

#nobullshitagency

**We are independent.**

We might not talk nice all the time, but we speak freely.

**We are local.**

We may not have a Creative Director "from the West" but we have one born in Colentina,  
who has been doing advertising for 16 years.

**We are mature.**

We don't nail the "DAB" every time, but we're successful in what really matters.

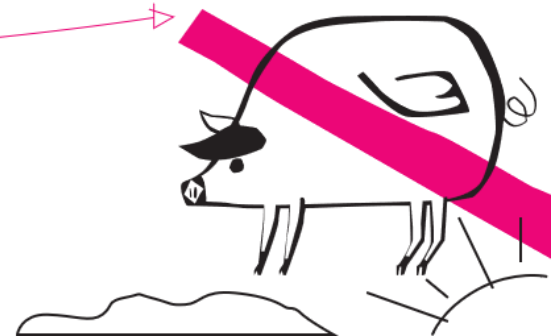
**We are direct.**

We also don't know what a Digital Growth Hacking Synergist really does, but we know what it means  
to be responsible for each type of project.

We are confident when it comes to any kind of communication. ATL, DIGITAL or BTL.

**We are WOPA.**

**THE NO BULLSHIT AGENCY.**





99 Dacia Boulevard,  
**our home**  
 3rd floor Bucharest 2,  
 020053

## our services

Ctrl

ATL

BTL

Digital

Social Media

Branding

Production

## clients





ATL WORKS

01



## CHALLENGE

Agricola started a complex repositioning process of the entire portfolio, expressed through new packaging. This action had to be sustained by a communication campaign that had to facilitate the consumer's understanding of the new positioning, create an emotional connection with it and strengthen all lines of business.

## SOLUTION

We had to find an emotional connection that is RELEVANT for all business lines, in categories that have different needs and benefits. In Romania we have a culture in which food is a central element in social interactions, it has a great emotional load for the one who eats it, because the one who cooks puts time, involvement, knowledge, experience and love in it. Care is the expression of the emotional connection, put in the act of

## IDEA

We developed a 360° integrated campaign, with a series of TVCs and visuals for each line of business.





CLICK THE PLAY BUTTON FOR VIDEO





CINE MĂNÂNCĂ împreună  
RĂMÂNE împreună

Gustul autentic le-a adus

**14.625**

de cine fericite.



Pui de la găini cu creștere lentă.  
Hrănit vegetal, din care 70 % porumb.



CINE MĂNÂNCĂ împreună  
RĂMÂNE împreună

Custul prețios le-a adus

**6.500**

de prânzuri pline de iubire.



Cea mai premiată gamă de produse  
crud-uscate din România.  
Rețetă autentică.



CINE MĂNÂNCĂ împreună  
RĂMÂNE împreună

Savoarea le-a adus

**1.865**

de mese de tot felul.



Fără E-uri.  
Simplu, doar încălzești.

We showcased the products by  
photographing delicious Agricola meals  
that bring everyone together.

02



## CHALLENGE

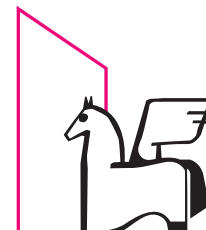
Enabling the client, a regional window fitting & fixing manufacturer obsessed with extremely high levels of quality (using only top-notch German engineering machinery) - to go national.

## SOLUTION

Our strategic decision was to capitalize on the recognized high quality of German made products and to convey it in a manner which wouldn't be cliché or gratuitously enforced.

## IDEA

We've designed a communication concept called **The German thing/ Lucrul nemtesc** which enabled us to depict product benefits with the visual aid of German-inspired emblems, accompanied by carefully-calibrated fine humor, thus contrasting with the seemingly rigid stereotypical German attitude in order to generate a nationwide, integrated 360° campaign.







CLICK THE PLAY BUTTON FOR VIDEO

FERESTRELE  BARRIER



Nu trebuie sa asculti muzica germana ca sa traiesti nemteste!



Cu cea mai buna protectie fonica, termica si financiara, ferestrele **Barrier** dau casei si vietii tale calitate germana.

Teste germane, calitate germana.

ferestrele  
care te protejează  
când ești

**BARRIER**



Nu trebuie sa conduci o masina germana ca sa traiesti nemteste!



Cu cea mai buna protectie fonica, termica si financiara, ferestrele **Barrier** dau casei si vietii tale calitate germana.

Teste germane, calitate germana.

ferestrele  
care te protejează  
când ești

**BARRIER**



Nu trebuie sa castigi Cupa Mondiala ca sa traiesti nemteste!



Cu cea mai buna protectie fonica, termica si financiara, ferestrele **Barrier** dau casei si vietii tale calitate germana.

Teste germane, calitate germana.

ferestrele  
care te protejează  
când ești

**BARRIER**



We kept it simple focusing on what mattered most to our consumers, the german quality and the soundproofing.

