



ROMANIA
Natural and Cultural

WAGSTAFF
MEDIA & MARKETING

LOS ANGELES | NEW YORK | CHICAGO | SAN FRANCISCO | VANCOUVER

PREPARED FOR:
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MINISTER COUNSELOR FOR ECONOMIC AFFAIRS
EMBASSY OF ROMANIA, USA

OCTOBER 6, 2020



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INTRODUCTION

Dear Mr. Dumitrescu,

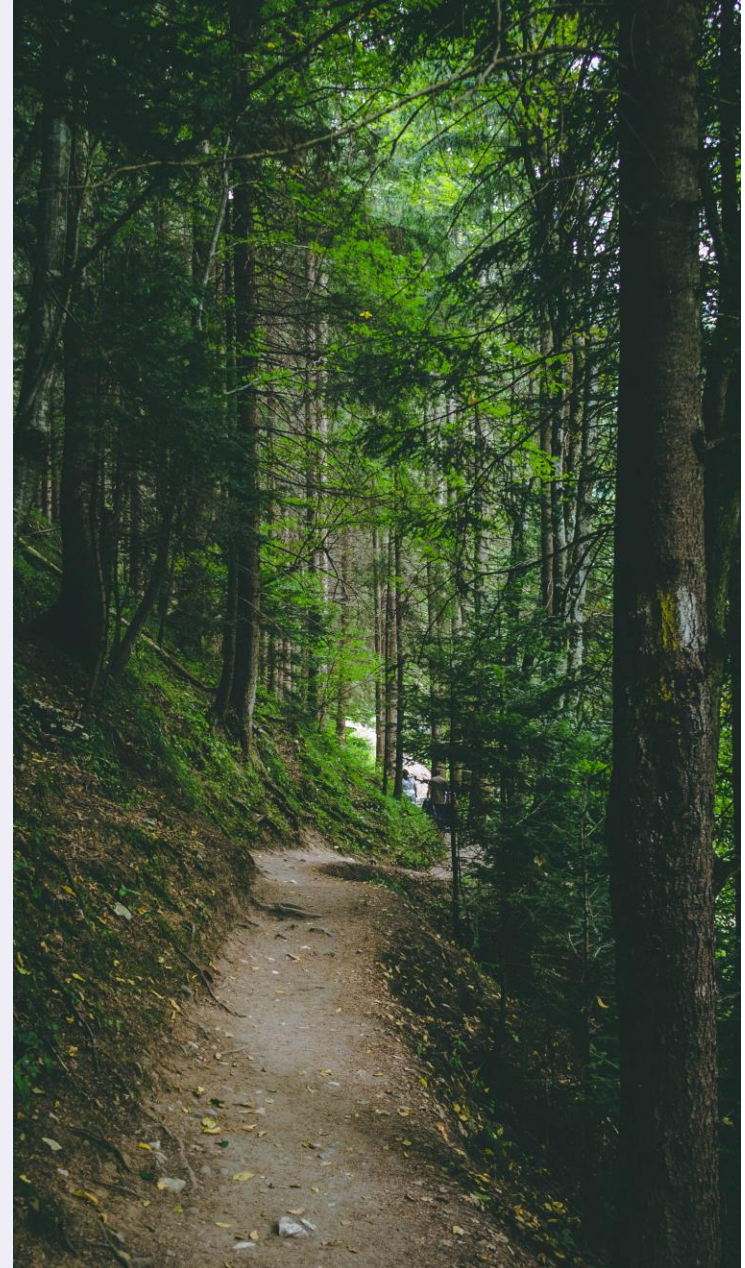
Travel and tourism have always served to bridge cultures, inspire friendships, spark commercial relationships, and drive economic growth. While current pandemic conditions may have caused people to pause their travels, it is not a question of “*if*” they will travel again, it is a matter of “*when*”. We would love to help Romania's tourism industry be fully prepared to seize that moment.

As we monitor the research and gather feedback from the marketplace, we know that Americans are already dreaming of, and planning for, their next vacation. For Romania, the opportunity is to get ahead of the competition by seizing a top-of-mind position *now*. And, there's no better partner than Wagstaff Media & Marketing to help you achieve this objective.

We are thrilled to introduce ourselves to you. Through our deep connections with the most influential journalists, publishers, and travel trade, we share the stories and experiences that inspire American travelers to choose our clients' destinations. Based on the insight and experience we have developed over 20 years in working with premium destinations, hotels, airlines, and other travel and hospitality providers from around the world, you can be confident that we are more than prepared to take Romania's tourism business to the next level.

As lovers of adventure, travel, culture, and food and drink, we would be thrilled to play a role in your future success. We look forward to discussing specific proposals at your convenience.

