



**The best in marcomm events
– both work and afterhours**

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, work done by agencies, 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.

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 from the Internet
- 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

The benefits of the service

- The only online product that promotes and keeps track of every important event in the communication industry, from marketing conferences and trainings to ad festivals
- Each event has a description page and a follow-up page that may include multimedia + editorial content
- The event's organizers can boost the visibility of their project by promoting them in the IQads Calendar.
- Listing all upcoming events in the right-side column of IQads, from the day they are posted, until the last day of the event

Presenting and promoting the event

We present the event on a dedicated page

See: <http://www.iqads.ro/calendar/15033/noaptea-devoratorilor-de-publicitate-2013>

We highlight each event in the following ways:

- 1. Promoting the most recent events on IQads's homepage, in the side column**
- 2. Featuring the event in the Calendar section (title, period, place, description)**
See: <http://www.iqads.ro/calendar>
The event's calendar entry will remain visible even after it expires.
- 3. Promoting the event in social media:**
1 post on IQads News Facebook account (> 15 000 fans)

The page dedicated to the event

See: <http://www.iqads.ro/calendar/15033/noaptea-devoratorilor-de-publicitate-2013>



Noaptea Devoratorilor de Publicitate 2013

Like 3 Tweet 1 Share

Start: 2013-11-15

End: 2013-11-16

Cand: 15 - 16 noiembrie

Unde: Cinema Patria

Detalii: In 2013, [Noaptea Devoratorilor de Publicitate](#) va fi campul de lupta al zombiilor. Doua zile sunt dedicate spectacolului, programul fiind acelasi atat pentru ziua de 15 noiembrie, cat si pentru ziua de 16 noiembrie. Mihai Bobonete de la Cafe Deko si DJ&Producer Mongol vor deschide show-ul, completat de happening-uri, experiente augmented reality, concursuri si alte surprize.



Adauga un eveniment

AdJob

- 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. Promoting the most recent events on IQads's homepage

The screenshot displays the IQads homepage with a blue header containing the logo and navigation links: Articole, Creatii, Podcast, Expo, Servicii, Index. On the right, there are search and RSS icons and a user profile picture. The main content area is divided into several sections:

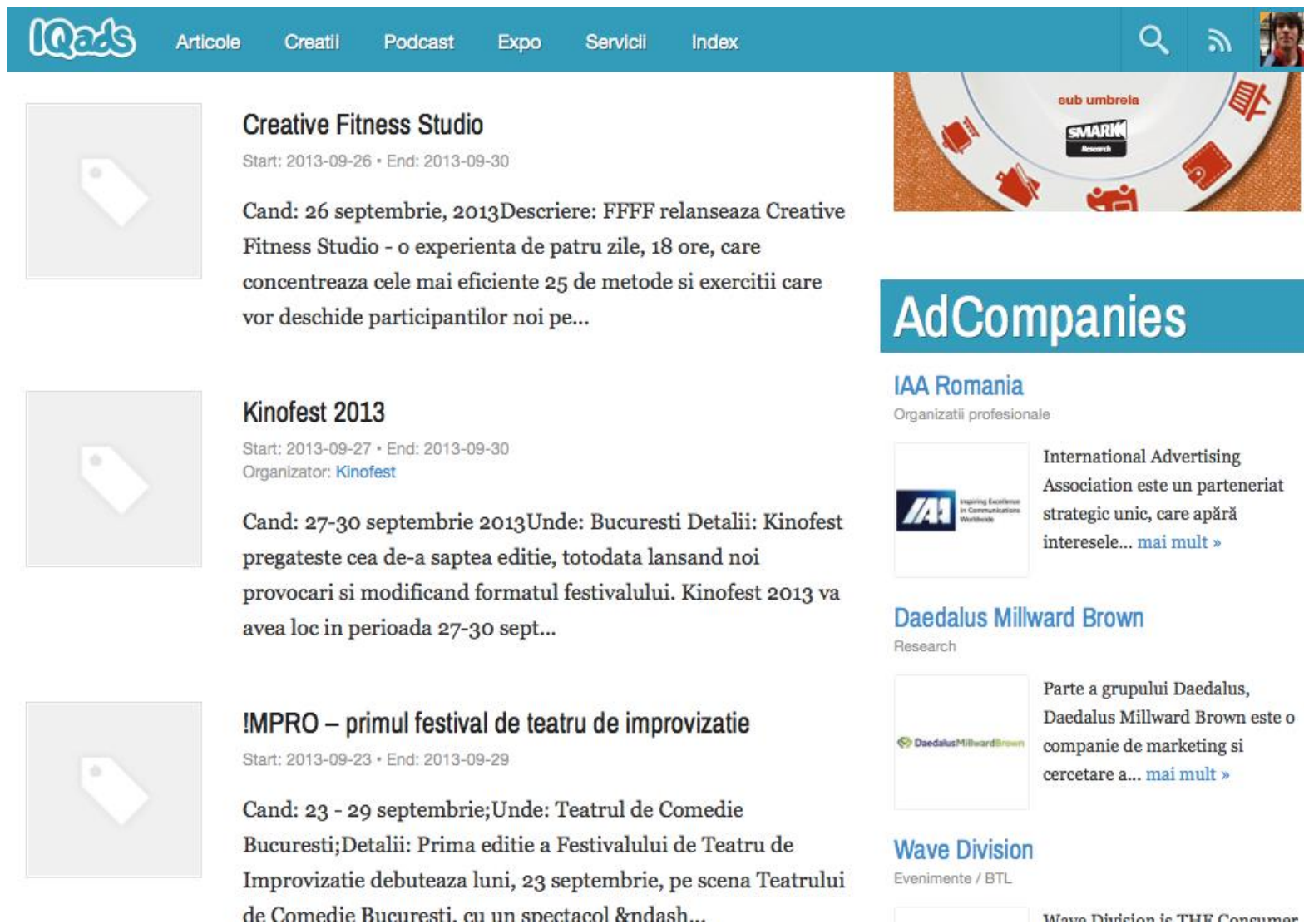
- Spotted**: Two featured articles. The first shows two men in a showroom with the caption "Barbat scapat singur la showroom isi aduce aminte ca are o sotie". The second shows a desk with a "MECHANICAL DESK" sign and the caption "Bfdat youfur dafgtily grgind".
- SpotLight**: An article titled "Cei mai aprigi barbati romani din reclamele anului 2013" featuring three images of men.
- Interviuri**: An article titled "Da' pe Varu' cine-l rezolva?" featuring an image of a man in a tuxedo holding a card that says "VARU TE REZOLVA".
- Calendar IQads**: A highlighted section for "29.10 BUZZICamp 10" with a "Vezi mai multe »" button.
- Catalog IQads**: A grid of service categories including 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.