03

NeuroAge<sup>TM</sup>

## CHALLENGE

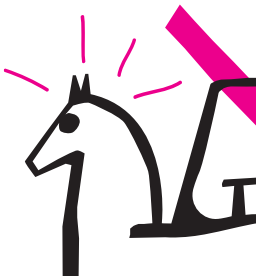
How to create awareness for the new dietary supplement NeuroAge (aimed to improve memory & concentration) in the super-crowded and atomized category of supplements, when the target audience, university students, has a lot of brands competing for their attention, in categories way cooler than ours.

## SOLUTION

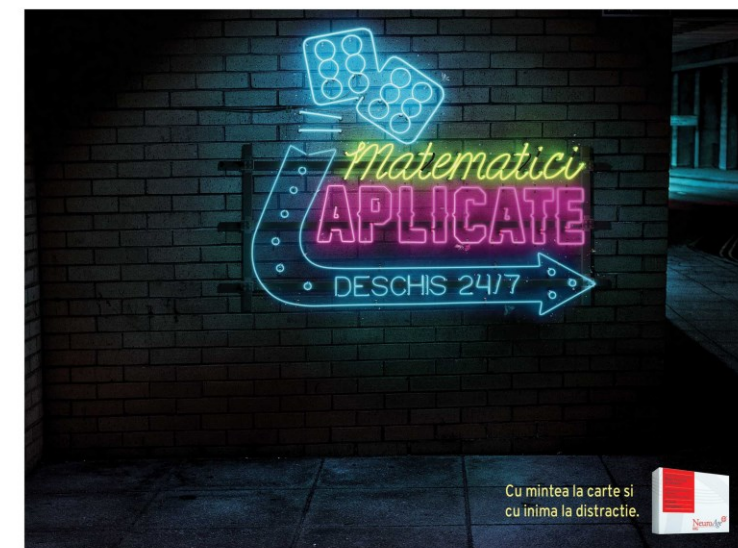
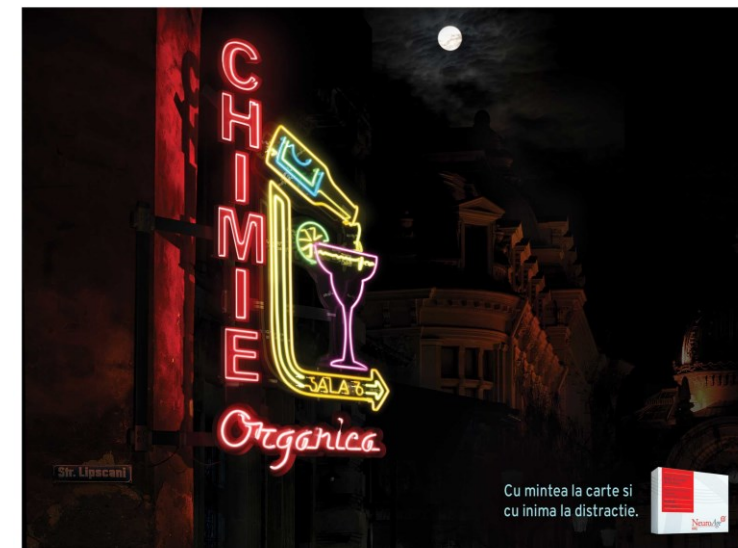
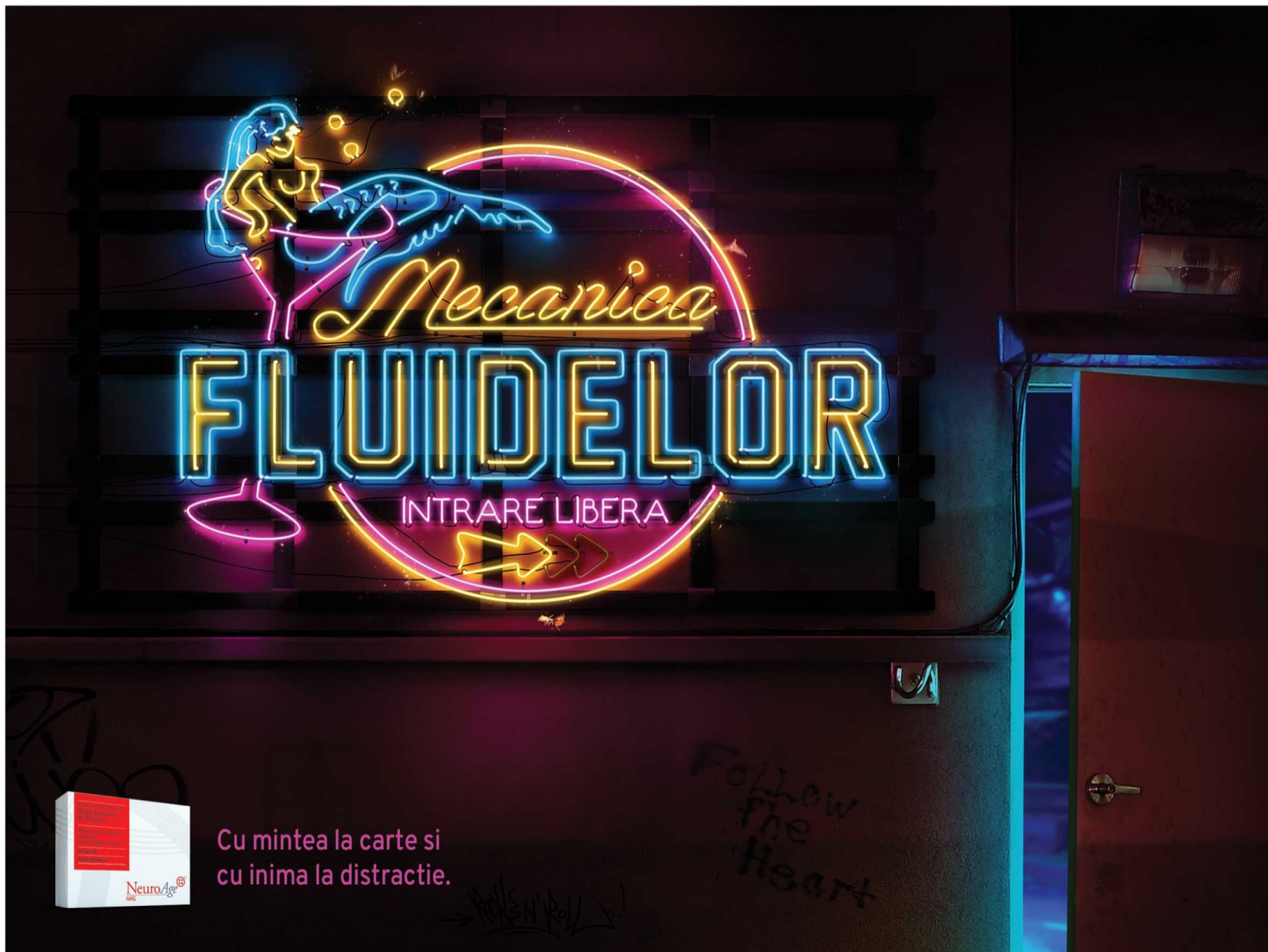
We decided to dig into their lives & place the product directly within their daily flows, in order to make it easily identifiable as a viable learning aid, contrary to the bland alternatives. In a concept called Thinking about studying & living for fun, we reinterpreted university course names in night-club-esque typefaces, accompanied by hip & urban visuals.