Ernst Flach
Wagstaff Media & Marketing



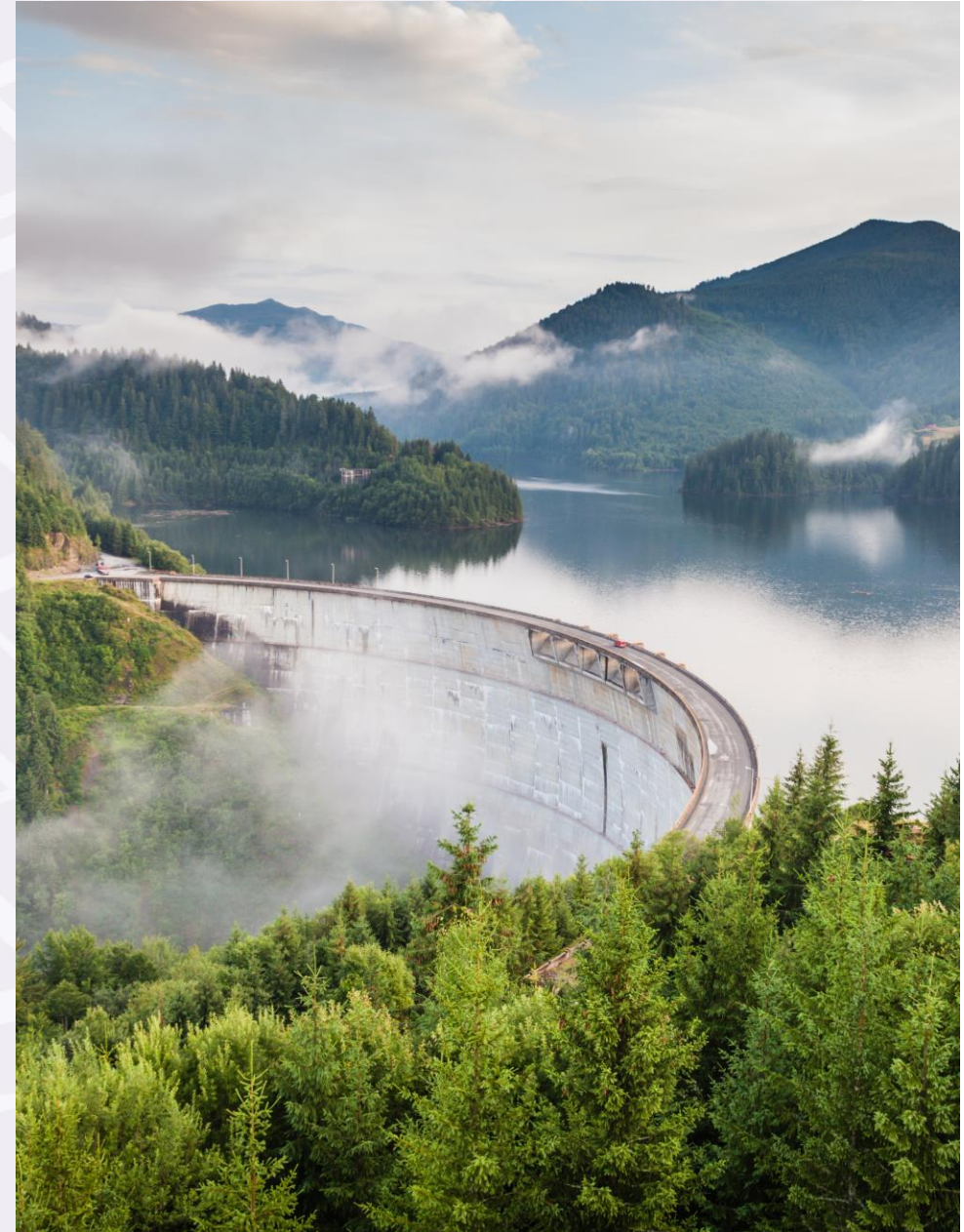
ABOUT WAGSTAFF

For the last 21 years, we have created award-winning marketing and public relations campaigns that champion and advocate for the hospitality, culinary, travel, and wine and spirits industries' talent, products, and experiences.

Our expert teams strategically leverage the relationships and leads of more than 70 account reps in our Los Angeles, San Francisco, Chicago, New York, and Vancouver (BC) offices.

We embrace our passions and curiosities for dynamic lifestyle and hospitality brands to create customized, multi-channel, innovative and impactful programs that share our clients' stories and secure results that matter.

