

Summer Newsletter



| Portonovi | Flumen | University of Tirana | Sivig

We are thrilled to bring you the latest and greatest in the world of communication and marketing with our Summer Edition Newsletter! Thank you for being a part of our community, and we hope you find this edition as informative and enjoyable as the first.



PUBLIC RELATIONS

With a balmy climate and relaxed local lifestyle, this beautiful stretch of the Adriatic coast is fast becoming known as the new Riviera. If you already know what we are talking about, you have probably read one of the articles we have written about **PORTONOVI**. Iceberg Communication is proud that one of the most luxurious and stunning resorts in Europe has entrusted us to represent their public relations in Albania. Our two decades of extensive public relations expertise in the region have qualified us to be the public voice of renowned companies like Samsung and as of now, Iceberg Communication is PORTONOVI's media network, handling public relations, media buying, and influencer marketing. Soon we will publish a case study on how we handle a PR campaign from A to Z, so make sure to follow us on our social media.



DIGITAL MARKETING

The best place to hide a dead body is on page 2 of Google search results. Our digital marketing experts are well aware of that, and this is why every client of ours stands proudly on the first page of Google, is the highlight on social media, and the buzz everyone speaks about. **FLUMEN PARK** is the newest place to be, with a restaurant, theater, guest house, and many more facilities to be discovered. This enchanting venue is one of our latest clients, who has entrusted us with their brand concept and development. Together, we have closely collaborated to build a brand that aligns with their philosophy and values. Among others, we know that social media is not just about likes and follows; it's a powerful tool to engage your audience, build brand loyalty, and drive conversions. Our digital marketing experts curate compelling content, run targeted ad campaigns, and analyze the data to optimize Flumen Park's online presence across various platforms. Through innovation, creativity, and data-driven strategies, we strive to be your trusted partner in the ever-evolving digital marketing sphere.

FLUMEN



EVENT

The **UNIVERSITY OF TIRANA'S** Graduation Ceremony was a momentous celebration, not just for the students and faculty, but also for Iceberg Communication. The event was an overwhelming success, leaving a lasting impression on all attendees. Once again, we were chosen to oversee the planning and execution of an exceptional event. The meticulously planned agenda, tireless work and cutting-edge technology were employed in arranging the stage, positioning the LED wall screens, and ensuring top-notch sound and other components. Around 12,000 students were recognized and commended for their hard work and unwavering dedication. Held within the Air Albania stadium, this remarkable occasion truly represented the culmination of years of study and countless cherished memories. The Ceremony of University of Tirana will be remembered as a landmark event in the world of education but not only.

PROMOTIONAL MATERIALS

We strongly believe that a long-term relationship with an agency offers the benefits of deep understanding, industry expertise, cost-effectiveness, efficient workflows, and a focus on continuous improvement. Many of our clients have placed their trust in us for over five years, with **SIVIG** being one of them. By understanding the market dynamics, trends, and competitive landscape, we assure our clients, the best quality of work, no matter the domain: marketing, branding, or public relations. As pioneers in Albania, we embarked on the journey of designing and producing promotional materials back in 1999, and even after two decades, we continue to have loyal clients who rely on us for the same emblematic service.



COMING SOON

ENERGY CONSTRUCTION & GREEN ECONOMY

TRADE FAIR 2023, OCTOBER 5-6

PALACE OF CONGRESSES, TIRANA



Remember, our newsletter is a platform for the community, so we encourage you to share your feedback. Together, we can make this newsletter a vibrant hub of knowledge and connection. Thank you for your continued support, and we hope you enjoy reading this Summer Edition Newsletter.

Contact details:

Str. Tish Daija; Kompleksi Kika 2; Tirana, Albania
+355 69 386 3160
marketing@icebergcommunication.com