At the bottom right, there is a "calendar IQads" logo.

2. Featuring the event in the Calendar section

See: <http://www.igads.ro/calendar>

The event's calendar entry will remain visible even after it expires.



The screenshot shows the IQads website interface. The top navigation bar includes the IQads logo and menu items: Articole, Creatii, Podcast, Expo, Servicii, and Index. There are also search and RSS icons, and a user profile picture. The main content area displays three event listings, each with a placeholder image (a tag icon) and the following details:

- Creative Fitness Studio**
Start: 2013-09-26 • End: 2013-09-30
Cand: 26 septembrie, 2013
Descriere: FFFF relanseaza Creative Fitness Studio - o experienta de patru zile, 18 ore, care concentreaza cele mai eficiente 25 de metode si exercitii care vor deschide participantilor noi pe...
- Kinofest 2013**
Start: 2013-09-27 • End: 2013-09-30
Organizator: Kinofest
Cand: 27-30 septembrie 2013
Unde: Bucuresti
Detalii: Kinofest pregateste cea de-a saptea editie, totodata lansand noi provocari si modificand formatul festivalului. Kinofest 2013 va avea loc in perioada 27-30 sept...
- IMPRO – primul festival de teatru de improvizatie**
Start: 2013-09-23 • End: 2013-09-29
Cand: 23 - 29 septembrie;
Unde: Teatrul de Comedie Bucuresti;
Detalii: Prima editie a Festivalului de Teatru de Improvizatie debuteaza luni, 23 septembrie, pe scena Teatrului de Comedie Bucuresti. cu un spectacol &ndash...

On the right side of the screenshot, there is an advertisement for AdCompanies. The ad features a blue header with the text "AdCompanies" and a sub-header "IAA Romania". Below this, it says "Organizatii profesionale" and includes the IAA Romania logo with the tagline "Inspiring Excellence in Communications Worldwide". The ad text describes the International Advertising Association as a strategic partnership and includes a "mai mult »" link. Below the ad, there are partial views of other advertisements for "Daedalus Millward Brown" and "Wave Division".

3. Promoting the event in social media: Facebook IQads News

The screenshot shows the Facebook interface for the 'IQads News' page. At the top, there's a search bar and navigation links. The main content area features a post from 'IQads News' shared 2 seconds ago. The post text reads: 'Doua zile dedicate spectacolului publicitatii: happening-uri, experiente augmented reality, concursuri si alte surprize.' Below the text is a promotional image for 'Noaptea Devoratorilor de Publicitate 2013' with details: 'Cand: 15 - 16 noiembrie Unde: Cinema Patria' and 'Detalii: In 2013, Noaptea Devoratorilor de Publicitate va fi campul de lupta al zombilor. Doua zile sunt dedicate spectacolului, programul fiind'. To the right of the post, there's a section for '41 Friends' who like the page, with a list of names like Laura Ionescu, Andrei Kaigorodov, and Anca Tita, each with an 'Invite' button. Below that, there's a 'Recent Posts by Others on IQads News' section showing posts by 'Dumitru Mihai' with video links. The right sidebar contains a 'Create Page' button and a 'Recent' section with years 2013, 2012, 2011, and 'Founded'.

1 post on Facebook IQads News (> 15 000 fans)

The budget

200 EUR / event + VAT

The events will have the following information structure:

- When
- Where
- Details

The events remain visible in the Calendar section, even after they end.

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.

click any logo for more info

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Publishing: [IQads.ro](#) | [SMARK.ro](#)

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

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

Projects: [TheCreator](#)