YOUR STORY IS OUR BUSINESS





TRAVEL & TOURISM REPRESENTATION



RESTAURANTS & BARS



WINE, BEER & SPIRITS



HOTELS, RESORTS & SPAS

WE WORK ACROSS ALL AREAS OF HOSPITALITY LIFESTYLE



AIRLINES & CRUISE LINES



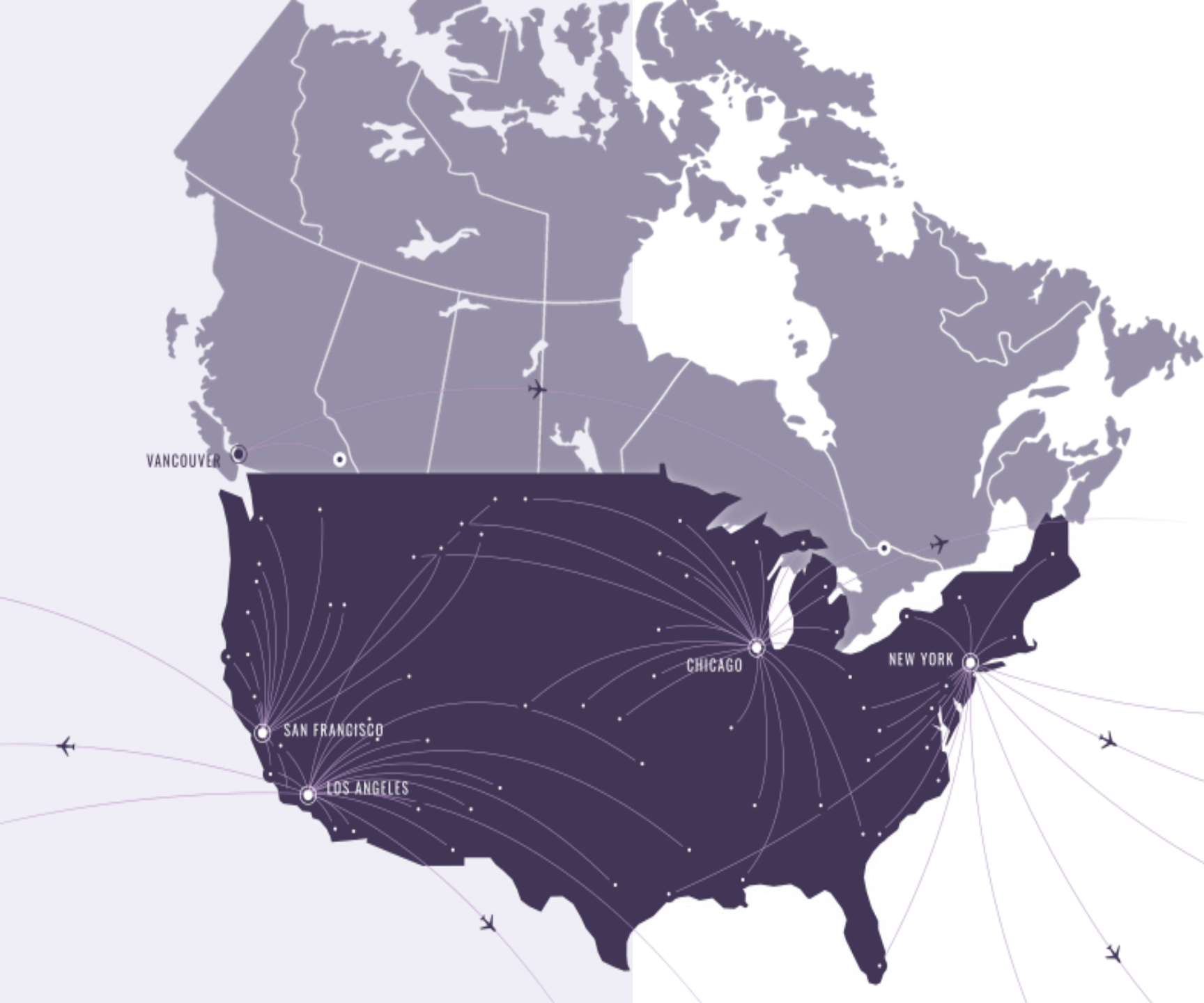
PRODUCTS, APPS & SERVICES



PERSONALITIES



EVENTS & FESTIVALS



**OUR CLIENTS
BENEFIT FROM OVER
70 INQUISITIVE,
CURIOUS &
CREATIVE MINDS
COLLABORATING
ACROSS 5 NORTH
AMERICAN OFFICES**

INTEGRATED MARKETING CAPABILITIES DEVOTED TO THE HOSPITALITY LIFESTYLE INDUSTRY

TRAVEL & TOURISM REPRESENTATION

Spearheading tourism marketing strategies for destinations, hotels and travel operators across the globe, we build long-term demand and drive immediate visitation. By forging partnerships, building brands, and training travel trade, we create relevance and urgency in the marketplace.

PUBLIC RELATIONS

Wagstaff's PR and marketing teams design and execute creative strategies that support the growth of our clients' businesses. With custom plans for every client, we share brand stories, build fruitful partnerships and drive awareness by securing media and influencer coverage, curating event activations, press tours, creative promotions, and more.

CREATIVE & BRANDING

From conceptualizing and designing logos to developing brand books, creating compelling collateral and programming user-friendly and impactful websites, we take a creative and holistic approach to developing your brand.

SOCIAL MEDIA AND INFLUENCER MARKETING

Wagstaff's social media team creatively tells brand stories and engages consumers, while ensuring cohesive, on-brand digital touchpoints and reporting analytics. We research and vet influencers to build meaningful relationships that support your brand across all platforms and amplify content through digital ad buys.

MEDIA PLANNING & BUYING

Taking a strategic approach to paid media, we deliver innovative ad campaigns that amplify earned, owned, and shared media programs. With expertise in Digital (PPC, SEO, display), Social Media, Content Marketing, Podcasts, Print, Product Placement, and more, we achieve objectives with maximum effectiveness.

TRAVEL & TOURISM REPRESENTATION

STRATEGY FOR SUCCESS

Our 4-step framework creates a platform for competitive advantage.

1 | BRAND

Define the emotional point-of-difference that will compel travelers to choose the destination over others.

