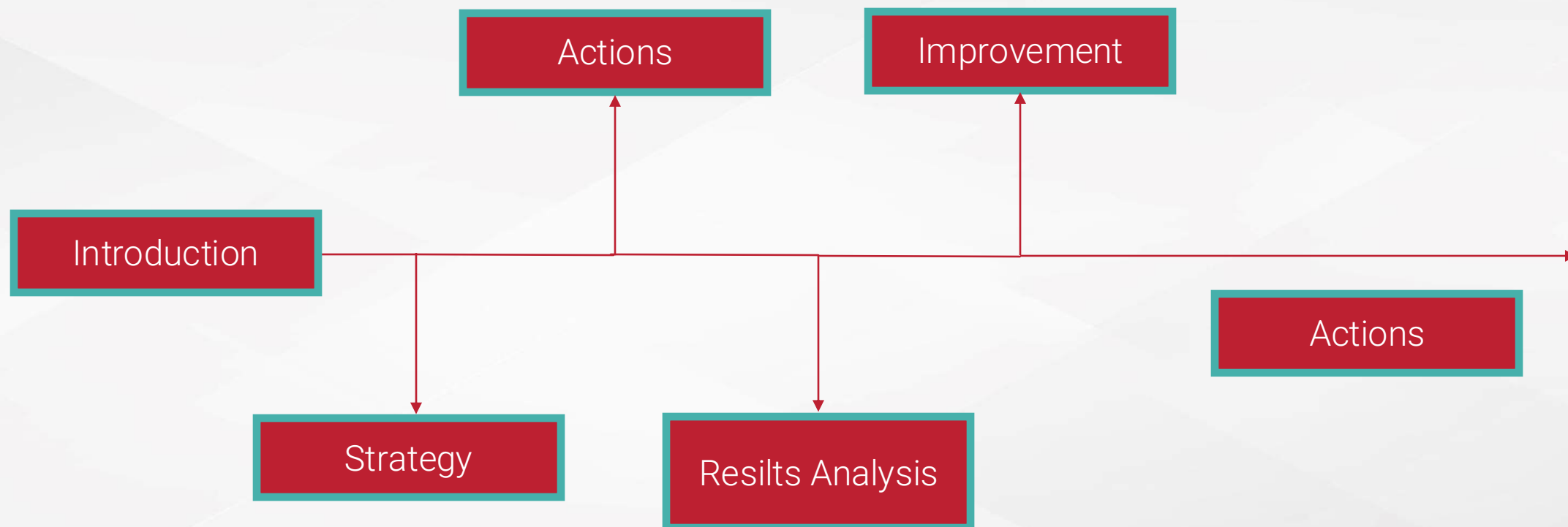
Facebook  
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## Projects





Thank you!

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(+359) 887 115 666



office@rca.bg



Budapeshta str., Sofia



Valko Shopov 2V str., Plovdiv [HQ]