

The dedicated recruitment service for the creative industries

About IQads

IQads is the most important Romanian platform dedicated to advertising and communication, activating the most important local creative community: respected professionals, freelancers, aficionados, admirers.

We create:

- premium editorial content, on IQads.ro: news, interviews, editorials, creative work, case studies
- events and projects: ADfel, Agencies' Cups, AdBreak, The Creator & more
- services: Advertorials, AdJob, Calendar, Catalogue (Catalog), Brand History (Istoria Brandului)

We offer a relevant playground for creatives from all fields:

freelancers, artists, designers, movie directors, architects, and students.



IQads's audience

Characteristics of the audience (urban, 18 – 45 years – 95%)

- a community of **influencers** (opinion leaders in their groups of friends, on topics related to creativity) and **decision makers** (people working in marketing departments and in advertising agencies)
- socially active, they get their information mostly online
- advertising aficionados they think it's a form of entertainment or work in this field
- the commercials are topics of conversation
- brand-aware the brand is an important decision criterion when it comes to shopping





About the service

This service offers

Precise targeting:

AdJob is the only recruitment service dedicated to the creative industries and other related domains.

A big talent pool:

IQads is at the center of Romania's biggest creative community, being of interest to all those who are into advertising and advertising production, but also to those who like design, photography, architecture, acting etc.

Résumés received – many and relevant:

The applications received are better suited to the company's needs than the applications received by using a general interest recruitment site.

A quick reaction:

The announcements may be taken down before they expires, if the company finds the right employee.



Presenting and promoting each announcement

We present the job offer on a dedicated page, for 45 days

During the 45 days, we amplify each announcement in the following ways:

1. Listing the job offer on IQads's homepage, in right-hand side column, in the AdJob field (the AdJob field is on top of the list, except for when there are active promotional articles)

2. Listing the job offer (title + period + first words) in the AdJob section See the section: www.lQads.ro/adjob

3. Promotion in social media:

See: https://www.facebook.com/IQads/posts/630477267015009

3 posts, approximately, on Facebook IQads (> 115 000 fans)

3 posts, approximately, on Facebook IQads News (> 15 000 fans)

4. Featuring the job offer in IQads's editorial newsletter

See: http://www.iqads.ro/newsletters/preview/707

3 features, approximately, in IQads's editorial newsletter (>20 000 active subscribers)

The standard job offer is active for 45 days, but the announcement can be taken down earlier according to the number of applications received.



The page dedicated to the job offer



Articole

Creatii

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Adauga anunt de recrutare





THE PRACTICE is hiring Senior PR Manager and Social Media Manager





Anunt valabil pana la data de 2013-12-20

Companie: THE PRACTICE

We're looking for ambitious, hardworking & experienced people who share our passion for work and ideas:

Senior PR Manager (4+ years of experience, previous PR agency experience is a must)

Passionate about fresh PR ideas

Able to manage campaigns from strategy to implementation

Highly skilled organizer

Strong media relationships

Social Media Manager (2+ years of experience, previous PR agency experience is a plus)

Deep knowledge of how digital/ social media fits in the communication mix Confident in the use of social media in order to meet communication objectives Excellent knowledge of analytic tools

Excellent verbal and written communication skills

AdJob

 \boxtimes

- Client Service Exec + DTP for Marks Playground
- Echipa DDB Romania cauta coleg Graphic Designer
- Fokus Interactive cauta Account Executive
- Account Executive pentru FRANK
- Flipster o cauta pe EA --> community manager
- Account Manager pentru FRANK
- Copywriter pentru FRANK
- Tribal Worldwide Romania cauta programator
- Armada cauta Art Director
- Viral Marketing Manager@4PSA

Vezi mai multe »



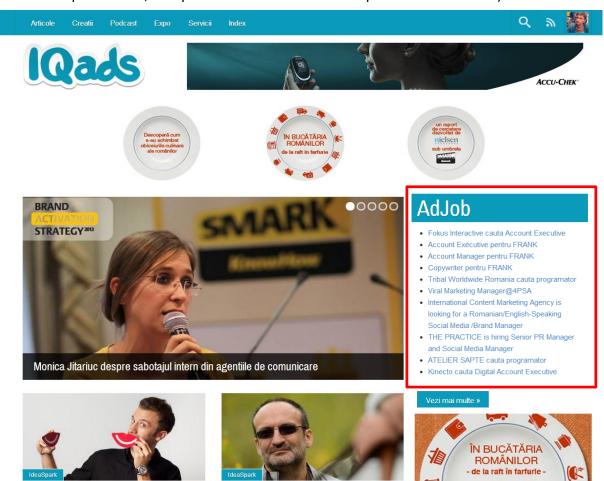


1. Listing the offer on IQads's homepage, in the right-side column

(the AdJob section is on top of the list, except for when there are active promotional articles)

Alex Tunaru spune povesti de trezit oamenii

mari



Victor Kapra despre libertatea de a scrie ce

vrei, cand vrei

un raport de cercetare nielsen



2. Listing the job offer in the AdJob section

See: http://www.iqads.ro/adjob





ATELIER SAPTE cauta programator

Anunt valabil pana la data de 2013-12-19

Companie: ATELIER SAPTE
Domenii: Publicitate

ATELIER SAPTE cauta programator pasionat de social media. Experienta in dezvoltarea aplicatiilor mobile este un plus. CV-uri la interaction@ateliersapte.ro.



