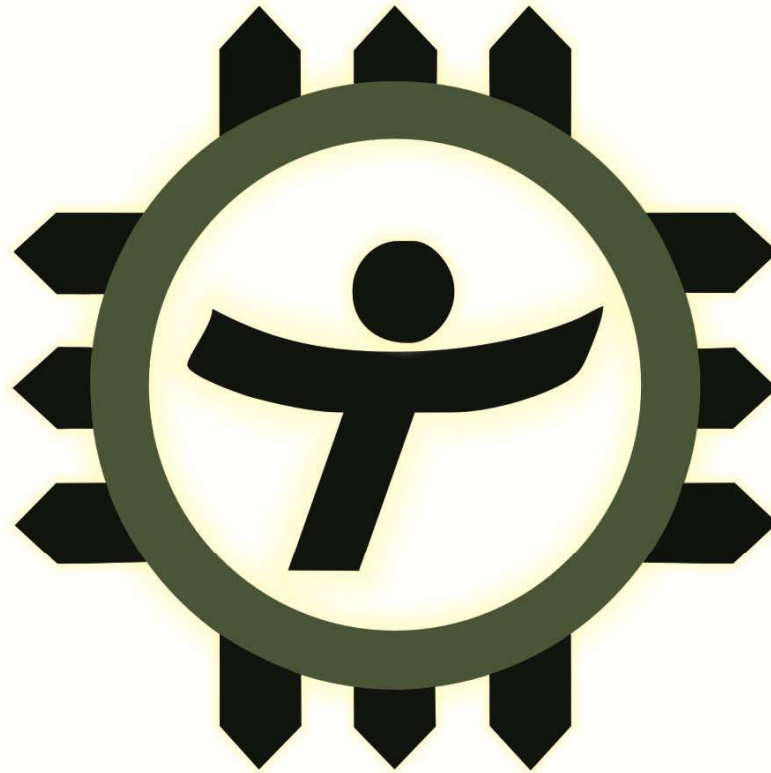


Total Comunicare # company profile

TLLCom.ro



**T o t a l
Comunicare**

WHO WE ARE



TotaL Comunicare (TLC) is an outdoor media total outsourcer for direct clients and advertising agencies in Romania.

TLC was launched in 2002 as a consequence of the fact that Romanian advertising market asked for independent specialized companies able to offer a full range of services on outdoor advertising field, for better prices.

TLC is offering services of a team composed by very experienced and in the meantime enthusiastic people, pioneers of the outdoor advertising industry on Romanian market in early 90's.

WHAT WE DO

Our goal is to supply our customers (direct clients & advertising agencies) with a range of integrated services on OOH field:

- strategy
- efficient planning & buying
- quality posters production (digital print on wide formats, finishing posters, expedition to the location and distribution of posters)
- accurate poster displaying
- monitoring
- maintenance
- post-campaign evaluation



WHAT WE DO

Strategy

Proposals are oriented based on each p/s/b (products/services/benefits) specific: as outdoor advertising is generally recommended especially for mass products, it is also one of the best solutions for very oriented or niche products, due to its facility to be fully exposed 24/7, in key locations.

Planning & buying

Is made based first on quality criteria, positions and specific of each OOH support, taking into account impact and visibility, location place and quality, in order to offer a coherent and homogenous image of the p/s advertised, excluding any arbitrary or subjective reason or trespass.

Posters production

Is made at high quality on the best digital printing on large formats machines, benefiting of the most competitive prices.

WHAT WE DO

Poster displaying

- made by professional climbers teams
- strictly surveyed on cross/repetitive monitoring waves.

Monitoring

- realized based on most recent standards in domain.

Maintenance

- ensured by continuous correspondences with each supplier
- based on monitoring reports each damage is surveyed and avert in the shortest time.
- there are applied penalties for damages not repaired in time due to supplier's fault

OUTDOOR MONITORING

Based on monitoring reports, the advertiser may control the campaign in order to avoid/repair damages.

