



**Promoting the companies that offer services for  
the creative industries and other related fields**

# About IQads

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

## **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.

# 22 domains in The IQads Catalogue

branding, design, packaging

online communication

marketing consultancy

web development

events / BTL

direct marketing

media

media monitoring

mobile marketing

professional associations

PR

audio production

photo production

advertising production

video production

indoor advertising

unconventional advertising

outdoor advertising

advertising

digital media agencies

research

publishing house

# Presenting and promoting the company

**We present the company on a dedicated page:** portfolio, clients, contact etc.

See: <http://www.iqads.ro/catalog/13802/prezentarea-casei-de-productie-reload-film>

**We promote each company's page in the following ways:**

1. Random promoting Catalogue active companies on IQads's homepage, in the right-hand side column

2. Listing all active presentations (title, domain, first words) in the IQads Catalogue section

See: <http://www.iqads.ro/catalog>

3. Listing all active presentations (title, first words) in the domain's subsection

See: <http://www.iqads.ro/domeniu/productie-publicitara>

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

See: <http://www.smark.ro/articol/27916/studiu-tinerii-din-romania-diferente-din-ce-in-ce-mai-mici-intre-urban-si-rural>

5. Link with a special pop-up box on all pages dedicated to creative work where the company is featured

See: <http://www.iqads.ro/creatie/15782/iqads-totul-despre-publicitate-refuz>

6. Promotion in social media:

See: <https://www.facebook.com/SMARK.ro/posts/757557850938818>

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

3 posts, approximately, on Facebook SMARK (> 8 000 fans)

7. Featuring the page in one issue of IQads's editorial newsletter (>20 000 active subscribers)

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

# The page dedicated to presenting the company


See: <http://www.igads.ro/catalog/13802/prezentarea-casei-de-productie-reload-film>

**IQads** Articole Creatii Podcast Expo Servicii Index

Adauga prezentare de companie

## Prezentarea casei de productie Reload Film

Like Tweet Share




Reload Film

Infintata la inceputul anului 2005, Reload Film este o casa de productie full service ce ofera servicii si solutii complete de productie pentru advertising, film artistic.

A devenit in scurt timp una din casele de productie importante de pe piata de advertising din Romania avand o echipa de producatori experimentati pe piata de film si reclame de peste 16 ani.

Apreciem si sprijinim creativitatea, eforturile noastre fiind intotdeauna de a maximiza valoarea de productie, in orice conditii de buget.

**O parte dintre clientii si brandurile pentru care am lucrat pana in prezent:**  
Allianz, Coca-Cola, Mol, Discovery Channel, Cosmote, Dove, Holsten Beer, Maggi, Kraft Foods, ING Bank, Lu, Nokian Tyres, Alpha Bank, Skol Beer, Nissan, Sprite, Carlsber Beer, Silver Boats, Renault, QFort, WWF, Timisoreana Beer, Romexterra Bank, Dacia, European Drinks, Tuborg Beer, Reckitt Benckiser, Energy Holding.




Sursa: Reload Film - Advertising Reel de la IQads

Like Tweet

### 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 »



# 1. Promoting Catalogue companies on the homepage of IQads

[Articole](#) [Creatii](#) [Podcast](#) [Expo](#) [Servicii](#) [Index](#)   

Juriul a fost prezidat de Marco Cremona (Executive Creative Director, Y&R Moscova): "In primul rand, as vrea sa multumesc ADC Romania pentru invitatia de a conduce juriul de anul acesta, a fost o reala onoare si bucurie sa ma aflu aici, am cunoscut multi creativi talentati si am vazut cateva lucrari foarte, foarte bune. Mai mult, cred ca am inteles secretul creativitatii romanesti: pasiunea. M-am gasit in centrul unor dezbateri pasionate, dar constructive, si am vazut multa energie in aceasta industrie". Un interviu in care comenteaza lucrarile jurizate gasiti [aici](#).

**2013 vs 2012 in cifre:** Anul acesta au fost inscrise 115 lucrari de la 30 de agentii si au fost oferite 43 de premii pentru 20 de agentii. La editia anterioara au fost inscrise 109 lucrari de la 24 de agentii si au fost oferite 41 de premii pentru 14 agentii.