## IDEA

Launch strategy, creative concept, creative executions, production, implementation.







We expressed the best of both worlds.

04



## CHALLENGE

Creating awareness for the Bucovina carbonated water brand and facilitating the re-launch of their naturally sparkling bottled water with the additional objective of generating awareness and trial for the product.

## SOLUTION

In terms of brand equity, we decided that in order to efficiently communicate their sparkling water, Bucovina had to go through a perceptual shift via communication, from being associated with tradition and accessibility, towards being perceived as modern and premium.

## IDEA

The agency came with a communications concept called **The Senses/ Infioara-ti simturile!** which effectively presented the new product's attributes in a sensual and thirst-inducing manner, in order to fulfill the client's communications objectives.

The sensorial approach was translated into all communication media from TVC to OOH and print.







CLICK THE PLAY BUTTON FOR VIDEO

05



## CHALLENGE

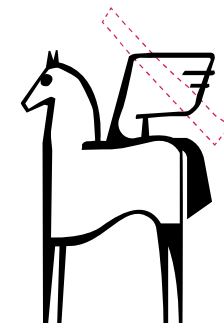
Romanian law allows companies to donate up to 20% off of their income taxes to any NGO. However noble an initiative this is, research has shown that only a maximum of 25% of Romanian companies actually donate.

## SOLUTION

Even in high-profile, big-four type multinational corporations, it's people that ultimately make all the decisions. Therefore, we've decided to communicate to precisely this type of audience for the purposes of generating awareness for our client's cause.

## IDEA

We've called upon the most basic yet most emotionally effective of childhood activities: the exchange of goods among peers. Thus, the ads portrayed terminally-ill patients' most precious possessions which will be given-up to whoever makes a donation for the NGO.





Andu îți poate da la schimb jucăriile lui.



**DIRECTIONEAZA 20%**  
din impozitul pe profit al afacerii tale  
pentru îngrijirea lui Andu și a altor  
copii cu boli incurabile!

