

Discover

Highlight Agency – credential



HIGHLIGHT IN A GLIMPSE!

- Background: **Founded in 2008**, with a proven financial and qualitative track record.
- **National coverage** – own local field force with 6 regional branches (Sibiu, Iasi, Timișoara, Cluj, Constanța, Brașov), covering the entire territory, multiple logistical and storage points and over 1200 professional field professionals (supervisors, brand ambassadors, hostess, decorators, drivers, helpers, promoters, photographers, technicians, artists, etc).
- **Accountability and measurement:** constant growth of the group's figures every year with 2 digits, reaching in 2025 a number of 48 employees, over 1120 projects and over 10 mil euro turnover.



Highlight Group

- **Highlight Agency**, a company with relevant BTL experience in the **Romanian & European markets**, working with various clients from all industries and entrepreneurs
- &
- **Highlight PR**, a brand PR & internal communication agency with a great understanding of both sides of the coin: agency and corporation.



CREDENTIALS

proven track record of delighted partners



We give our clients a competitive edge by inventing fresh, socially relevant and sharable first-hand brand experiences that connect humans with the brand's underlying purpose.

Our Services



Events and festivals
activations



Strategy &
Creative Services



Trade Marketing (in-
store activations &
POSM production)



Corporate
Communication &
Employer Branding



121 activations



Landing page
development



Consumer
mechanism & prizes
management



National sales
conferences



Human resources
recruitment

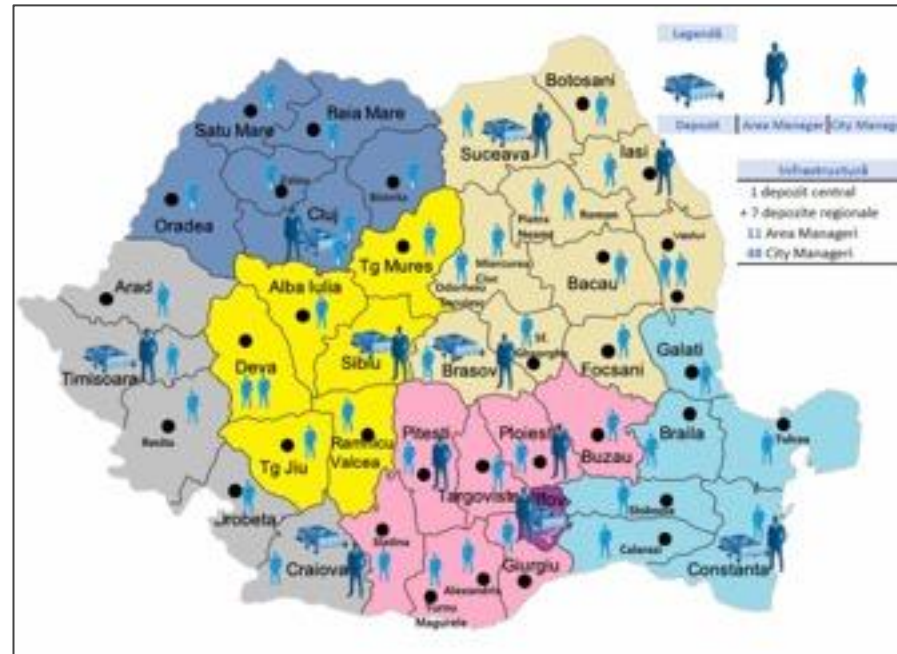


Logistics and
transportation

OUR NATIONAL AND GLOBAL FOOTPRINT

The national team that we have been working with for over 10 years covers every county and has extensive experience in implementing BTL and retail campaigns (campaigns with promoters, in-store and outdoor, production & implementation of POSMs, obtaining authorizations for activations, logistics & transportation, etc).

-  11 Area Manager
-  48 City Manager
-  6 regional branches (Sibiu, Pitesti, Constanta, Brasov, Cluj, Iasi)
-  1 central warehouse
-  7 regional warehouse



HOW ARE WE DIFFERENT

We give our clients a competitive edge by inventing fresh, socially relevant and sharable first-hand brand experiences that connect humans with the brand's underlying purpose.

&

The Highlight family



Highlighters
Highlighters
Highlighters

Who we are
Who we are
Who we are

OUR BIG PROMISE

ACCURATE execution!

- **A**ccountable and always prepared
- **C**redentials – proven track record of delighted clients
- **C**ost-effective and customer-oriented proposals
- **U**nique and creative mechanisms
- **R**esults oriented, responsive and proactive
- **A**ttention to details
- **T**erritorial coverage
- **E**motionally involved



ACCOUNTABLE and always prepared team

- Trustworthy Client Service: 3 teams consisting of 16 people with 1-22 years of experience;
- Strategic & Creative great minds: We have 2 internal strategy and creative teams, specialized in BTL concepts and communication, one is located in Bucharest and another in Cluj, consisting of: Group Research Director, Marketing Strategists, Art Directors, Graphic Designers, Copywriters;
- Digital Gurus: Web Designer, Senior Media Manager Specialist, Senior CRM Data Analyst;
- High-Energy BTL Managers: The team consists of people with experience organizing BTL events and campaigns in different fields, in the last 5-30 years.