**Agentiile care au inregistrat lucrari la a doua editie ADC\*RO Awards sunt:** 23 Communication Ideas, 2ActivePR, IQads, BORTUN • OLTEANU , [BrandUP](#) Interactive, Digital Star, Draftfcb Romania, eJobs Group, Friends Advertising, [Geometry Global](#), GMP Advertising&Webstyler, GolinHarris, Green Pixel Interactive, Jazz Communication, Kinecto International, Lowe & Partners (impreuna cu Mobile Works si BNP), McCann PR, Mercury360 Communications, MINDSHARE MEDIA (impreuna cu Wunderman Romania), Next Advertising, Nicola Porter Novelli, Papaya Advertising, People Public Relationships Agency, Propaganda & V8, Publicis Romania, Rogalski Damaschin Public Relations, Rusu+Bortun Brand Growers, SENIORHYPER (impreuna cu Initiative Media), The Geeks si THE PRACTICE Romania.

## Companii din Catalog IQads

### Optical Disc Solutions [ODS]

Productie publicitara



Optical Disc Solutions a fost lansata in 2006, fiind singura fabrica de multiplicare industriala... [mai mult >](#)

### Headvertising

Publicitate



Fondata acum 11 ani, Headvertising a fost prima agentie specializata strict in creatie din... [mai mult >](#)

