



**The history of interesting brands  
and their creative milestones**

# 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, analyses, creative works, case studies
- events and projects: ADFel, Agencies' Cups, AdBreak, The Creator
- 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.

# The audience of IQads

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 from the Internet
- advertising aficionados – they think it's a form of entertainment or work in this field
- the commercials are conversation topics
- brand-aware – the brand is an important decision criterion when it comes to shopping



**About the service**

## The benefits of this service

- The brand is endorsed by the most important publishing platform dedicated to the Romanian creative community
- The Brand's History presents its story, the milestones of its evolution, and a history of its creative work (when available)
- Being published and promoted on IQads, the history will reach a special target, extremely relevant for the brand: influencers and people interested in advertising and communication
- The history is presented in a multimedia format, with text, images and videos, showcasing in a interesting and memorable way the brand's evolution, following the publishing style of IQads  
(note: it can be written by the client, or by the site's editors)

## To whom is this service addressed?

To any Romanian or international brand with a story that the most important creative community of Romania will want to hear.

The presence in the Brand History section is useful, among others, for:

- International brands arriving to Romania or upgrading their portfolio, in need of rapid awareness and among influencers, trendsetters and people interested in communication
- Romanian or international brands that have a creative communication platform, proven by the endorsement of the most successful publishing product for the creative community
- Any other brand that wants to improve its perception, by communicating next to other important brands

## Terms and conditions

- The history can be written by the client, or by IQads's editors, using information and materials from the client.
- The history written by IQads will be ready in maximum 5 days since all materials and information are received.
- For the cases when the client writes the history, IQads reserves the right to edit the presentation, with the client's approval, in order to better match the publishing style of IQads
- 1 day will pass from the moment we agree on the history's content until it's published on IQads.ro
- IQads reserves the right to choose the companies that appear in this section

# Presenting and promoting the brand's history

**We present the history on a dedicated page**, with multimedia and editorial content

See: <http://www.iqads.ro/istoria-brandului/14163/istoria-puma>

**We promote each history in the following ways:**

1. Presenting the history on IQads's homepage, in right-hand side column, for 7 days

2. Listing the history in the Brand History section (with title + brand + first words)

See: <http://www.iqads.ro/istoria-brandului>

3. Link with a special pop-up box in all IQads and SMARK materials where the brand is featured

See: <http://www.iqads.ro/articol/1567/chivas-regal-lanseaza-un-nou-concept-de-petrecere>

4. Branding the header of the Relevant page – the page that is shown when somebody searches the name of the brand on IQads – with the beginning of the Brand History

See: <http://www.iqads.ro/relevant/jameson>

5. Promotion in social media:

See: <https://www.facebook.com/IQads/posts/334597549938602>

7 posts on Facebook IQads (> 120 000 fans)

7 posts on Facebook IQads News (> 15 000 fans)

6. Featuring the history in one issue of IQads's editorial newsletter (>20 000 active subscribers) with header + intro, news + picture

See: <http://www.iqads.ro/newsletters/view/210>



# The page dedicated to the brand's history

See: <http://www.iqads.ro/istoria-brandului/14163/istoria-puma>

## Istoria PUMA

 Like 0  Tweet 0  Share



Puma

PUMA este una dintre companiile de top din Sportlifestyle care face designul si productia pentru incaltari, haine si accesorii. Este dedicata muncii care poate ajuta lumea, sprijinind Creativitatea si Sustenabilitatea si ramanand devotata principiilor de a fi corecti, cinstiti, pozitivi si creativi in deciziile luate si actiunile intreprinse. PUMA incepe de la Sport si incheie cu Moda. Marcile sale Sport Performance si Lifestyle includ categorii ca Fotbal, Atletism, Sporturi Moto, Golf si Navigatie. Sport Fashion include colaborari cu branduri de designeri renumiti ca Alexander McQueen, Mihara Yasuhiro si Sergio Rossi. Grupul Puma detine brandurile PUMA, Cobra Golf si Tretorn. Compania, fondata in 1948, isi distribuie produsele in peste 120 de tari, are peste 9.000 de angajati in intreaga lume si sedii la Herzogenaurach/Germania, Boston, Londra si Hong Kong.