ACCOUNTABLE and always prepared team

- **DTP & Production manager:** We have an internal team of 4 people who coordinate the production activities of the agency, with 3-25 years of experience in the production of printing materials, POSMs, indoor and outdoor setups, conference stands, personalized promotions, event props, and others.
 - **Organized Logistics manager:** Logistics coordinator and operators
- **Recruiters with the highest standards:** The recruitment department in Bucharest consists of 4 people who ensure the allocation of the most suitable human resources for each project.

COST-EFFECTIVE and customer-oriented

We give our clients a **competitive edge** by inventing **fresh, socially relevant** and **sharable first-hand brand experiences** that **connect humans with the brand's underlying purpose.**

In your budget!



CONFERENCES

CU TOATA VITEZA SPRE NORTH STAR 2024

Client: PEPSICO

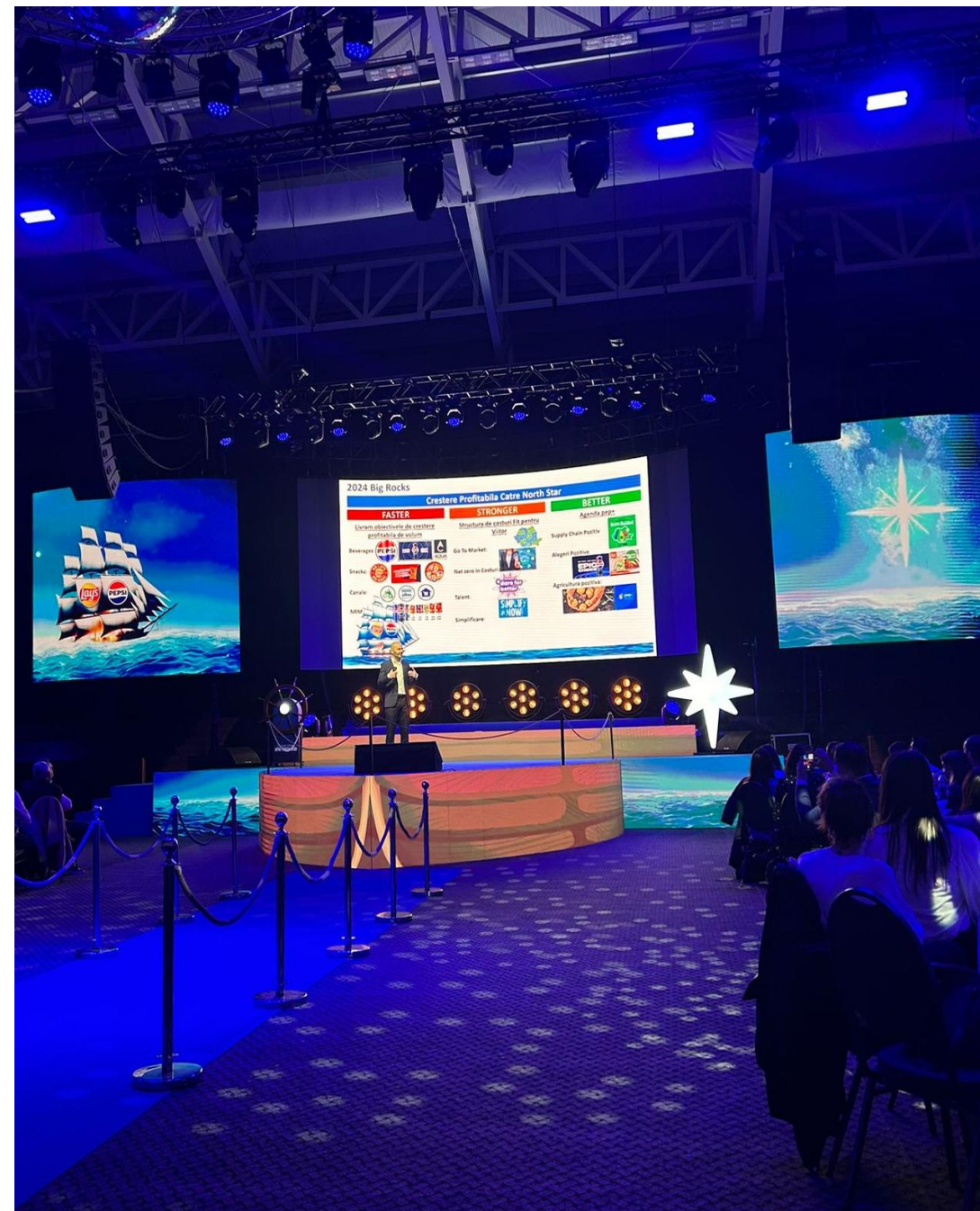
Deployment: Annual Sales Conference 2024