2 | THE UNIQUE SELLING POINTS

Articulate the products and experiences that prove and emulate the brand promise.

3 | THE CONSUMER

Understand which demographic and psychographic segments offer the best ROI, and how to most effectively and efficiently influence them.

4 | CREATING A UNITED FRONT

Align all stakeholders (including media, influencers, travel trade, tour operators, and governments) so the traveler experiences a seamless journey through the path to purchase.

DIRECT-TO-TRAVELER INTEGRATED MARKETING CAMPAIGNS

In today's communications world, the power of testimonials has never offered more opportunity. We help a destination's best advocates tell its story, using advertising to amplify the message.

We also craft compelling consumer content programs with media brands travelers trust. Distributed in targeted traditional, digital, and social channels, these authentic videos, articles, and images create credibility and relevance.

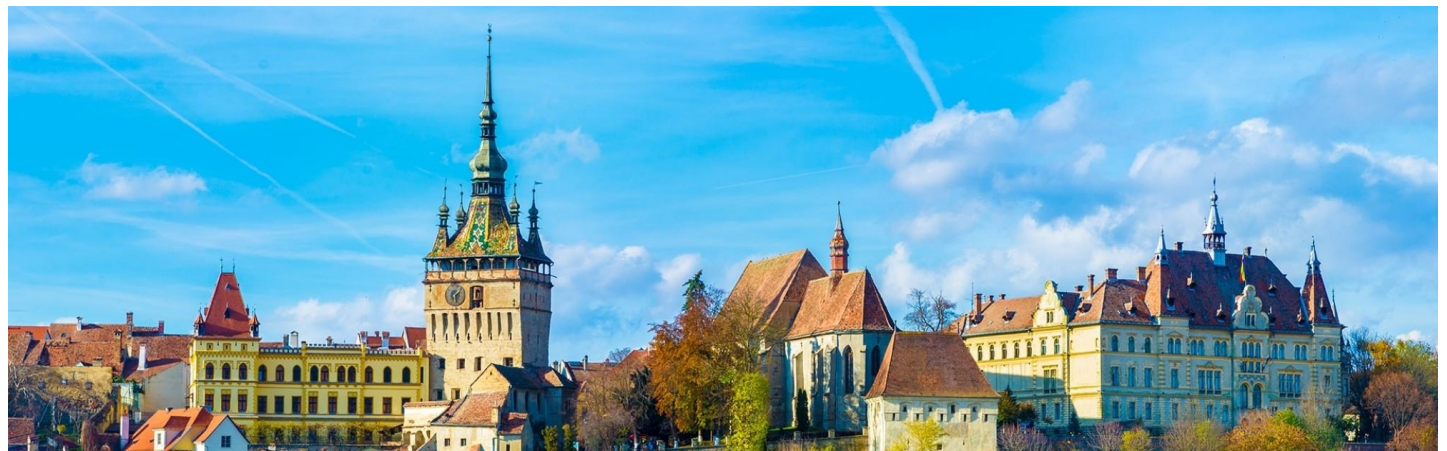
Then, we take it even further, converting traveler interest into action. Through remarketing and tactical ad placements, leads are driven to travel trade partners, creating tangible booking opportunities.

INSPIRING AND EDUCATING THE TRAVEL TRADE

Wholesalers, agents, consortia, and travel media all hold incredible influence over the traveler. They need to know about the destination, they need to be able to buy the product, and they need to know how to sell the experience. We can help—with a focus on only the highest-value buyers, we inspire and inform through travel trade roadshows, webinars, trade show events, and more.

TRAVEL AND LIFESTYLE MEDIA RELATIONSHIPS

Over the years, we have earned the trust of the most prolific and influential journalists and outlets in the travel, hospitality, and lifestyle categories. Through an understanding of their individual needs and wants, we work with writers, photographers, filmmakers, editors, influencers, and producers to craft compelling, newsworthy narratives that bring value to their readers and meaningful attention to the destination.



PUBLIC RELATIONS

MASTERS OF MODERN MEDIA

It's more important than ever to move quickly and accurately in our current, real-time news cycle. Balancing long-lead feature stories with a steady drumbeat of short-lead coverage, podcast, and influencer programming is critical to creating and *maintaining* brand awareness and driving business. To do so, we continuously nurture relationships and remain diligently aware of emerging media platforms and trends and the fresh opportunities they bring our clients.

MEDIA AND INFLUENCER VISITS

We are always on the hunt for new ways to bring people together for meaningful and shareable experiences. We ideate and coordinate qualified and tailored experiences that result in genuine, goal-oriented coverage.

CREATIVE PROGRAMMING

Working closely with our clients, we leverage existing offerings, brainstorm fresh ideas, and coordinate logistics to bring creative programming to life in exciting, media-worthy, and shareable ways.

PARTNERSHIPS

We build relevant, strategic partnerships with brands across a variety of lifestyle industries including fashion, design, and health and wellness, to engage with new audiences. Whether joining forces with local cultural or charitable organizations, working with a celebrity spokesperson or collaborating on a unique package or menu item we connect our clients to brands to increase awareness.