### ISRA Center Marketing Research

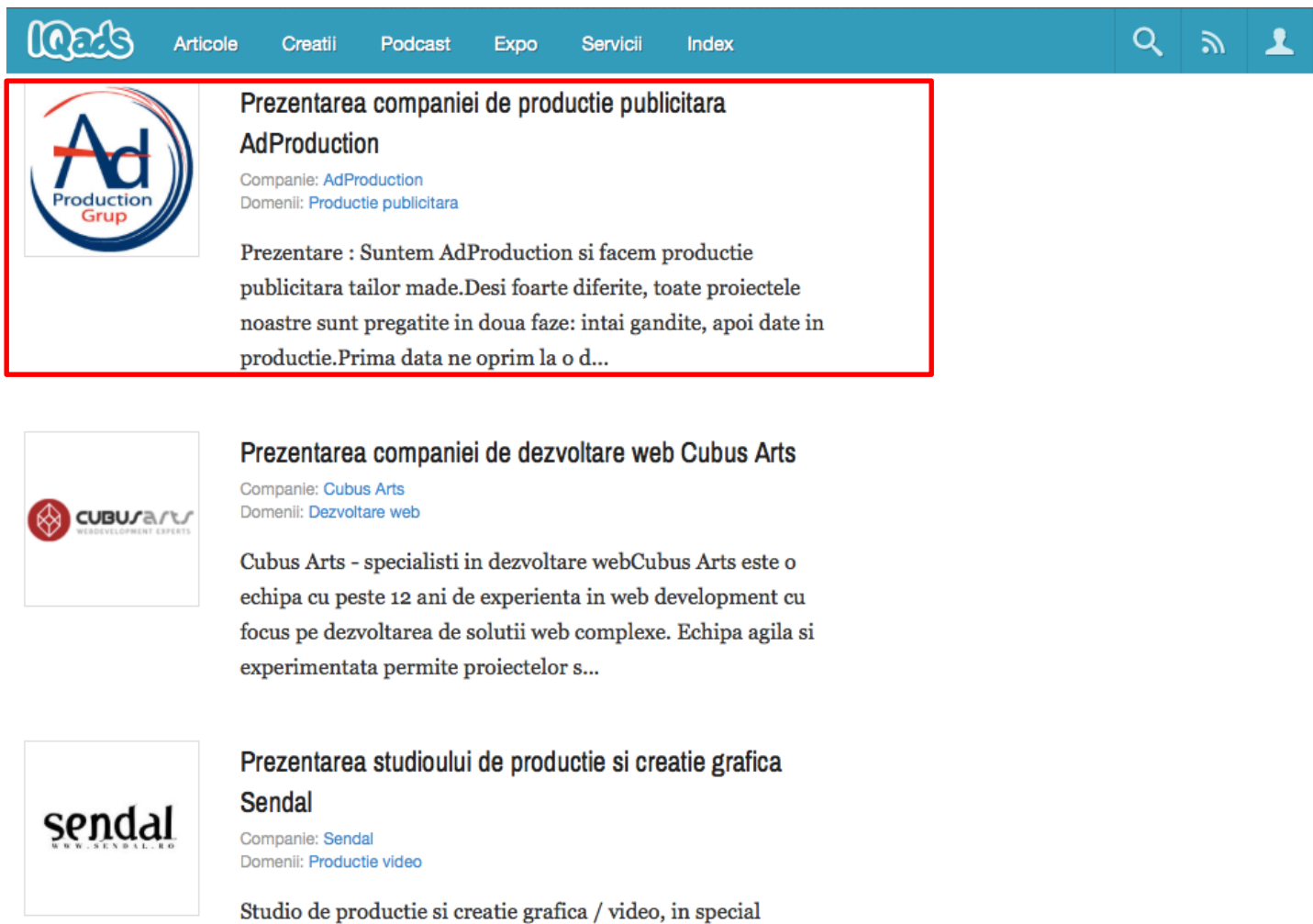
Research



ISRA Center isi ajuta clientii in luarea celor mai bune decizii, conectand, prin intermediul... [mai mult >](#)

## 2. Listing the company in the IQads Catalogue section

See: <http://www.iqads.ro/catalog>



The screenshot shows the IQads website's catalogue section. The navigation bar at the top includes the IQads logo and links for Articole, Creatii, Podcast, Expo, Servicii, and Index. There are also icons for search, RSS, and a user profile. The main content area displays three company listings, each with a logo, a title, company and domain information, and a brief description.

**IQads** Articole Creatii Podcast Expo Servicii Index

**AdProduction**  
Companie: [AdProduction](#)  
Domenii: [Productie publicitara](#)

Prezentare : Suntem AdProduction si facem productie publicitara tailor made. Desi foarte diferite, toate proiectele noastre sunt pregatite in doua faze: intai gandite, apoi date in productie. Prima data ne oprim la o d...

**Cubus Arts**  
Companie: [Cubus Arts](#)  
Domenii: [Dezvoltare web](#)

Cubus Arts - specialisti in dezvoltare web. Cubus Arts este o echipa cu peste 12 ani de experienta in web development cu focus pe dezvoltarea de solutii web complexe. Echipa agila si experimentata permite proiectelor s...

**Sendal**  
Companie: [Sendal](#)  
Domenii: [Productie video](#)

Studio de productie si creatie grafica / video, in special

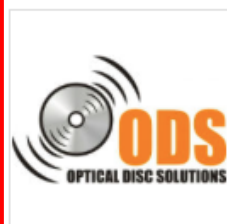


## 3. Listing the company in the subsection of the domain

See: <http://www.iqads.ro/domeniu/productie-publicitara>



### Productie publicitara



#### Prezentarea companiei de productie publicitara Optical Disc Solutions

Companie: [Optical Disc Solutions \[ODS\]](#)

Optical Disc Solutions a fost lansata in 2006, fiind singura fabrica de multiplicare industriala de discuri optice din Romania. Dupa o perioada de crestere a capacitatii de productie si a dezvoltarii de servicii si a...



#### Prezentarea companiei de productie publicitara AdProduction

Companie: [AdProduction](#)

Prezentare : Suntem AdProduction si facem productie publicitara tailor made.Desi foarte diferite, toate proiectele noastre sunt pregatite in doua faze: intai gandite, apoi date in productie.Prima data ne oprim la o d...