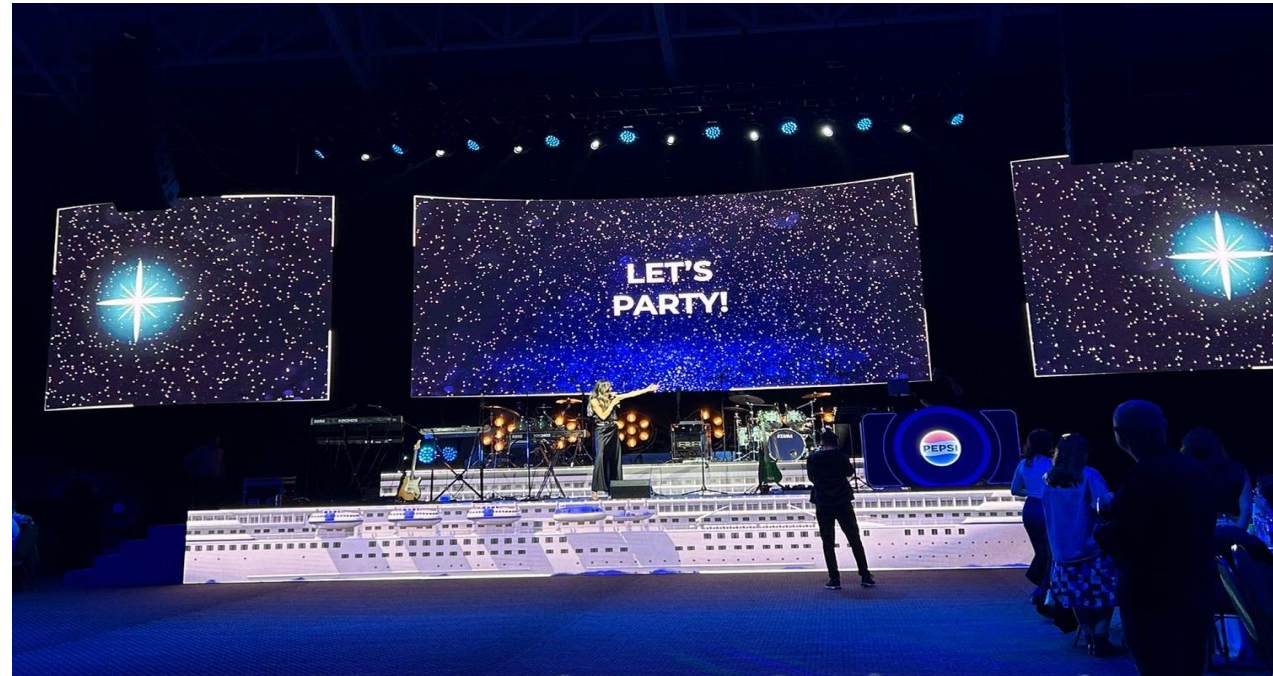
event held every year for the entire sales team within the PepsiCo company.

Participants: 800 pax

Services provided by the agency:

- Developing a creative concept, HL & brand activations, set-up design, and production set-up, brand visibility elements.
- Technical solutions and implementation (stage, lights, sound, holograms, projections, video mapping, technical direction, scenography)
- Pre event preparations in the location, measurements, and setting up each space.
- Artists proposal and management, dance choreography for special brand moment.
- Management of the logistics: preparation & transport.
- Recruitment and training: bartenders, photo & video, TL, hostess, helpers, DJ, choreographer, scenographer





CU TOATA VITEZA SPRE NORTH STAR 2024

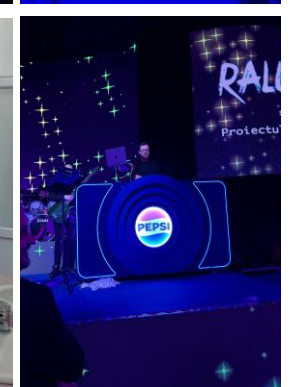
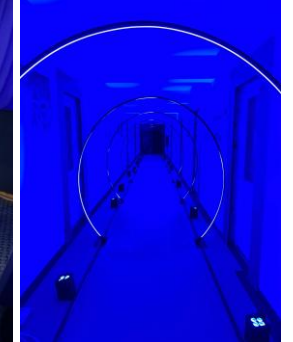
Client: PEPSICO
CONFERENCE BRAND ACTIVATION CORNERS

Pepsi – Pepsi history branded hall, LED arcade, Photo corner, lenticular print photos in the conference room, stickers on bathroom mirrors, DJ booth at the party.