EVENT SUPPORT

From grand openings to media soirées, and everything in between, we provide pre- and post-event support, as well as curating invitation lists comprised of tastemakers, influencers, and media. Our team is on the ground from conception to breakdown, maximizing press and engagement opportunities.

CUSTOM STORYTELLING

We craft tailored, individual pitches specific to each outlet and writer we pursue. These thoughtful, researched narratives are shared with media across a variety of genres and mediums including print, digital, social, and broadcast. We strategically consider which platforms to pursue, ensuring quality – not just quantity – results, that reach your target audience.





LEVERAGING INFLUENCERS

With the ever-evolving nuances of social media, coupled with changes in the way people are interacting with traditional and digital media, leveraging influential personalities is an integral part of any multi-faceted marketing campaign.

We engage Social Media Influencers to boost social presence, credibility, and brand recognition. Working with our extensive, qualified network ensures that the right influencers become passionate ambassadors.

“

OUR MISSION IS TO CAPTURE A BRAND'S VALUES AND VOICE, AND SPREAD ITS MESSAGE COHESIVELY AND EFFECTIVELY ACROSS ALL DESIRED DIGITAL PLATFORMS.

SOCIAL MEDIA

AUDIT & COMPETITOR SET ANALYSIS

Every plan starts by looking into your brand and your competitors on social media. We examine industry trends, landscape analysis, and social chatter to guide our assessment.

STRATEGIC PLANS

Audit findings guide a six-month plan that outlines content themes, brand voice, monthly campaigns, visual style, and overall aesthetic.



CONTENT CREATION/PHOTOSHOOTS

Our team is composed of adept photographers, ready to create lifestyle-centric, brand-owned images that are optimized for social media. Photoshoots are done both in-studio and offsite, with in-house graphics creation available as well.

PUBLICATION

We manage publication across all platforms, optimized to your cadence and delivery style.

GEOLOCATION MONITORING

We engage in social listening to ensure that you are involved in all relevant digital conversations. We proactively create content and engage in necessary conversations, while monitoring owned and relevant geotags.

INFLUENCER RELATIONS

Our relationships with influencers help us secure top tier talent for a wide array of collaboration formats. We expertly handle all vetting, negotiation, contracts, and tracking.

COMMUNITY MANAGEMENT

We execute daily reactive and proactive community engagement across platforms.

SOCIAL MEDIA ADVERTISING EXECUTION

We generate the strategy and creative copy to best lead prospective consumers through the sales funnel with targeted advertising campaign management and execution.

CAMPAIGNS (INFLUENCER TAKEOVERS, CONTESTS, ETC.)

We handle the planning, execution, and tracking of all social initiatives including ideation and development of social media-specific campaigns, contests, and events.

REPORTING

Monthly metric reporting covers benchmarks, Key Performance Indicator (KPI) progress, and insights behind any strategy adjustments that are reviewed and used to inform next steps.

CREATIVE & BRANDING

We create logos, brand identity systems, and visually engaging print and digital collateral that effectively conveys brand ethos. Whether opting for a new logo or a full identity package, our creative solutions will ensure our clients' brand is seen in a new light.