### O PRIVIRE DE ANSAMBLU

**1924 – 1948:** Drumul care a dus spre prima fabrica de incaltaminte PUMA detinuta de Rudolf Dassler

**1924 –** Fratii Rudolph si Adolf Dassler fondeaza compania "Gebruder Dassler Schuhfabrik" [Fabrica de Incaltaminte Fratii Dassler] la Herzogenaurach, Germania.

**1936 –** Jesse Owens castiga patru medalii de aur la Jocurile Olimpice

 Adauga istoria unui brand



## AdJob

- 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
- International Content Marketing Agency is looking for a Romanian/English-Speaking Social Media /Brand Manager

Vezi mai multe »


Peste  
**15.000**  
de persoane  
**FOLOSESC**  
**CĂRȚI DE**  
**VIZITĂ**  
produse la

# 1. Presenting the history on the homepage of IQads



Barbat scapat singur la showroom isi aduce aminte ca are o sotie

**Petrom: istoria celei mai de succes companii romanesti**



Povestea Petrom a pornit in 1997. Pana atunci insa, o lunga istorie, inceputa in urma cu 150 de ani, a dus la forma actuala a celei mai mari si de succes companii



Bfdat youfur dafgtily grgind



IdeasLab, un labirint interdisciplinar



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- Account Manager pentru FRANK
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## 2. Listing the history in the Brand History section on IQads

See: <http://www.iqads.ro/istoria-brandului>

Articole Creatii Podcast Expo Servicii Index   



### Istoria Grolsch - 400 de ani in slujba experimentalistilor

Brand: [Grolsch](#)

De la experimentul cu doua tipuri de hamei la fabrica ultra moderna Secolul al XVII-lea a fost revolutionar pentru stiinta: a devenit secolul introducerii geometriei analitice, logaritmilor si cifrelor arabe, al desc...



### Istoria brandului JAMESON, cel mai bine vandut whiskey irlandez din lume

Brand: [JAMESON](#)

John Jameson s-a nascut pe 5 octombrie 1740 in Scotia, dar asta nu l-a impiedicat sa devina cel mai irlandez dintre irlandezi. Motto-ul familiei Jameson, inca din anii 1500, era "Sine Metu", care inseamna...



### Istoria Havana Club - esenta unui oras intr-o sticla de rom

Brand: [Havana Club](#)

E usor sa te lasi fermecat de traditia romului – aceeasi care a convins si capetele incoronate ale curtii spaniole in cea de-a doua iumatate a secolului al XIX-lea. Tar originea cubaneza

## Catalog IQads

- Branding, design, packaging
- Comunicare online
- Consultanta de marketing
- Dezvoltare web
- Evenimente / BTL
- Marketing direct
- Media
- Mobile marketing
- Monitorizare media
- Organizatii profesionale
- PR
- Productie audio
- Productie foto
- Productie publicitara
- Productie video
- Publicitate
- Publicitate indoor
- Publicitate neconventionala
- Publicitate outdoor
- Regii de publicitate
- Research
- Tipografii



un raport



sub umbrela

## FINDING THE MIDDLE CLASS



# 3. Highlighting the brand in all the articles on IQads about it

See: <http://www.iqads.ro/articol/1567/chivas-regal-lanseaza-un-nou-concept-de-petrecere>

**IQads**   Articole   Creatii   Podcast   Expo   Servicii   Index   🔍   📡   📷

## Chivas Regal lanseaza un nou concept de petrecere

Ogilvy   Stiri din Romania   15 Dec. 2005, 00:00 AM

👍 Like 0   🐦 Tweet 0   🔗 Share

📡   ✉

*Cel mai prestigios scotch whisky premium din lume, Chivas Regal, lanseaza un concept inedit, in premiera pentru Romania: Chivas Bar.*

Chivas Bar este un concept de party "after-work", cu evenimente de calitate si cei mai buni barmani din oras, asa cum telespectatorii au putut admira in serialul succes "Ally McBeal". Consumatorii din Romania, ca si cei din Olanda, Franta, SUA si Columbia, au acum ocazia de a trai o experienta noua, inedita, o modalitate de petrecere a unei seri relaxante in compania prietenilor si a unui whisky de calitate.