Lipton – Mixology bar with bartenders who have prepared drink recipes based on Lipton products.

Lay's – Photo corner & photobooth with printed photos

Doritos – Arcade with product display shelves at the entrance to the conference hall and sampling during breaks



BLOCKBUSTER 2023

PEPSICO SALES CONFERENCE

Client: PepsiCO

Deployment: Annual Sales Conference 2023

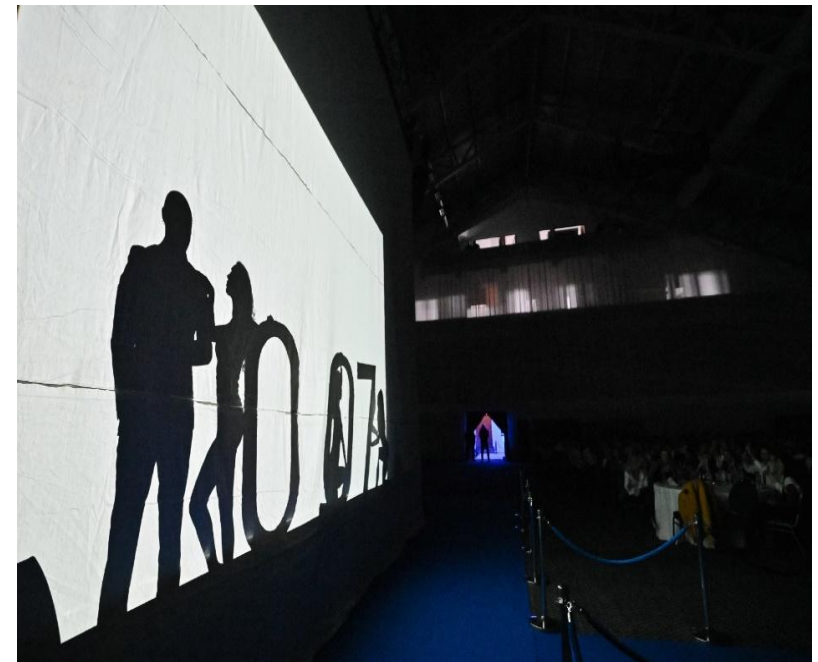
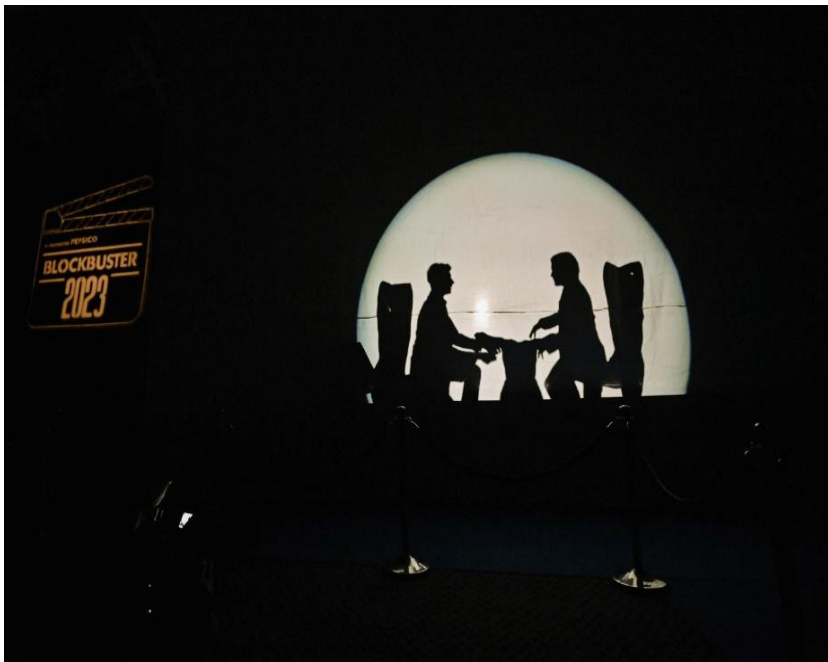
Participants: 800 pax

We were given the challenge to organize the biggest annual conference which meant for us to get creative with using new technical solutions and integrate interactive moments into the event.

Services provided by the agency:

- Concept for conference including interactive moments like shadow dance.
- Set-up design, setup positioning strategy, integrating latest LED technology and sound systems.
- Production, transport and fitting of set-up elements.
- Human resources: recruiting and training people involved in all the activations, coordinating the entire team.