Kinecto cauta Digital Account Executive

Anunt valabil pana la data de 2013-12-18

Companie: Kinecto

Domenii: Comunicare online

Daca esti o persoana dornica de ascensiune rapida si deschisa la provocari, trimite-ne cv-ul la recrutare@kinecto.ro. Singura cerinta: minim 6 luni experienta intr-o pozitie similara.



New player for Marks Playground: Graphic Designer

Anunt valabil pana la data de 2013-12-16

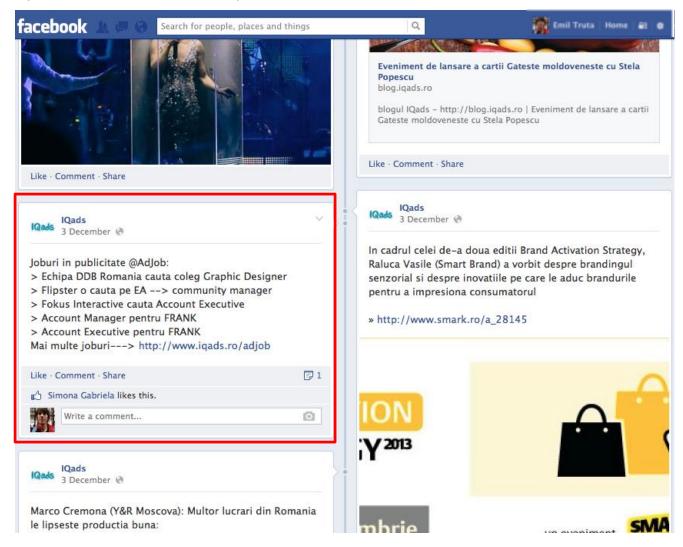
Companie: Marks
Domenii: Publicitate

Avem arme mai puternice. Skin-uri mai cool. Niveluri mai grele. Echipa de Graphic Designeri cauta jucatori noi.Castigatorul ia job-ul! playground@themarks.ro



3.a Promotion in social media: Facebook IQads

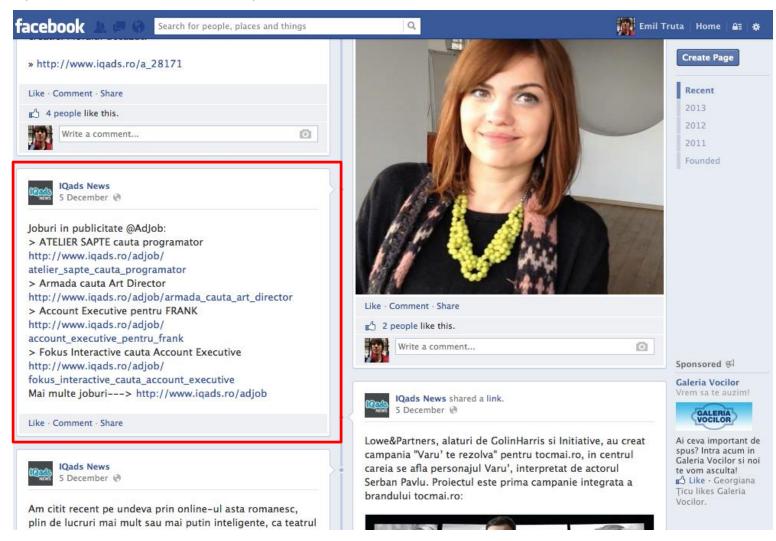
See: https://www.facebook.com/IQads/posts/630477267015009





3.b Promotion in social media: Facebook IQads News

See: https://www.facebook.com/IQads.ro/posts/745700735443373





4. Featuring the job offer the editorial newsletter of IQads

See: http://www.igads.ro/newsletters/preview/707





{\$firstname} {\$lastname} | 22 Noiembrie 2013

Noi am inceput sa ne fericim de miercuri, cand am organizat o petrecere cu creatie, productie si vodka cu portocale.

Pentru ca fericirea se mentine cu lecturi frumoase, am aruncat un ochi peste trailerele cartii romanesti.

Am aflat ca acum exista un magazin de unde ne putem cumpara vinyluri si ne-am bucurat ca nu mai trebuie sa le comandam de pe net.