### AdJob

- [Echipa DDB Romania cauta coleg Graphic Designer](#)
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- [Account Executive pentru FRANK](#)
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- [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 »](#)



# 4. Special link in all IQads and SMARK materials about the brand

See: <http://www.smark.ro/articol/27916/studiu-tinerii-din-romania-diferente-din-ce-in-ce-mai-mici-intre-urban-si-rural>



## STUDIU: Tinerii din Romania - diferente din ce in ce mai mici intre urban si rural

Diana Bercu Stiri 14 Nov., 18:46 PM



■ ■ ■

fata de evolutia economica. Tinerii din mediul rural sunt mai pesimisti decat cei din mediul urban in ceea ce priveste evolutia veniturilor. Desi o mare parte dintre acestia (44%) considera ca venitul lor va creste, peste jumatate considera ca fie va ramane neschimbat fie va inregistra o scadere. Tinerii din mediul rural sunt mai pesimisti decat cei din mediul urban in ceea ce priveste evolutia veniturilor. Desi o mare parte dintre acestia (44%) considera ca venitul lor va creste, peste jumatate considera ca fie va ramane neschimbat fie va inregistra o scadere.

Youth Monitoreste o initiativa demarata in 2011 in parteneriat de Brennan Research & Consultants si [Quantix Marketing Consulting](#).





### Quantix Marketing Consulting

Quantix Marketing Consulting este o companie de consultanta, cu focus pe cercetarea pietei si pe marketing strategic. Printre serviciile care apar in portofoliul Quantix Marketing Consulting se...

[vezi detalii >](#)

- Companii de productie audio
- Companii de productie foto
- Companii de productie publicitara
- Companii de productie video
- Companii de publicitate indoor
- Companii de publicitate neconventionala
- Companii de publicitate outdoor
- Companii de research
- Organizatii profesionale
- Regii de publicitate
- Tipografii

Esential

Branduri **Youth Monitor**

Companii **Brennan Research & Consu**



# 5. Special link on all creative works

See: <http://www.iqads.ro/creatie/15782/iqads-totul-despre-publicitate-refuz>


**IQads**   Articole   Creatii   Podcast   Expo   Servicii   Index

Articole   Creatii   Podcast   Expo   Servicii   Index

## IQads - Totul despre publicitate - Refuz

Clipuri TV

[f Like](#) 640   [t Tweet](#) 4   [in Share](#)   [Pin it](#)



`<iframe width="400" height="300" src="http://www.iqads.ro/ads/embed/15782" frameborder="no">  
</iframe>`

■ ■ ■


**Casa de productie:** [Reload Film](#)

**DOP:** Marius Ivascu

**Producator Reload**

**Producator executiv**

**Post-productie Reload**



**Reload Film**  
Infiintata la inceputul anului 2005, Reload Film este o casa de productie full service ce ofera servicii si solutii complete de productie pentru advertising, film artistic. A devenit in scurt... [vezi detalii >](#)


**Regizor:** Liviu David

[f Like](#) 640   [t Tweet](#) 4   [in Share](#)   [Pin it](#)

### AdJob

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[Vezi mai multe >](#)



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### Optical Disc Solutions [ODS]


Companii de productie publicitara




Optical Disc Solutions a fost lansata in 2006, fiind singura fabrica de multiplicare industriala... [mai mult >](#)