Pepsi SALES MANAGEMENT MEETING

Client: PepsiCo

Participants: 350 pax

Deployment: National

Services:

- Creative concept
- Set-up design and production
- Venue for Conference
- Technical solutions
- Production, transport and fitting of set-up elements
- Recruiting human resources (hostess, DJ)
- Accommodations & Catering
- Special transportation for employers





Regional dialog Meetings

Client: Raiffeisen

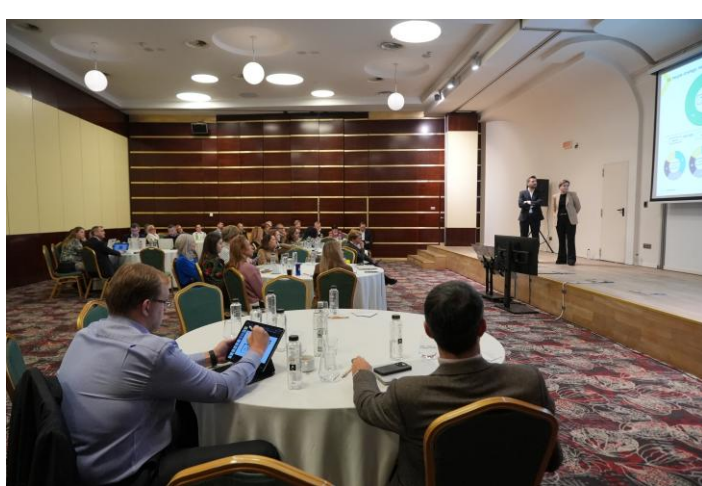
Deployment: multiple cities across Romania: Pitesti, Brasov, Bucuresti, Constanta, Oradea, Iasi.

A series of two days conference events in various locations across the country during the whole year, with focus on Top Management discussions about perspectives, opportunities and strategic objectives.

Services provided by the agency:

- Developing the creative concept and design for all communication materials and additional setup.
- Setup production and transportation
- Technical support: Audio-Video
- Management of the logistics: preparation & transport.
- Human resources: Helpers, Foto video, technical operators





GROWTH SUMMIT CONFERENCE PEPSICO

Client: PepsiCo

Participants: 450 pax

Deployment: National

Challenge: Proposing a concept and identifying the best location that would fit the conference setup, setting up individual corners for each brand. We had seven brand areas, for each one we proposed a concept.

Proposing technical solution for the video and audio conference setup [led screens, sound, lights]

Agency contribution:

- Conference creative concept
- Creative setup design
- Production & transportation & implementation: set-up elements
- Human resources: recruiting and training people involved in all the activations, coordinating the entire team.