The main goals achieved by outdoor monitoring services are drawing attention to a large range of unfavourable situations that may occur on the field, such as:

- Billboard not posted / posted inappropriately
- Damaged panels/posters, broken/dirty glass, unstuck/ waved / torn poster etc.
- Billboard badly illuminated / inappropriately maintained
- Lack of neutralization
- Absence of billboard

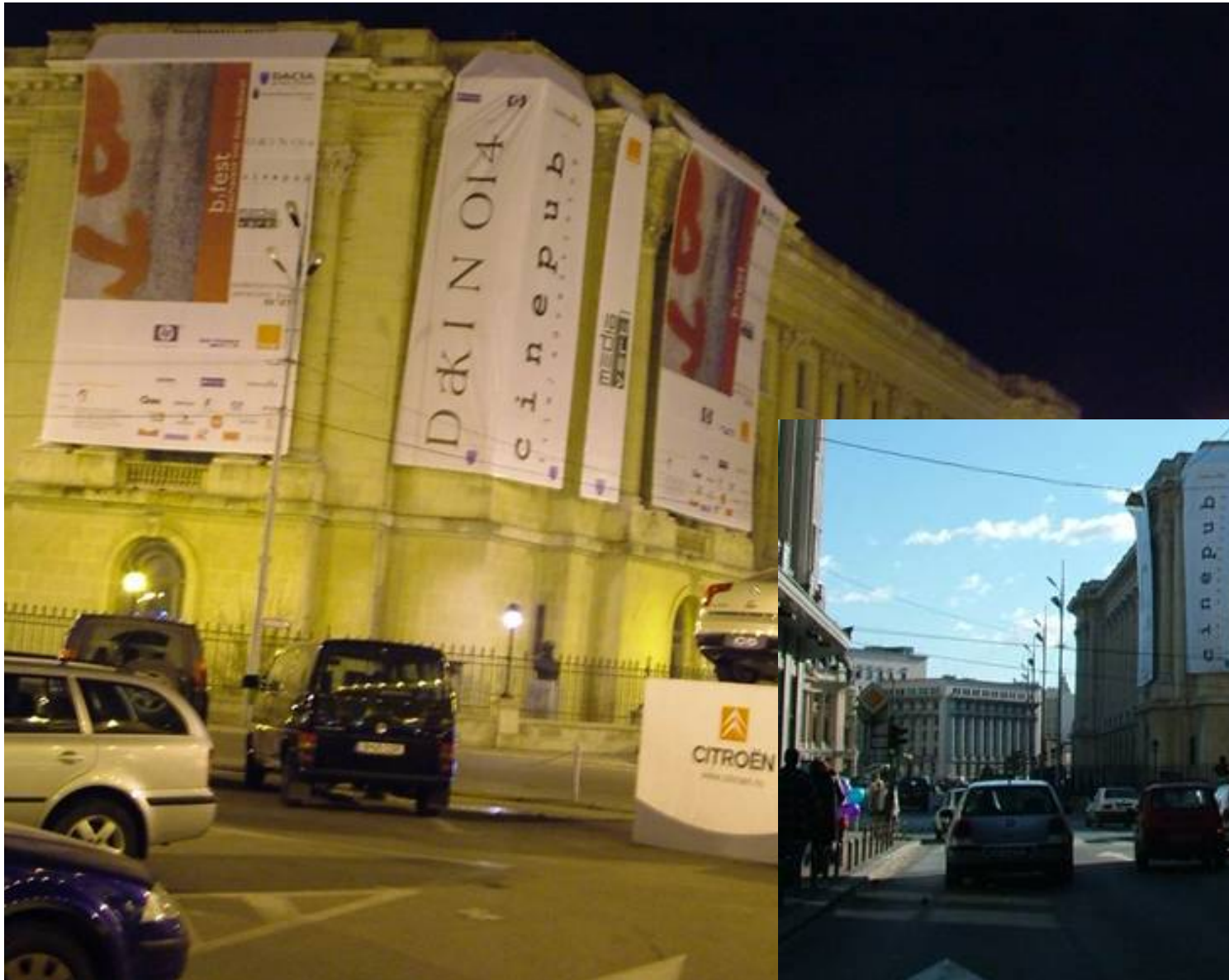


backlit "Piata Presei" nov. 2013

OOH MEDIA STRENGTHS

- 24 hours per day exposure / 7 days per week
- Allows geographical target control & geographical target personalization