Maximul de fericire e atins cu ajutorul lui Pharell si al videoclipului sau de 24 de ore plin de oameni care danseaza.

lar ca sa fim fericiti si la job, o agentie canadiana a creat un kit care ne ajuta sa facem studii de caz perfecte.

Event



Totul despre publicitate, productie si vodka cu portocale

O sa dau din casa, n-am ce face. Miercuri a fost petrecerea IQads. Am sarbatorit multe lucruri: o noua directie editoriala si o noua campanie de comunicare, un nou layout grozav si vreo 10 ani de existenta. Deci o petrecere justificata, nu oricum. Totul s-a



AdJob

Copywriter pentru FRANK

Daca te gandesti la mari schimbari pentru 2014, ar trebui sa actionezi acum: trimite-ne CV-ul... citeste »

Account Manager pentru FRANK

Cautam un Account Manager care sa se alature echipei Frank. Trimite-ne un CV si o scrisoare de... citeste »









Information needed for the job offer

- The job for which the company is recruiting
- The company's name
- Details about the job responsibilities
- Details about the ideal candidate capabilities and skills
- The address where to send the résumés
- A deadline for the applications
- Logo of the company (optional)



The budget for AdJob

Prices vary according to the number of job offers published simultaneously:

1 job offer: 200 EUR + VAT
2 job offers: 380 EUR + VAT
3 job offers: 540 EUR + VAT

The standard job offer is active for 45 days, but the announcement can be depublished earlier according to the number of applications received – without influencing the budget.

The contractual period is 365 days and the prices stay the same the whole time.

Several job openings can be announced either through different announcements, either by including them in a single announcement, but the budget will be the same, depending only on the number of jobs offered.

- Option 1: 1 announcement, 1 job offer: We are looking for a copywriter. (200 EUR)
- Option 2: 1 announcement, 2 job offers: We are looking for a team of art & copy. (380 EUR)
- Option 3: 2 different announcement, 2 job offers: We are looking for a copywriter. We are looking for an art director. (380 EUR)





#publishing

#events

#projects

#services



IQads is the most important Romanian platform dedicated to creative industries and related areas, activating the most important local creative community: professionals, freelancers, aficionados.



SMARK is a source of knowledge and inspirarion plus a practical tool for the professional development and networking for the people working in the Romanian marcomm industry.



Everything about advertising and the ones who produce it

IQads.ro offers premium content about the industry as a business and as a show: news, interviews, analysis, features & more.









The Romanian community of marketing proffessionals

SMARK.ro offers premium content about marketing news, intervies, case studies.







9th edition, August 2014

The annual unconventional advertising event of Romania. 7 days every year, 100+ cultural & social brands involved and 400+ ideas implemented so far. The traditional events of ADfel include:



8th edition

The show of the best original advertising parodies.



4th edition

Intensive training sessions for the advertising newcomers.



The battles of advertising people's egos and skills on 4 different pitches:



2nd edition, March 2014 Cooking is the new rage, let's celebrate it!



5th edition, May 2014 The original Cup turned into the Cannes of football.



1st edition, September 2014

The golden voices of the industry show their best.



1st edition, November 2014 The greatest gamers of advertising fight for The Cup.



45 editions so far

The monthly get-together of the Romanian advertising industry.



20 competitions so far

The platform for premium UGC competitions reaching the most important creative community of Romania.



The best in marcomm events both work and afterhours.



catalog

Promoting the companies that offer services for the creative industries.



The history of interesting brands and their creative milestones.



Promotional articles that don't suck.



The dedicated recruitment service for the creative industries.



20 events so far

Creative marketing events and workshops featuring rock star researchers and sociologists, top planners, spectacular creatives, insightful brand managers and inspired entertainment people.



3rd edition, March 2014

What helps and what harms your brand and how to do promotions right.



2nd edition, April 2014

Tools and tactics to build and develop strong brand communities.



5th edition, May 2014

The most important event of the local market and consumer research industry.



2nd edition, June 2014

Talking to the target that matters - 80% of the buying decisions belong to women.



2nd edition, September 2014

Adressing a target that's rapidly evolving - niches, tactics, strategies.



3rd edition, November 2014

How to be relevant for the most changing and cynical age group.



10 research studies so far

A series of syndicated research studies covering the hottest topics in various industries. The most recent ones:













The dedicated recruitment service for marketing

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Publishing: IQads.ro | SMARK.ro

Services: <u>AdJob.ro</u> | <u>Calendar.IQads.ro</u> | <u>Catalog.IQads.ro</u> | <u>Research.SMARK.ro</u>

Events: ADfel | AdBreak | CupaAgentiilor | SMARK KnowHow

Projects: <u>TheCreator</u>