URSUS SALES CONFERENCE 2024

Romanian Athenaeum & Beautiful Downtown

Client: URSUS

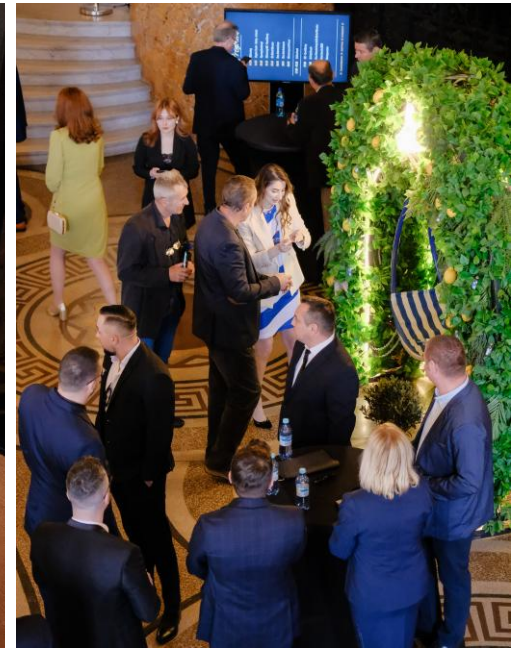
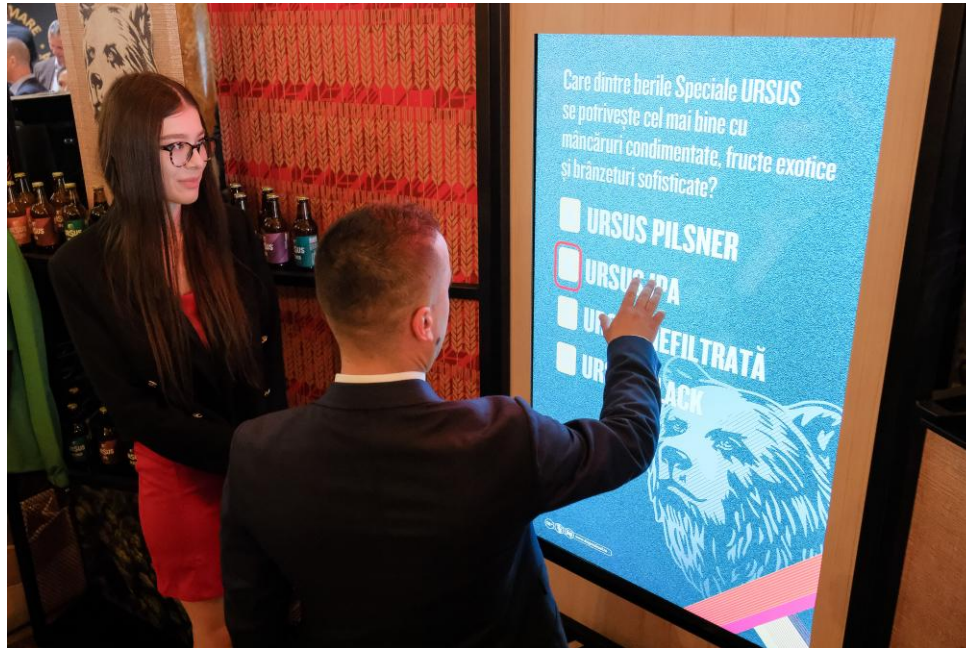
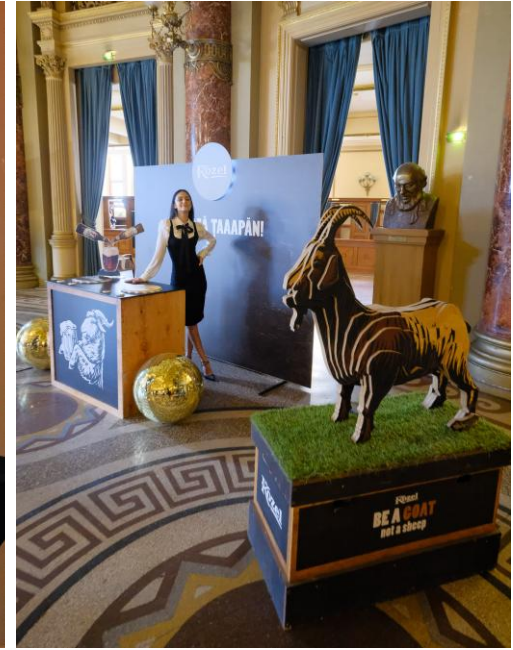
Deployment: Romanian Athenaeum, Beautiful Downtown, Bucharest

Objective: Presenting the sales & marketing strategy to the Sales Team (550 participants)

Services provided by the agency:

- Creative work: concept, branding and naming
- Conference and party avenue: research and negotiation
- Full Production & Implementation: technical audio-video services and catering services for participants
- Technical and transport services
- Human resource: recruiting and training the team (hostess, catering team, photo-video team, actors and artists)





DERMOSCOPY FOR ALL

Medical Conference L'Oréal

Client: LA ROCHE POSAY

Deployment: Bucharest

Objective: In November 2024, L'Oréal Romania invited 3 worldwide speakers, which spoke to the top dermoscopy doctors about the identification of all tips of skin cancer and about the preventive measures.

Services provided by the agency:

- Participants accommodation;
- Conference avenue: research and negotiation;
- Set-up implementation and technical services;
- Human resources: recruiting, training and coordinating the entire team: hostess, audio-video technical team etc.





CUSTOMER ENGAGEMENT 2024

Client: URSUS

Deployment: Ambery Home

Objective: The challenge was the creation, production and implementation of two types of stores: Supermarket and Hypermarket, but also offering experiences involving products from the Ursus Breweries portfolio. The Conference set-up was developed in line with the strategy of each brand from the portfolio, with a focus on the retail consumer experience and consumption occasions.

Services provided by the agency:

- Developing a strategic conference according to the client's requests and ensuring the necessary logistics.
- Production & implementation of: Set-up supermarket & hypermarket, equipment production and logistics necessary for the conference
- Catering services
- Technical, Photo-video services and transport services





URSUS SALES CONFERENCE 2023

Metropolitan Circus & Fratelli Studio's

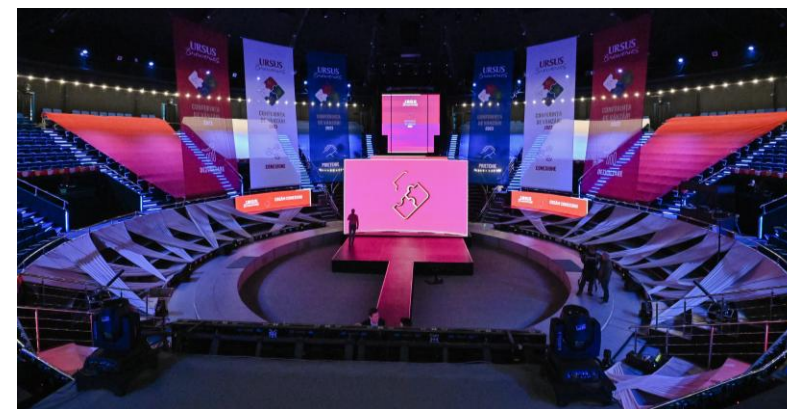
Client: URSUS

Deployment: Metropolitan Circus, Fratelli Studio's

Objective: Presenting the sales & marketing strategy to the Sales Team (550 participants)