- High affordability, high reach and frequency if properly planned, high advertising elasticity to sales ratio
- Large variety of supports
- Best sustainer of any other traditional ATL channel in the media mix
- Maintaining brand awareness
- Best price comparing with other traditional media (TV, radio, press) – OOH has the lowest CPT
- Reminder for BTL campaigns
- Geographical targeting
- Sustainer for large reach media (TV, central newspapers, national coverage radio networks)
- Price promotion campaigns

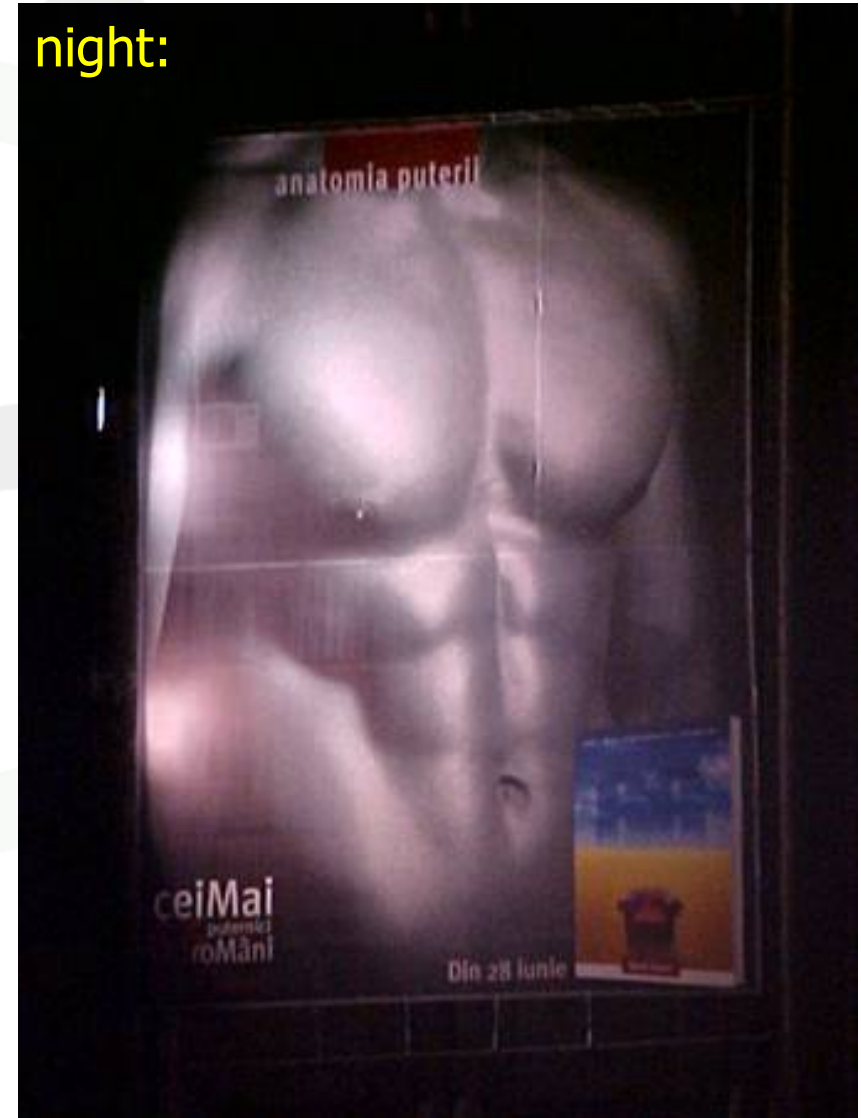
our projects: Royal Palace "dressed" in MESH