### BrandAffair

Agentii de publicitate

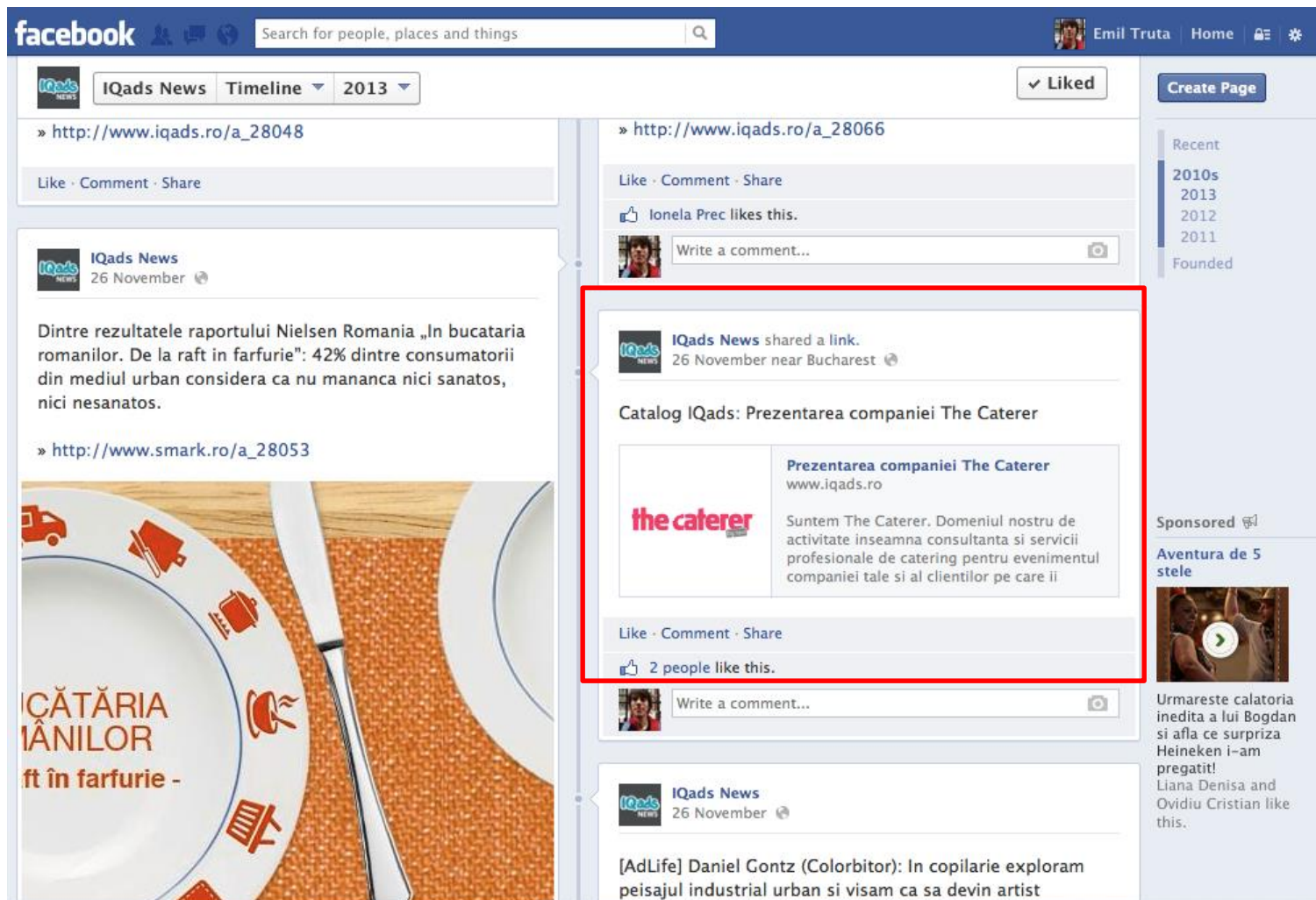


Brandaffair este o agentie de publicitate full-service cu capital integral romanesc infiintata... [mai mult >](#)



# 6a. Promotion in social media: Facebook IQads News

See: <https://www.facebook.com/IQads.ro/posts/740579425955504>



The screenshot shows a Facebook interface with the following elements:

- Page Header:** Facebook logo, search bar, user profile (Emil Truta), and navigation links (Home, etc.).
- Page Navigation:** IQads News logo, Timeline dropdown, and year selector (2013).
- Post 1 (Left):** A link to [http://www.iqads.ro/a\\_28048](http://www.iqads.ro/a_28048) with interaction options (Like, Comment, Share).
- Post 2 (Left):** A text post from IQads News dated 26 November. The text reads: "Dintre rezultatele raportului Nielsen Romania „In bucataria romanilor. De la raft in farfurie”: 42% dintre consumatori din mediul urban considera ca nu mananca nici sanatos, nici nesanatos." Below the text is a link to [http://www.smark.ro/a\\_28053](http://www.smark.ro/a_28053) and an image of a plate with icons and the text "CĂTĂRIA IĂNILOR ft în farfurie -".
- Post 3 (Center, highlighted with a red border):** A link post from IQads News dated 26 November near Bucharest. The link is titled "Catalog IQads: Prezentarea companiei The Caterer". The link preview includes the logo for "the caterer" and the text: "Prezentarea companiei The Caterer www.iqads.ro Suntem The Caterer. Domeniul nostru de activitate inseamna consultanta si servicii profesionale de catering pentru evenimentul companiei tale si al clientilor pe care ii". Below the preview are interaction options (Like, Comment, Share) and a comment box.
- Post 4 (Bottom):** A link post from IQads News dated 26 November with the text: "[AdLife] Daniel Gontz (Colorbitor): In copilarie exploram peisajul industrial urban si visam ca sa devin artist".
- Right Sidebar:** Includes a "Create Page" button, a "Recent" section with years 2010s, 2013, 2012, 2011, and "Founded", and a "Sponsored" section with an advertisement for "Aventura de 5 stele" featuring a photo of a person and the text: "Urmareste calatoria inedita a lui Bogdan si afla ce surpriza Heineken i-am pregatit! Liana Denisa and Ovidiu Cristian like this."