BRAND DEVELOPMENT

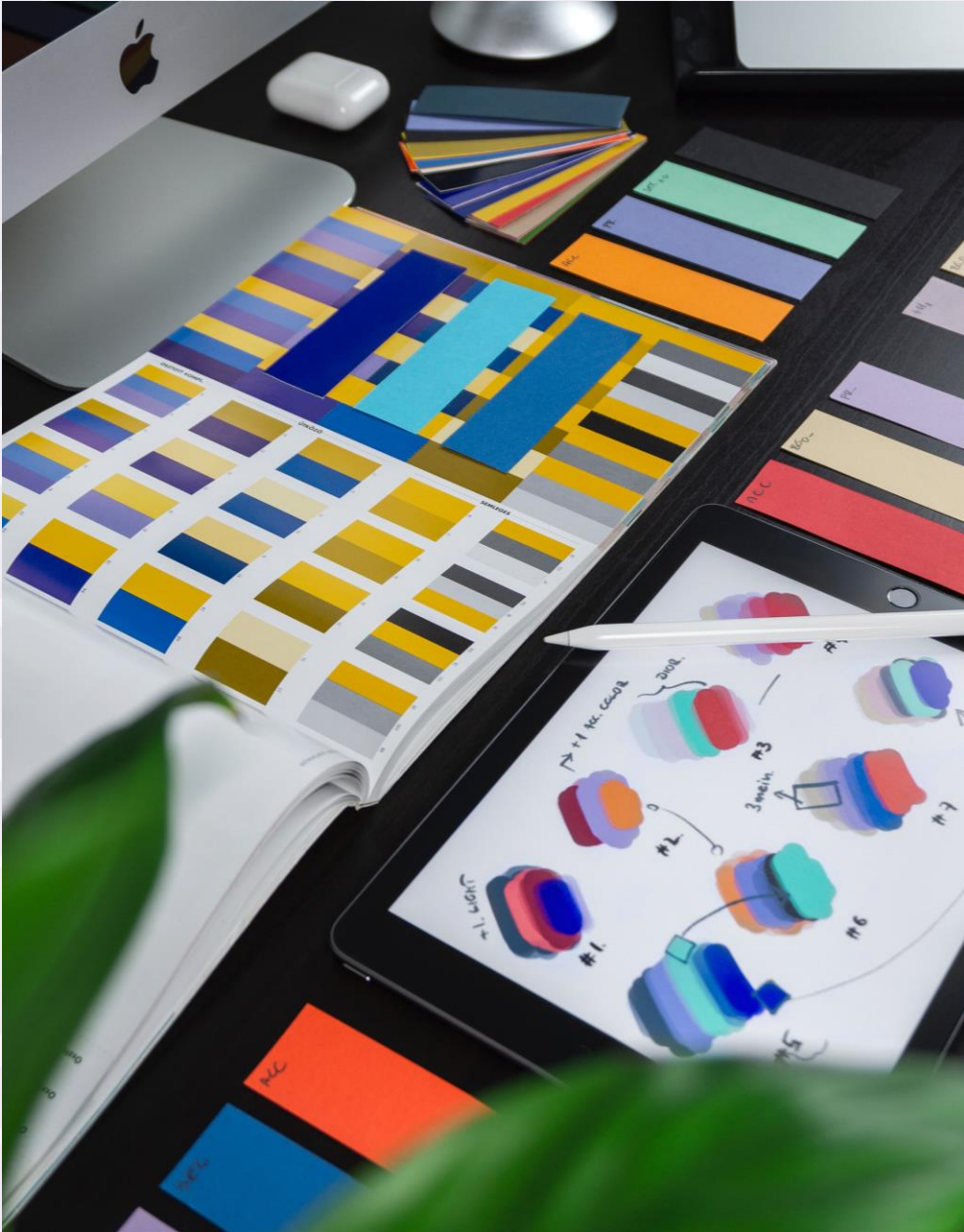
IDENTITY & LOGO DESIGN

CREATIVE COLLATERAL

STYLE GUIDES

WEBSITES

CREATIVE SOLUTIONS



WHO WE'VE WORKED WITH



CASE STUDIES



A FEW EXAMPLES OF OUR WORK

We have selected the following case studies to showcase a range of experience and expertise relevant to Romania's goals.

SOUTH AUSTRALIAN TOURISM COMMISSION | VIRTUAL ROADSHOW: CREATING AN ENGAGING PLATFORM FOR MEETINGS DURING COVID-19

- This case demonstrates how we used technology to create a "Virtual" marketplace, matching high-value travel trade together with South Australian tourism suppliers in a series of online "Speed-dating" meetings, bringing value to all stakeholders.

PATA INDIA | TEAM INDIA HITS THE ROAD

- We have produced many in-person travel trade roadshows for our destination clients. This case for PATA India is just one example of a multi-city roadshow that we planned and executed, delivering upon all objectives.

TOURISM WESTERN AUSTRALIA | A TASTE OF MARGARET RIVER GOURMET ESCAPE DRAWS MEDIA DOWN UNDER

- This case is an example of how we created excitement amongst top tier media for our client, Tourism Western Australia, by focusing on the unique culinary aspects of the destination.

Of course, we have many more examples of the work we have done for destination clients which are available upon request



VIRTUAL ROADSHOW: CREATING AN ENGAGING PLATFORM FOR MEETINGS DURING COVID-19

South Australian Tourism Commission



BACKGROUND

Although travel from the U.S. to Australia was suspended due to Covid-19, the South Australian Tourism Commission (SATC) wanted to keep its brand and tour operators top-of-mind with the American travel trade through Spring-Summer 2020. In-person meetings and sales calls, of course, were not possible, and the use of webinars, Zoom, and emails was becoming monotonous. Wagstaff saw a new opportunity to facilitate business between buyers and sellers.

OBJECTIVE

Develop an engaging format that would allow for productive and fun business-to-business meetings between SATC's tour operators (based in Australia) and high-value American travel wholesalers and retailers.

APPROACH

- Realizing how important it is to have people engaging face-to-face, Wagstaff planned and executed a series of "Virtual South Australian Marketplaces" using an inexpensive software program (Remo.co) that allows for online conferences.
- It worked like this: Small groups of select travel trade (2-4 individuals) met a tour operator at a "table" for a 7-minute presentation and discussion. At the end of each meeting, a new group would come to the same operator's table, and the old group then moved onto a new "table" for another meeting with a new operator. The concurrent meetings would keep rotating through, until all the travel trade had met all the operators. The number of participants was purposely capped to maintain the intimacy and to keep the overall event to 2-hours in length.

- To make it even more fun and experiential, Wagstaff sent bottles of South Australian wine (the destination is known for its wine tourism experiences) to each of the travel trade in advance, so travel advisors could enjoy a "Taste of SA" while having the meetings.
- Wagstaff's role was to develop and managed the invitation list, train operators on the program prior to the event, and to act as MC/host during the event (including controlling the software program and trouble-shooting for participants).

