

## Social Media Campaign Report

- **Facebook**

Promotion of materials on verified pages (posts, photos, videos, advertising banners on pages). When you pay for advertisements on Facebook, all the information regarding the funds spent (budgets) is visible every user.

- Igor Dodon
- Zinaida Greceanii
- Party of Socialists of the Republic of Moldova
- Electoral Bloc of the Communists and Socialists
- NTV
- Primul în Moldova
- Actualitati.md

Promotion of static banners on Facebook, Instagram, WhatsApp and Audience Network.

Video advertisements, that run at the beginning or in the middle of the video. Three minute videos have been launched.

Anti-propaganda messages, promoted on other verified pages, not connected to us.

\*Target 18+, Moldova (+ different publications for the diaspora), Russian and Moldovan languages (+ individual publication meant for specific regions and towns/villages).

- **Mail.ru Group (Odnoklasniki, Mail.ru, VK.com)**

\*Target 18+, Moldova, promotion of materials inside Odnoklasniki groups (posts, photo, video).

- Advertising banner (Odnoklasniki, Mail.ru).
- Promotion of separate videos (Odnoklasniki, Mail.ru).
- Promotion of news in the Mail.ru news feed.
- Promotion of recordings on video pages/platforms.
- Promotion of self-promoting posts, meant to counter propaganda, in groups unrelated to us.

- **Google Adwords**

\*Target 18+, Moldova, Moldovan and Russian (+ specific banners for each town/village )

- Animated banners, in 12 sizes, promoted on all Google partner sites.
- Static banner – different size images, promoted on all Google partner sites.
- Advertising videos on partner sites and mobile apps. Video duration, 5

minutes.

etc.)

- In-app advertising – in-app promotion of advertising materials (Viber, games,

- **Youtube**

\*Target 18+, Moldova, Moldovan and Russian.

All the videos from the Bloc Youtube Channel.

- **Viber**

\*Target 18+, Moldova, Moldovan and Russian.

In-app advertising, through Viber contacts.

Viber direct placement. Viber in-app priority positions purchase.

- **Admixer**

Use of all instruments.

Animated banners – placement of animated banners on local platforms (999, point.md, unimedia, jurnal, stiri.md, publika, etc.).

Videos – preroll for most local sites, when these sites have video players.

#### Banner Advertising

\*List of sites that host the banner:

- 999.md;
- point.md;
- gismeteo.md;
- ESP.md;
- vedomosti.md;
- unimedia.info;
- tribuna.md;
- KP.md;
- noi.md;
- newsmaker.md;
- NTV.md;
- AIF.md;
- actualitati.md;
- golos.md;
- o-tv.md;
- socialistii.md.

All banners target 18+ and are bilingual. Depending on the site, on each of them at least three versions will be used (side small, central large and animated, for mobile versions).

## Video report

**Moldova poate și trebuie, trăiască mai bine! (49 463 views) + (776 227 views)  
(Moldova can and must live better)**

<https://youtu.be/1jU8JLy9qqc>

<https://ok.ru/video/2274753776296>

**Blocul PCRM, PSRM: Cu grijă față de oameni (12 277 views) + (624 748 views)  
(PCRM PSRM Bloc: with care towards people)**

<https://youtu.be/TQFEyl-mQao>

<https://ok.ru/video/2274762295976>

**Blocul PCRM, PSRM: Conservarea valorilor naționale, tradiții și istorie (20 567 views) + (619 822 views) (PCRM PSRM Bloc: keeping national values, traditions and history alive)**

<https://youtu.be/ivMAhNGGiFA>

<https://ok.ru/video/2274772519592>

**Bloc PCRM PSRM: Creștere economică, locuri de muncă și investiții străine directe (2 310 views) + (629 000 views) (PCRM PSRM Bloc: Economic growth, jobs and direct foreign investments)**