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

# 6b. Promotion in social media: Facebook SMARK

See: <https://www.facebook.com/SMARK.ro/posts/757557850938818>

facebook Search for people, places and things Emil Truta Home

You are posting, commenting and liking as Emil Truta — Change to SMARK

SMARK Timeline Recent Admin Panel Promote Page

Post Photo / Video Write something...

SMARK shared a link. 6 seconds ago

Catalog IQads: Prezentarea companiei de productie publicitara AdProduction

 **Prezentarea companiei de productie publicitara AdProduction**  
www.iqads.ro

Prezentare : Suntem AdProduction si facem productie publicitara tailor made.Desi foarte diferite, toate proiectele noastre sunt

Like · Comment · Share Boost Post

SMARK 15 minutes ago

Cresterea preturilor este principalul factor generator de stres in Romania.

» [http://www.smark.ro/a\\_28184](http://www.smark.ro/a_28184)

78 Friends Like SMARK

Invite Your Friends to Like this Page See All

Type a friend's name... Invite

Alex Yvan Invite x

Tiberiu-Mihail Cimpoeru Invite x

Catalina Sofan Invite x

Recent Posts by Others on SMARK See All

**The Practice Romania**  
Monica Jitariuc a vorbit azi la Brand Activation Strat...  
32 1 · 28 November at 20:47

**Monica Jitariuc**  
Ne vedem azi la Brand Activation Strategy by SMAR...  
21 2 · 28 November at 10:51

**Dana Nae Popa**  
Multumesc SMARK pentru un super eveniment. Ma ...  
14 · 27 November at 19:26

Dobrinca Emanuel

3 posts, on average, on Facebook SMARK (> 8 000 fans)

## 7. Featuring the page in IQads's editorial newsletter

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



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

Noi am inceput sa ne ferim 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 [trailererele 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.

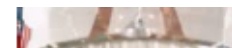
Iar ca sa fim fericiti si la job, o agentie canadiana a creat un kit care ne ajuta sa facem [studii de caz perfecte](#).

■ ■ ■

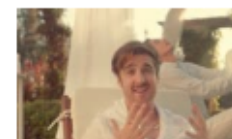
### Catalog IQads

#### Prezentarea agentiei de publicitate online Webdigital

Ce este si ce face Webdigital? Webdigital este agentia de marketing online care protejeaza investitia clientilor sai in campaniile de Pay per Click Marketing, utilizand motorul de cautare Google, Facebook, LinkedIn si reseaua de website-uri partenere Google. Agentia specializata in PPC Marketing isi propune sa vada lucrurile... [citeste »](#)



Touch, YASA -  
Whistle and drive





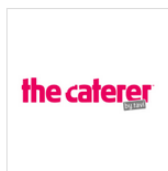
# Company featured in the Catalogue vs. a company not featured (1)

See: <http://www.iqads.ro/domeniu/evenimente-btl>

The screenshot shows the IQads website header with navigation links: Articole, Creatii, Podcast, Expo, Servicii, Index. The main content area features a report titled "Cine sunt românii care susțin economia românească?" with a sub-header "Află din FINDING THE MIDDLE CLASS". The report is attributed to eResearch Corp and is part of a series under the SMARINK Research umbrella. The report is categorized under "Agentii de evenimente / BTL".