RESULTS

- At each 'table,' 10 tour operators met an average of 3 travel trade, meaning each supplier met 30 buyers in total over a 2-hour period.
- The feedback from both operators and travel trade was overwhelmingly enthusiastic
- SATC has engaged Wagstaff for a total of 5 "Virtual marketplaces" to-date



VIRTUAL MARKETPLACE: CREATING AN ENGAGING PLATFORM FOR MEETINGS DURING COVID-19

South Australian Tourism Commission



QUOTES FROM PARTICIPANTS:

"Really impressed with the format, and how easy it was to navigate once I got used to the system. It was so nice to have an "in person" catch-up and hear all of the exciting things we have to look forward to once Australia opens up again for our clients. A glimmer of light in these otherwise dismal times!"

"Thank you SO much for pulling the showcase together! It was truly an incredible experience and so much great information. It was also really wonderful to put faces to names and see everyone, even if only virtually. Thank you!"

"I thought the video format was excellent (once I got my video going!). It felt very intimate and personal and time sped by quickly!"

"Thanks so much for hosting this and for the wine. I loved it!! I would love to see more of these. 😊"

"The whole event flew by so quickly, yet felt very productive. I would definitely be interested in more of these tradeshows. And thank you so much for the lovely wine! 😊"

"Overall I think it was a great experience and LOVED seeing everyone. I also think it was an easy platform to use and if I can figure it out anyone can!"

"I thought the format was wonderful, I had never did that before and such a different change from all the zooms and webinars that we have all been doing. Thank you for the wine as well, it was delicious!"

"I would absolutely do this type of event again! Keep me in mind for next time."



TEAM INDIA HITS THE ROAD: TRAVEL TRADE ROADSHOW

PATA India



OBJECTIVE

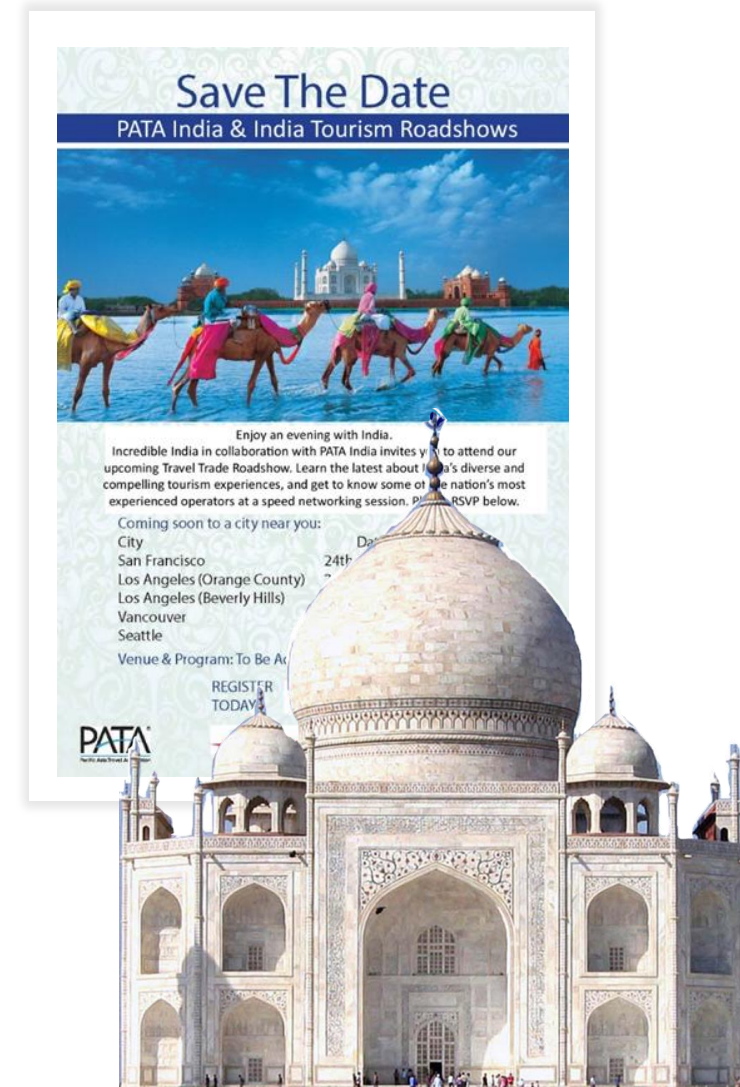
Produce a series of tourism workshops for Team India (PATA India and Incredible India) in 5 different markets: San Francisco, Orange County, Los Angeles, Vancouver and Seattle. The goal: educate high-value U.S. travel trade on the destination and its tourism experiences, inspiring them to sell more India product while demonstrating the value that Team India provides to India tourism suppliers.