■ ■ ■

Pernod Ricard, companie franceza producatoare si distribuitoare de bauturi tari si vinuri, detine in portofoliul sau numeroase marci de prestigiu care se regasesc in toate topurile de vanzari la nivel global pentru aceasta categorie. Printre aceste marci cheie amintim: Ricard, Ballantine's, Chivas Regal, Malibu, Beefeater, [Havana Club](#), Stolichnaya, [Jameson](#), Martell, The Glenlivet, Jacob's Creek, M...

Pernod Ricard Romania, filiala din Romania a concernului multiplu, este cel mai mare importator al produselor din portofoliul Pernod Ricard si nuna...  
bauturi tari de import din Romania (dupa preluarea Allied Dom...

👍 Like 0   🐦 Tweet 0   🔗 Share

### AdJob

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- Copywriter pentru FRANK
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- Armada cauta Art Director
- Viral Marketing Manager@4PSA
- International Content Marketing Agency is looking for a Romanian/English Speaking

### Havana Club

E usor sa te lasi fermecat de traditia romului - aceiasi care a convins si capetele incoronate ale curtii spaniole in cea de-a doua jumatate a secolului al XIX-lea. Iar originea cubaneza...

[vezi detalii >](#)

**FINDING BODLE CLASS**

**eResearch CORP**

**SMARK Research**

# 4. Branding the header of the Relevant page about the brand

See: <http://www.iqads.ro/relevant/jameson>



The screenshot shows the IQads website interface. At the top, there is a navigation bar with links for 'Articole', 'Creatii', 'Podcast', 'Expo', 'Servicii', and 'Index'. A search bar contains the text 'jameson' and a 'Cauta' button. Below the search bar, there is a red-bordered box containing the following text:

**Istoria brandului JAMESON, cel mai bine vandut whiskey irlandez din lume**

John Jameson s-a nascut pe 5 octombrie 1740 in Scotia, dar asta nu l-a impiedicat sa devina cel mai irlandez dintre irlandezi. Motto-ul familiei Jameson, inca din anii 1500, era "Sine Metu", care inseamna "Fara frica". El se datoreaza curajului demonstrat de membrii familiei Jameson in confruntarile cu piratii, in largul marii. Acest motto l-a inspirat pe John sa se mute la Dublin si sa incerce sa-si castige o reputatie. A te muta la Dublin in anii 1770 pentru a deschide o distilerie de whiskey era similar cu a merge in 1940 in L.A. sa-ti deschizi un studio de film. Irlanda era reputata ca fiind tara in care... [mai mult »](#)

Below the red-bordered box, there is a section titled 'Articole care se refera la JAMESON' with filters for 'Articole' (78), 'Creatii' (51), and 'Podcast' (6). At the bottom, there are two small images: one showing a ship and another showing a bar chart with the number 240 and a speech bubble with the number 169.

**JAMESON**



John [Jameson](#) s-a nascut pe 5 octombrie 1740 in Scotia, dar asta nu l-a impiedicat sa devina cel mai irlandez dintre irlandezi. Motto-ul familiei Jameson, inca din anii 1500, era "Sine Metu", care inseamna "Fara frica". El se datoreaza curajului demonstrat de membrii familiei Jameson in confruntarile cu piratii, in largul marii. Acest motto l-a inspirat pe John sa se mute la Dublin si sa incerce sa-si castige o

## 5. Promotion in social media: Facebook IQads

See: <https://www.facebook.com/IQads/posts/334597549938602>



**IQads** · 118,906 like this.  
30 April 2012 at 11:06 · 🌐

Grolsch, de la experimentul cu doua tipuri de hamei la fabrica ultra moderna.

**Grolsch**  
FOR EXPERIMENTALISTS, SINCE 1665

**Istoria Grolsch - 400 de ani in slujba experimentalistilor**  
www.iqads.ro

De la experimentul cu doua tipuri de hamei la fabrica ultra moderna Secolul XVII a fost revolutionar pentru

Like · Comment · Share 4

👍 12 people like this.

Write a comment... 

