

# Autumn Newsletter



| Future2tech | Fondi Besa | Algida | Visa

Hey there dear reader,  
Get ready for another dose of creativity and success stories from Iceberg Communication. The moment we felt the crisp autumn breeze filling the air, we got to work and prepared the Autumn Newsletter. In this edition you'll have a chance to find out more about some of our latest case studies from clients and collaborators. Let's get started, shall we?



## EVENT MANAGEMENT

We're pretty sure that one way or another you felt the buzz when the biggest innovation, tech, and education trade fair in Albania, hit the town this September! Yes, [FUTURE2TECH](#) ! That's the one we're talking about! We pulled it off with a little bit of Iceberg magic, and our partners at AlbaniaTech were right there with us to make it happen. Our CEO, Enejda Sheku, explained it in details in this interview with [Businessmag](#) .

It was EPIC! We're talking ministers, celebrities, entrepreneurs from Albania and beyond that honored us with their presence. Seriously, check it out for yourself over at [this link](#).

And guess what? We're cooking up something even bigger for next year! So, stay tuned, follow us on social media, and let's keep the buzz going!



## DIGITAL MARKETING

Let's move on and chat about another one of our services - Digital Marketing. Brace yourselves because we've got a fantastic success story to share.

FONDI BESA, your best financial partner, handed us the keys to their digital platforms, and we have been quite busy there!

Over the past 2 months, we've been the creatives behind their content strategy, the wizards behind their online campaigns, and the artists crafting compelling content. And if you've passed by their social platforms lately, you've probably spotted the Iceberg touch. If not, well it's time to do so! You can check [Facebook](#), [Instagram](#), and [LinkedIn](#). We handle them all!



## PUBLIC RELATIONS

Alright, by now, you know we're the PR pros around here. So, check what we did this time - we've teamed up with VISA for a campaign that is all about embracing "New Digital Habits." And just so we're clear, it's not just marketing; it's an educational journey! We've carefully selected media partners and influencers to spread the word in Albania.

If you're curious about what's inside VISA's digital dictionary or want to know more about the results of the Albania survey, we wrote about it, and you can [read it here](#).

Now, here's a good deal for you:  
If you're in search of PR services that include building media relations, crafting content, or utilizing the power of influencer marketing, give us a call. We can fix that for you quicker than you can say 'Iceberg Communication.'  
And, not to brag about it or anything, but yeah, we've been in this game for over two decades!



## BTL PROMOTION

To wrap up, let's explore a bit of our BTL promotion adventures, where we've been on a mission to spread joy, one ice cream at a time. Nope, we didn't secretly get into the ice-cream business, although the temptation was real! We rolled up our sleeves for a brand awareness campaign. The star of the show? None other than the happiness maestros themselves - ALGIDA!

So, picture this: 4 weeks, 4 different spots, balloons, ice cream delights, picture-perfect moments, radio mentions and shows have been the order of the day.



Our main goal? Well, it's simple - to shine yet another time on brand awareness campaigns!

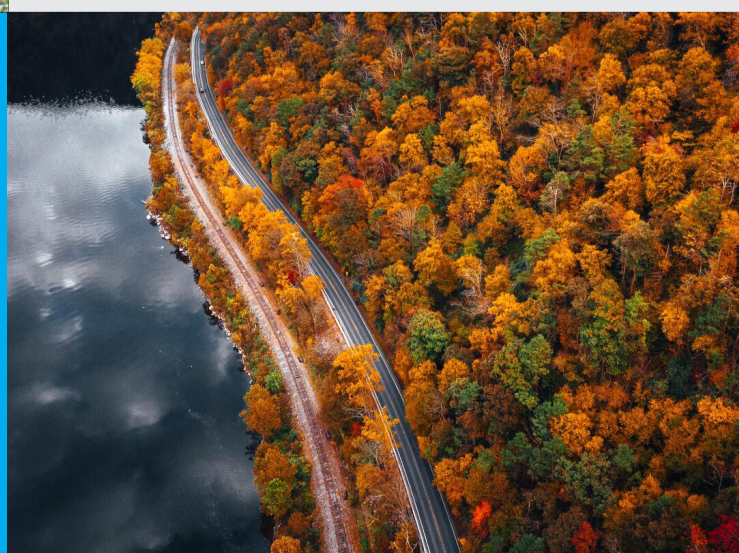
And ALGIDA? Their goal is even simpler - they're on a mission to make you happy!



Remember, Iceberg Communication has been at the forefront of navigating change within the marketing and communication industry since its establishment in 1999. Our newsletter isn't just a one-way street, it's a platform for our amazing community. Together, we can turn it into a vibrant hub of knowledge, insights, and connections.

So, spill the beans! What do you want to see more of in these newsletters? Share your feedback right here and let's cook up some newsletter magic together!  
[Share ideas here.](#)

Thank you for your continued support, and we hope you enjoyed reading this Autumn Edition of our Newsletter.



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