our projects: HUGE PRISMA @ Băneasa Shopping



our projects: MESH @ Piața Romană/ASE



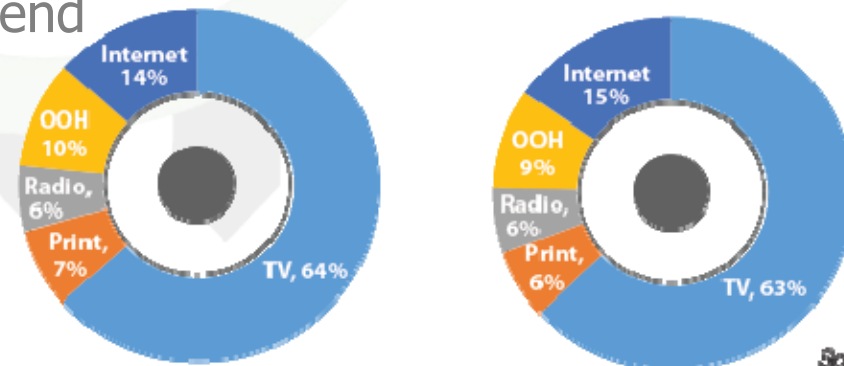
our projects: "3D" BACKLITS @ Royal Palace Plaza



ROMANIAN OUTDOOR MEDIA MARKET

- market volume in 2013 (revenues): EUR28M (-4% 2013 vs. 2012)
- estimated market volume in 2014: approx. ~EUR27M (-2% vs. 2013)
- about 12000 boards around the country
- over 60 board owners
- 4 major board owners representing ~66% of the market volume
- about 100 major clients using OOH media
 - about 50 media shops selling OOH media frequently
- approx. 10% share/net AD spend

Market share in 2012 & 2013 (net ad spend by medium)



Source Initiative

Total Comunicare campaigns:

- we are working both with “direct clients” & advertising agencies
- national & local campaigns
- available campaigns also in old Romanian lands now abroad (*Bassarabia, Cadrilater* and *Bucovina*)
- most campaigns are developed especially in Bucharest and Top5 or Top10 cities
- greatest campaign developed and fully coordinated by us was also one of the biggest Romanian outdoor campaign, in 2009 October-December presidential runs for *GMP Advertising*: **over 2500 different billboards (over 15% of ALL Romanian OOH boards)**
- last big campaign: *Legea Bucureștiului* (20April-10June 2011) on 340 boards, 4 flights with 10 different visuals, more than 600 posters printed also for *GMP/MAP România*.

OUR CLIENTS



- abplus / CAMEX (Iași)
- ACOM Grup
- AdPharma - Sensiblu
- Alexandrion
- AMI/A&M International
- BaniNoștri
- BiFEST/Cinepub/TIFF
- Bricostore
- CALOR (Laicatul Ortodox Român)
- Canon CEE GmbH. (categoria "țepari")
- CEG Romania
- Romfracht & Chazelles – cheminée
- DaKINO festival
- Delaco/DDS
- Generic Audiovizual - GAV|balkanski.proiect
- GMP Advertising
- Grădina de Sud/A.D.P.P. 4
- Grey București / Mediacom
- HDD GmbH. Düsseldorf – Hakuhodo
- Headvertising
- HVB Bank România (now Unicredit)
- iMagic Advertising/Altrans SB
- IMS - International Media Shop
- Interhome
- Itsy Bitsy Radio
- Adviser & J'Info Tours (categoria "țepari")
- Jolie Ville (MALL)
- KingSturge/JLLS
- KYOCERA / mita (The Netherlands)
- MediaHub/iLink
- MediaON/BaniiNoștri
- Metropolis/La Strada Film
- Neoset mobila
- Optimedia/FOCUS/Publicis
- OTP Bank
- PDL -Partidul Democrat Liberal
- Partidul FDGR - Forumul Democrat German
- Provita București/Provita Media/SPV
- PSD - Partidul Social Democrat (Ilfov)
- PENNY Market
- Plus Media Communications
- Rannilla România/ruukki
- Spotlight Advertising
- Tranger Printing/Silkat
- Zenith Media





CONTACT

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