7 posts on Facebook IQads (> 120 000 fans)

7 posts on Facebook IQads News (> 15 000 fans)

## 6. Featuring the history in one of the editorial newsletters of IQads

See: <http://www.iqads.ro/newsletters/view/210>

# DESCOPERĂ ISTORIA Grolsch

400 DE ANI ÎN SLUJBA EXPERIMENTALIȘTILOR

f t RSS (Firstname) (Lastname) | 02 Mai 2012

In asteptarea Jocurilor Olimpice 2012, am facut un clasament cu brandurile care concureaza acum pentru un loc pe podiumul publicitatii internationale. Vedeti [aici](#) care sunt cele mai creative branduri care sustin Olimpiada.

In cursa pentru castigarea inimilor publicului creativ, Grolsch, berea oficiala a artelor contemporane, aduce publicului initiative pentru experimentalisti. Descoperiti [aici](#) istoria de 400 de ani a brandului.

Mai departe predau stafeta loanei, care povesteste despre [activarea](#) Politiei Romane in care bocitoarele le plang de mila soferilor chiar inainte sa se urce bauti la volan. Mai departe, tot loana a facut un interviu cu [Vlad Mihaj](#), cel din spatele proiectelor Cutarica.

Cursa pentru [Webby Awards](#) s-a incheiat si Pinterest, Spotify si Google+ au fost printre castigatorii de pe podium. Iar Pepsi intra pe piata publicitatii cu o noua pozitionare si campania globala [Live For Now](#).

Diseara ne vedem la [Creative Combo](#) sa vedem barbati premianti. Pana atunci, nu uitati sa va inregistrati la [Top Talents Romania](#).

### spotLight



#### Cine va urca pe podiumul publicitatii la Jocurile Olimpice din 2012?

Apas "Play", pe fundul rulezei "It's the final countdown" in timp ce numar 87 de zile pana la inceperea Jocurilor Olimpice de la Londra. Pe 18 aprilie BBC anunta ultimele 100 de zile de asteptare pana la cel mai spectaculos eveniment sportiv si totodata sloganul editiei din 2012 a Jocurilor Olimpice: "Inspire a Generation".... [citeste »](#)

### Clipuri TV



#### Skittles - Long beard



#### Irn-Bru - Pinkbomb

[Online](#)

### Istoria Marcilor



#### Istoria Grolsch – 400 de ani in slujba experimentalistilor

De la experimentul cu doua tã puri de hamel la fabrica ultra moderna Secolul al XVII-lea a fost revolutionar pentru stiinta: a devenit secolul introducerii geometriei analitice, logaritmilor si cifrelor arabe, al descoperirii gravitatiei, al inventiei telescopului, microscopului, barometrului si termometrului.... [citeste »](#)

# The budget

The budget varies according to the history's active period:

**3 months: 700 EUR**

**6 months: 1.100 EUR**

**12 months: 1.400 EUR**

The prices do not contain VAT.

**A special bonus for the 1 year package: BrandExpo** – a gallery of the brand's print ads

E.g.: ABSOLUT as seen by artists and fashion designers, <http://www.iqads.ro/articol/27386/absolut-in-viziunea-artistilor-si-a-designerilor-de-moda>

The contractual period is the same with the period during which the presentation is active.

During the active period, all the brand advertising can be updated by sending an email to [creatii@IQads.ro](mailto:creatii@IQads.ro).



## 6 recent examples



**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 inspiration plus a practical tool for the professional development and networking for the people working in the Romanian marcomm industry.**

#publishing



**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 professionals**

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



#events  
#projects



**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.



**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**

Addressing 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.

#services



The best in marcomm events - both work and afterhours.



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.



**10 research studies so far**

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



nielsen



The dedicated recruitment service for marketing.

# Contact

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Publishing: [IQads.ro](http://IQads.ro) | [SMARK.ro](http://SMARK.ro)

Services: [AdJob.ro](http://AdJob.ro) | [Calendar.IQads.ro](http://Calendar.IQads.ro) | [Catalog.IQads.ro](http://Catalog.IQads.ro) | [Research.SMARK.ro](http://Research.SMARK.ro)

Events: [ADfel](http://ADfel) | [AdBreak](http://AdBreak) | [CupaAgentiilor](http://CupaAgentiilor) | [SMARK KnowHow](http://SMARK KnowHow)

Projects: [TheCreator](http://TheCreator)