## Companies that are featured in the Catalogue.

### Agentii de evenimente / BTL



#### Prezentarea companiei The Caterer

Companie: The Caterer

Suntem The Caterer. Domeniul nostru de activitate inseamna consultanta si servicii profesionale de catering pentru evenimentul companiei tale si al clientilor pe care ii reprezinti. Ce facem? Livram nu doar meniuri de...



#### Prezentarea companiei Wave Division

Companie: Wave Division

Wave Division is THE Consumer Engagement Agency. We Inspire, Connect and Engage since 2000 Suntem cea mai mare agentie de consumer engagement din Romania, cu o activitate de peste 13 ani si o retea dezvoltata in 70 de...

## AdJob

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- Armada cauta Art Director
- Viral Marketing Manager@4PSA
- International Content Marketing Agency is looking for a Romanian/English-Speaking Social Media /Brand Manager

## Companies that are not featured.

### Agentii de evenimente / BTL mentionate in IQads

- |                                      |                                      |
|--------------------------------------|--------------------------------------|
| <a href="#">360Revolution</a>        | <a href="#">Men in Black</a>         |
| <a href="#">3C Events</a>            | <a href="#">Music Promotion</a>      |
| <a href="#">Anamnesis</a>            | <a href="#">N-TRANCE MEDIA</a>       |
| <a href="#">ARBOevents</a>           | <a href="#">Omnibrand</a>            |
| <a href="#">Atelier Image</a>        | <a href="#">OneDay</a>               |
| <a href="#">Bring the Noise</a>      | <a href="#">Parada Events</a>        |
| <a href="#">Casa de Traduceri</a>    | <a href="#">Pastel Age</a>           |
| <a href="#">City Events</a>          | <a href="#">Pepper Communication</a> |
| <a href="#">East European Events</a> | <a href="#">Propaganda Live</a>      |
| <a href="#">Facitrom Events</a>      | <a href="#">Dreager</a>              |

# Company featured in the Catalogue vs. a company not featured (2)

See: <http://www.igads.ro/articol/28136/43-de-premii-oferite-la-a-doua-editie-adc-ro-awards>

The screenshot shows the top navigation bar of the IQads website with links for 'Articole', 'Creatii', 'Podcast', 'Expo', 'Servicii', and 'Index'. The article title is '43 de premii oferite la a doua editie ADC\*RO Awards' by Sonia Ardelean, dated 03 Dec., 12:00 PM. It includes social media sharing buttons for Facebook (5 likes), Twitter (0 tweets), and LinkedIn. A photo of an award certificate is visible, and a list of job openings is on the right.

Agentiile care au inregistrat lucrari la a doua editie ADC\*RO Awards sunt: 23

Communication Ideas, 2ActivePR, IQads, BORTUN - OLTEANU

, BrandUP Interactive, Digital Star, Draftfc Romania, eJobs Group, Friends

**BrandUP**  
BrandUP - Blending art and technology Tehnologia este cea care face diferenta. Designul se vinde singur. Avem o abilitate innascuta in dezvoltarea tehnologiilor de ultima ora, colaboram cu...  
[vezi detalii >](#)

Romania.

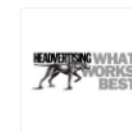
Printre agentii care au lucrat premii la festivaluri internationale si nu au inregistrat

## AdJob

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- Tribal Worldwide Romania cauta programator

## Headvertising

Publicitate



Fondata acum 11 ani, Headvertising a fost prima agentie specializata strict in creatie din... [mai mult >](#)

## ISRA Center Marketing Research

Research



Only companies that are featured in the Catalogue will have a special link in all articles where they are mentioned.



# The budget

The prices vary according to the number of months during which the profile is active on IQads, the rest of the terms remaining the same:

- **300 EUR / 3 months**
- **550 EUR / 6 months**
- **800 EUR / 12 months**

The prices do not include VAT.

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

During the active period, all the work in the company's portfolio can be updated by sending an email to [creatii@IQads.ro](mailto:creatii@IQads.ro).

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:



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