Services provided by the agency:

- Creative work: concept, branding and naming
- Conference and party avenue: research and negotiation
- Full Production & Implementation: technical audio-video services and catering services for participants
- Technical and transport services
- Human resource: recruiting and training for the team (hostess, catering team, photo-video team, actors and artists)





CUSTOMER ENGAGEMENT 2023

Client: URSUS

Deployment: Hanul Berarilor Casa Oprea Soare, Bucharest

About: The Conference set-up was developed in line with the strategy of each brand in the portfolio, with a focus on the retail consumer experience and consumption occasions.

Services provided by the agency:

- Developing a strategic conference according to the client's requests and ensuring the necessary logistics.
- Production & implementation of: Set-up supermarket & hypermarket, equipment production and logistics necessary for the conference
- Catering services
- Technical, Photo + video services and transport services



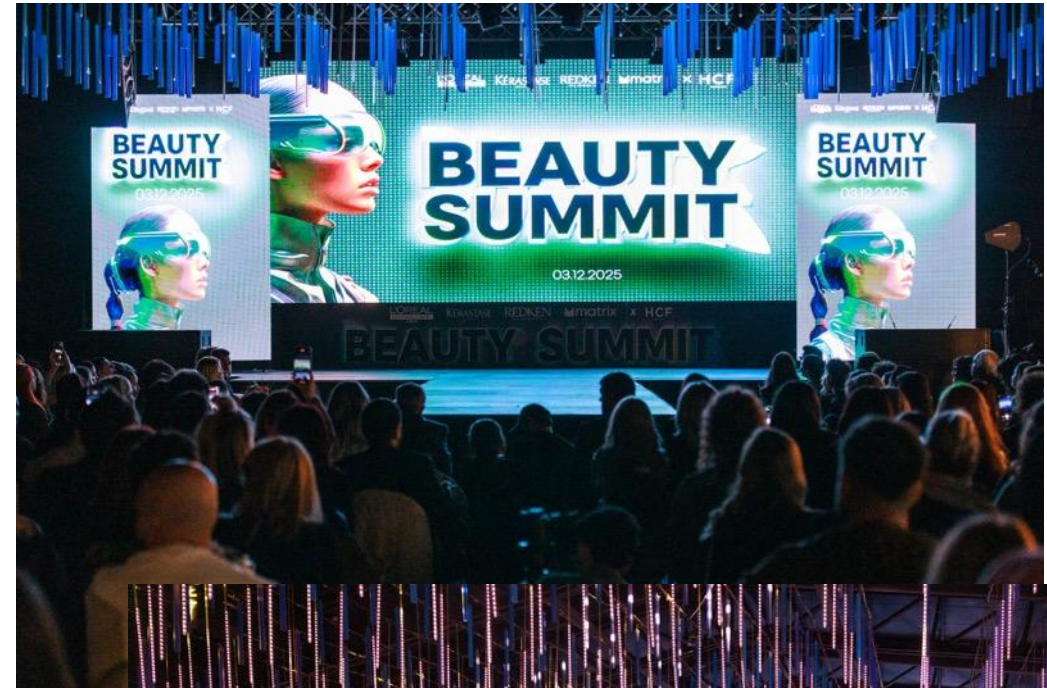
L'Oreal – Beauty Summit

Client: L'Oreal

Deployment: Beauty Summit 2025 @ Fratelli Studios

Services provided by the agency:

- Concept development, location management, technical set-up & direction, logistic and set-up management
- Management of model's recruiting, casting and backstage areas for show preparation
- Management of a complex technical flow of the show – 5 independent shows in one big event, integrated with sound, lights and video specificities
- Management of the logistics: preparation & transportation, furniture and area set-up
- Recruitment and training: photo & video, TL, hostess, helpers, models