APPROACH

- Curated the guest list in each city, identifying and inviting premium travel agents and wholesalers that specialize in India, high-end travel, and adventure travel. A mix of 70% current sellers and 30% non-sellers with high-potential were targeted (media were also included, although lower priority to the trade)
- Aligned the PATA India team and the Incredible India team to ensure a more integrated approach
- On-site event management, liaising with hotel staff to ensure meeting requirements were met, managing registration of buyers, and ensuring the meetings were kept on schedule. Wagstaff team member travelled with Team India to manage transfers between events
- Follow-up, conducting post-event surveys of participants
- Follow-up on outstanding items with sellers and buyers

RESULTS

- Attendance and quality of attendees met or exceeded goals: A total of 169 top tier tour operators and travel agents across the five cities attended the events
- Buyers were very pleased with the quality and organization of the event: Buyers in each market rated their overall satisfaction as 4.5 or higher on a scale of 1-5 (with 5 being excellent)
- Overall feedback from India tourism suppliers was very positive: The suppliers rated the roadshow a 4 on a scale of 1-5 in terms of "Overall satisfaction", their feedback was that the quality of buyers and event organization was far better than in previous roadshows (which Wagstaff hadn't managed)
- Following the event, and overall satisfaction from Team India, Wagstaff was hired to produce a series of other roadshows across the U.S. and Canada.



A TASTE OF MARGARET RIVER GOURMET ESCAPE DRAWS MEDIA DOWN UNDER



Tourism Western Australia

OBJECTIVE

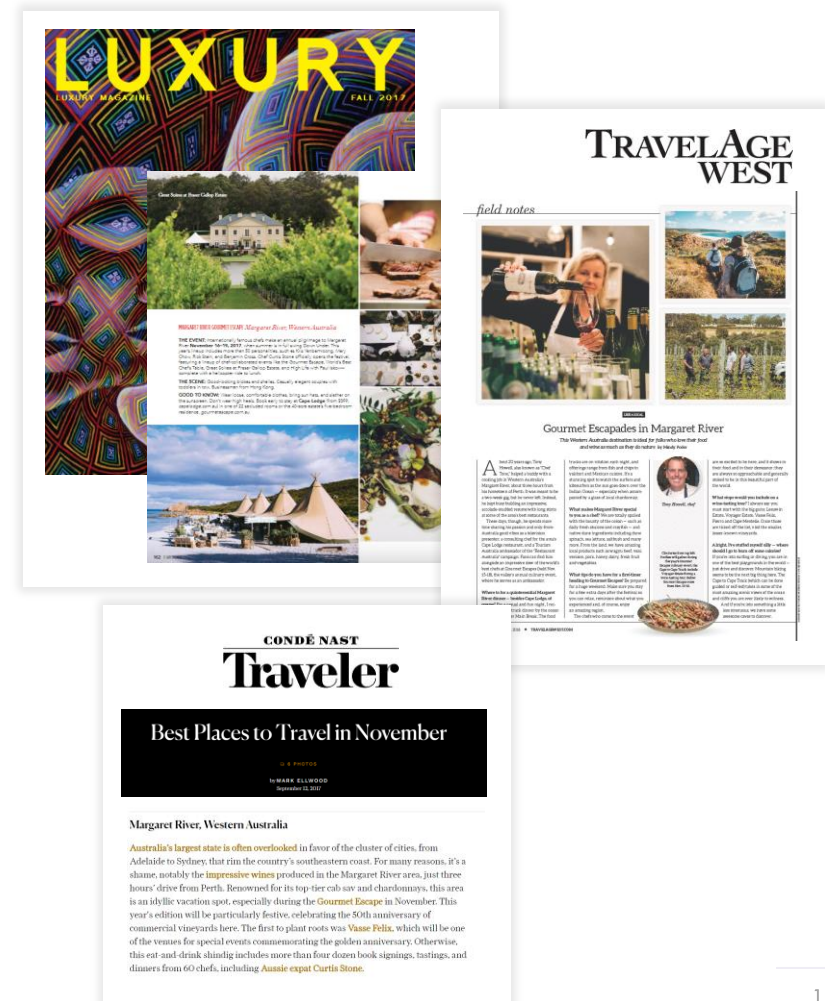
Highlight Western Australia's (WA) prominent wine region and promote its annual food and wine festival, Margaret River Gourmet Escape, in the United States, securing media coverage by celebrating 50 years of WA wine and leveraging celebrity chefs who attended the 2017 festival to spur future visitation to the region and attendance to the festival.

APPROACH

- Developed a unique partnership with Australian chefs Curtis Stone and Tony Howell to collaborate on a menu focused on Western Australian produce and wine
- Brought the Margaret River Gourmet Escape to life during an intimate media dinner in February 2018 at Curtis Stone's restaurant, Gwen, in Los Angeles, showcasing Stone and Howell's collaborative cuisine alongside WA wines
- Hosted 30 guests, including A-list L.A.-based travel, lifestyle, trade, and food/wine media
- Generated awareness of the Margaret River region and Margaret River Gourmet Escape through earned media opportunities including targeted pitches and press release distribution

RESULTS

- Media dinner inspired attendees to experience the WA region firsthand; following the media dinner, Wagstaff coordinated two media visits to WA in partnership with Tourism Australia
- Instagram posts from guests at the media dinner reached 281,660 people
- Margaret River included in Condé Nast Traveler's "Best Place to Travel in November" column because of the food and wine festival
- Luxury magazine included Margaret River Gourmet Escape in a story on the world's best food festivals
- Interviews with the chefs featured in TravelAge West and JohnnyJet



WAGSTAFF
MEDIA & MARKETING

THANK YOU!

PLEASE CONTACT

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