<https://youtu.be/pmQXnRKNu1U>

<https://ok.ru/video/2274782874280>

**Moldova poate și trebuie să trăiască mai bine! (8 510 views) + (594 865 views)  
(Moldova can and must live better)**

<https://youtu.be/CvVN03SHx7s>

<https://ok.ru/video/2274748336808>

**Blocul PCRM-PSRM: Cu grijă față de oameni ( 5 118 views) + (612 858 views)  
(PCRM PSRM Bloc: with care towards people)**

<https://youtu.be/n4FWDevag8w>

<https://ok.ru/video/2274758036136>

**Blocul PCRM-PSRM: Valorile naționale, credința, istoria țării, prioritare! (10 668 views) + (603 655 views) (PCRM PSRM Bloc: national values, faith and national history are our priorities)**

<https://youtu.be/Oi8TrnBGPRs>

<https://ok.ru/video/2274766031528>

**Blocul PCRM-PSRM: creștere economică, locuri de muncă și investiții străine directe (4 548 views) + (625 000 views) (PCRM PSRM Bloc: Economic growth, jobs and direct foreign investments)**

<https://youtu.be/rAYMB1qSLE8>

<https://ok.ru/video/2274778745512>

**Blocul PCRM-PSRM: Industrializarea economiei (1 851 views) (PCRM PSRM Bloc: the industrialization of the economy)**

<https://youtu.be/Ktlh-NBCg6w>

**Blocul PCRМ-PSRM:Dezvoltarea agriculturii (1 737 views) (PCRМ PSRM Bloc: the development of agriculture)**

<https://youtu.be/A6jwinGC00E>

**Blocul PCRМ-PSRM:Reducerea inegalității veniturilor populației (1 601 views) (PCRМ PSRM Bloc: the reduction of income inequality)**

<https://youtu.be/VMj36AGC74Q>

**PCRМ, PSRM-bloc: Dezvoltarea infrastructurii locale (2 016 views) (PCRМ PSRM Bloc: the development of local infrastructure)**

<https://youtu.be/7yFicSF6NZY>

**PCRМ, PSRM-bloc: Promovarea sănătății (1800 vizualizari) ( PCRМ PSRM Bloc: the promotion of health)**

<https://youtu.be/p4TxkLmP-fl>

**Blocul PCRМ-PSRM: Educație de calitate (1 765 vizualizari) ( PCRМ PSRM Bloc: higher standard education)**

<https://youtu.be/yOJNevxCBw0>

**Blocul PCRМ-PSRM: Renașterea culturii (3 408 views) ( PCRМ PSRM Bloc: cultural rebirth)**

<https://youtu.be/OAY0WwR57x4>

**Voronin: Moldova este la prăpastie, soarta ei depinde de fiecare dintre noi (2 212 views) (Voronin: Moldova is on the edge, its faith depends on each of us)**

[https://youtu.be/hB8FSe6\\_f-0](https://youtu.be/hB8FSe6_f-0)

**Moldova patria noastră! (34 598 views) + (523 519 views) (Moldova our country!)**

<https://youtu.be/3AcvqD6uFRg>

<https://ok.ru/video/2295020063400>

**Moldova pentru tineri! (17 667 views) + (508 537 views) (Moldova for the young!)**

<https://youtu.be/d7ILvdWSnd8>

<https://ok.ru/video/2295011740328>

**Moldova (26 812 views) + (506 035 views)**

<https://youtu.be/j2OatQWN4XY>

<https://ok.ru/video/2295005448872>

**Viitorul Moldovei (18 914 views) + (502 356 views) (The future of Moldova)**

<https://youtu.be/Z18EvE8Vhys>

<https://ok.ru/video/2295015934632>

## Banners + production

- 1st wave („why the Bloc”) – 123 html (animated), 30 static banners;
- 2nd wave (for the people, for the country) – 70 html (animated), 12 static banners.

In total, 235 banners of different sizes were made.