URSUS SALES CONFERENCE – BRAND ACTIVATIONS

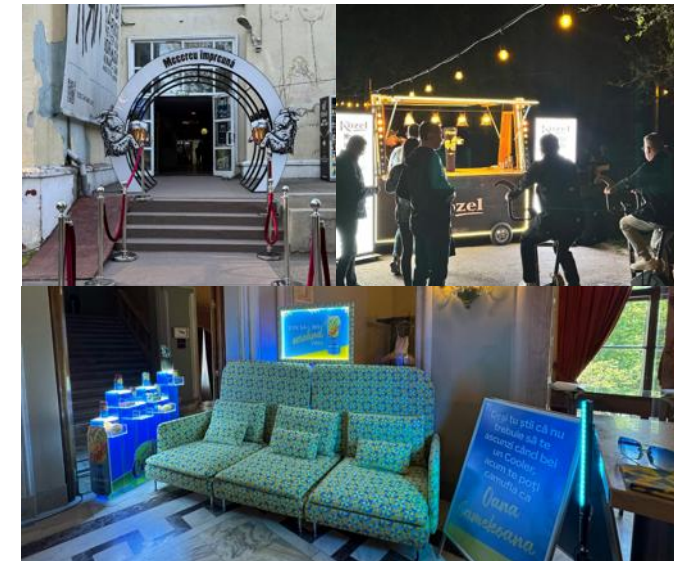
Client: URSUS BREWERIES

Deployment: Quantic & Romanian Athenaeum

Objective: The primary objective was to promote the brands among sales teams, ensuring they were up to date with the latest product news and innovations for: Ursus Premium, Ursus Cooler, Peroni Nastro Azzuro, Kozel, Ciucas

Services provided by the agency:

- Creative and Design
- Production of logistics & prizes
- Event Flow Preparation.
- Transport and Logistics Management: Ensure efficient transportation and handling of materials
- Custom software application development for the two Cooler games
- Photobooth rental and AI filter development, featuring dedicated decade-themed filters ('60s, '90s, 2000s)
- Pedal-powered activation - mechanism with guaranteed prizes included.
- Human Resources Support to ensure seamless integration of the event: hostess, helpers, TL, photographer, photobooth crew, Technician, etc.



Ursus Breweries Conference – april 2025

Client: Ursus Breweries

Project: Event preparation for the Ursus Breweries 2025 annual conference

Challenge:

- Creating innovative concept in line with the client's requirements
- Developing the concept and preparing everything involved in a 2-day event
- This event involved more than 600 guests.

Services provided by the agency:

- Creative concept & design
- Hostess recruitment
- Lighting services
- Photo services
- Artists booking
- Booking both the hall where the event took place and the location where the after-party was held
- Technical services





Ursus Breweries

Customer Engagement 2025

Client: Ursus Breweries

Project: Customer Engagement 2025

Challenge:

- Increase brand visibility and generate interactions with the audience
- The event took place in Bucharest

Services provided by the agency:

- Developing the creative concept and design for all communication materials
- Setup production and transportation
- Production of branding elements
- Photo video services



Sales Conference – Brand Activations

Client: PepsiCo

Deployment: Poiana Braşov

Services provided by the agency:

- Branding materials: design & production.
- Equipment delivery & setup.
- Video content for LED & special reveal.
- Technical & stage support.
- On-site crew: team leader, hostesses, DJ, videographer.
- Rental of logistics assets.

Key Visibility Areas

PEPSI

- Photocorner
- Disco ball decorations
- Photobooth – instant photos

Doritos

- DORITOSERIE Bar & Back Bar

LAY'S

- Photocorner
- AI-generated GIFs
- Special Lay's moment – choreography & video content



SALES CONFERENCE PEPSICO 2025

Client: PEPSICO

Deployment: Annual Sales Conference 2025

event held every year for the entire sales team within the PepsiCo company.

Participants: 800 pax

Services provided by the agency:

- Developing a creative concept, HL & brand activations, set-up design, and production set-up, brand visibility elements.
- Technical solutions and implementation (stage, lights, sound, holograms, projections, video mapping, technical direction, scenography)
- Pre event preparations in the location, measurements, and setting up each space.
- Artist's proposal and management, dance choreography for special brand moment.
- Management of the logistics: preparation & transport.
- Recruitment and training: bartenders, photo & video, TL, hostess, helpers, DJ, choreographer, scenographer





CONFERINTA DISTRIBUITORILOR SI VIZITA LA FABRICA POPESTI ONE SITE

Client: PEPSICO

Deployment: DISTRIBUTORS CONFERENCE

In 2025, we organized a conference and visit to the Popesti One Site Factory for Pepsi distributors for 80 people.

Participants: 80

Services provided by the agency:

- Developing a creative concept, HL & DORITOSERIE, set-up design, and production set-up, brand visibility elements.
- Technical solutions and implementation (stage, lights, sound, holograms, projections, video mapping, technical direction.
- Pre event preparations in the location, measurements, and setting up each space.
- Management of the logistics: preparation & transport.
- Recruitment and training: photo & video, hostess, helpers





Let's start drawing attention!

Get in touch:

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Thank You!