Andu are 9 ani și a fost diagnosticat de curând cu o boală incurabilă. El are câteva jucării care îi sunt tare dragi și pe care ți le poate dăru, dacă vrei neapărat ceva în schimbul celor 20% din impozitul pe profit al afacerii tale. Poți direcționa acești bani, prin legea sponsorizării, către asistența copiilor cu boli incurabile fără niciun cost pentru afacerea ta. Ajută-ne să oferim lui Andu și celor ca el îngrijirea de care au nevoie pentru a se bucura de copilărie până în ultima zi.

[www.hospice.ro](http://www.hospice.ro)

Elena îți poate dăru colecția ei de ceramică pictată.



**DIRECTIONEAZA 20%**  
din impozitul pe profit al afacerii tale  
pentru îngrijirea Elenei și a altor  
bolnavi incurabili în stadii avansate!

Timp de 30 de ani Elena a pictat ceramică în atelierul din sat. Dar cum ea a fost diagnosticată de curând cu o boală incurabilă în stadiu avansat, îți poate lăsa ție lucrul mâinilor ei, dacă vrei neapărat ceva în schimbul celor 20% din impozitul pe profit al afacerii tale. Poți direcționa acești bani, prin legea sponsorizării, către asistența bolnavilor incurabili fără niciun cost pentru afacerea ta. Ajută-ne să oferim Elenei și celor ca ea îngrijire și șansa de a avea ultima parte a vieții demnă și senină.

[www.hospice.ro](http://www.hospice.ro)

Traian îți poate lăsa cărțile lui.



**DIRECTIONEAZA 20%**  
din impozitul pe profit al afacerii tale  
pentru îngrijirea lui Traian și a altor  
bolnavi incurabili în stadii avansate!

Traian are 42 de ani, este un inginer pasionat de istorie și literatură și ține foarte mult la cărțile lui. Dar cum el a fost diagnosticat de curând cu o boală incurabilă în stadiu avansat, ți le poate lăsa ție, dacă vrei neapărat ceva în schimbul celor 20% din impozitul pe profit al afacerii tale. Poți direcționa acești bani, prin legea sponsorizării, către asistența bolnavilor incurabili fără niciun cost pentru afacerea ta. Ajută-ne să oferim lui Traian și celor ca el îngrijire și șansa de a avea ultima parte a vieții demnă și senină.

[www.hospice.ro](http://www.hospice.ro)

The people working at Hospice deal with extremely emotional and heart-breaking situations on a daily basis, yet somehow they manage to put on smiles on their faces at the end of each day. Kudos to them! We bow our heads with respect.

06



## CHALLENGE

Generating a positive inflow of new students for one of the biggest private universities in Romania, all within a complicated, socially controversial and sometimes "darkened" local private higher education landscape. The lack of communication within the category as well as prospective students' pre-disposition towards aiming for state-managed public universities constituted major hurdles.

## SOLUTION

After carefully considering the socio-demographic inconsistencies which define the cohorts of high school students in Romania, we've developed a communications concept underpinned by a social education component, in order to address the primary issue that youngsters in the process of choosing a university are faced with: the desire to have cool and trendy jobs with momentary advantages, all the while disregarding their drawbacks on the longer term - the impossibility of such a job ever becoming a proper career.

## IDEA

The campaign concept was called Learn to become somebody for life/ Invata sa fii cineva, pe viata!, as this strategic route was the most accommodating for all of the communications objectives and clearly expressed the University's philosophy within a "cumbersome" local private education landscape. The complete campaign encompassed OOH, PR activities, Radio & Print ads as well as a full suite of Digital projects, from a GDN campaign to a full website revamp and extending to special online activations.







**UNELE CARIERE  
SE TERMINĂ  
LA 27 DE ANI.  
VIAȚA TA NU.**

UNIVERSITATEA  
ROMÂNŌ-AMERICANĂ  
INVATĂ SĂ FI CINEVA. PE VIAȚĂ.



**UNELE CARIERE  
SE TERMINĂ  
LA 25 DE ANI.  
VIAȚA TA NU.**

UNIVERSITATEA  
ROMÂNŌ-AMERICANĂ  
INVATĂ SĂ FI CINEVA. PE VIAȚĂ.



**UNELE CARIERE  
SE TERMINĂ  
LA 35 DE ANI.  
VIAȚA TA NU.**

UNIVERSITATEA  
ROMÂNŌ-AMERICANĂ  
INVATĂ SĂ FI CINEVA. PE VIAȚĂ.

We exaggerated the ridiculousness of  
people living in the past.





## CHALLENGE

Within the context of a confectionery landscape characterized by opposing commercial pressure from both Premium as well as Own Private label products, our challenge was to enable Alfes, the wafer brand of confectionery giant ALKA, to absorb the consumers of other wafer brands in order for their products to effectively become the only mainstream alternatives to other premium-positioned wafers available on the market.

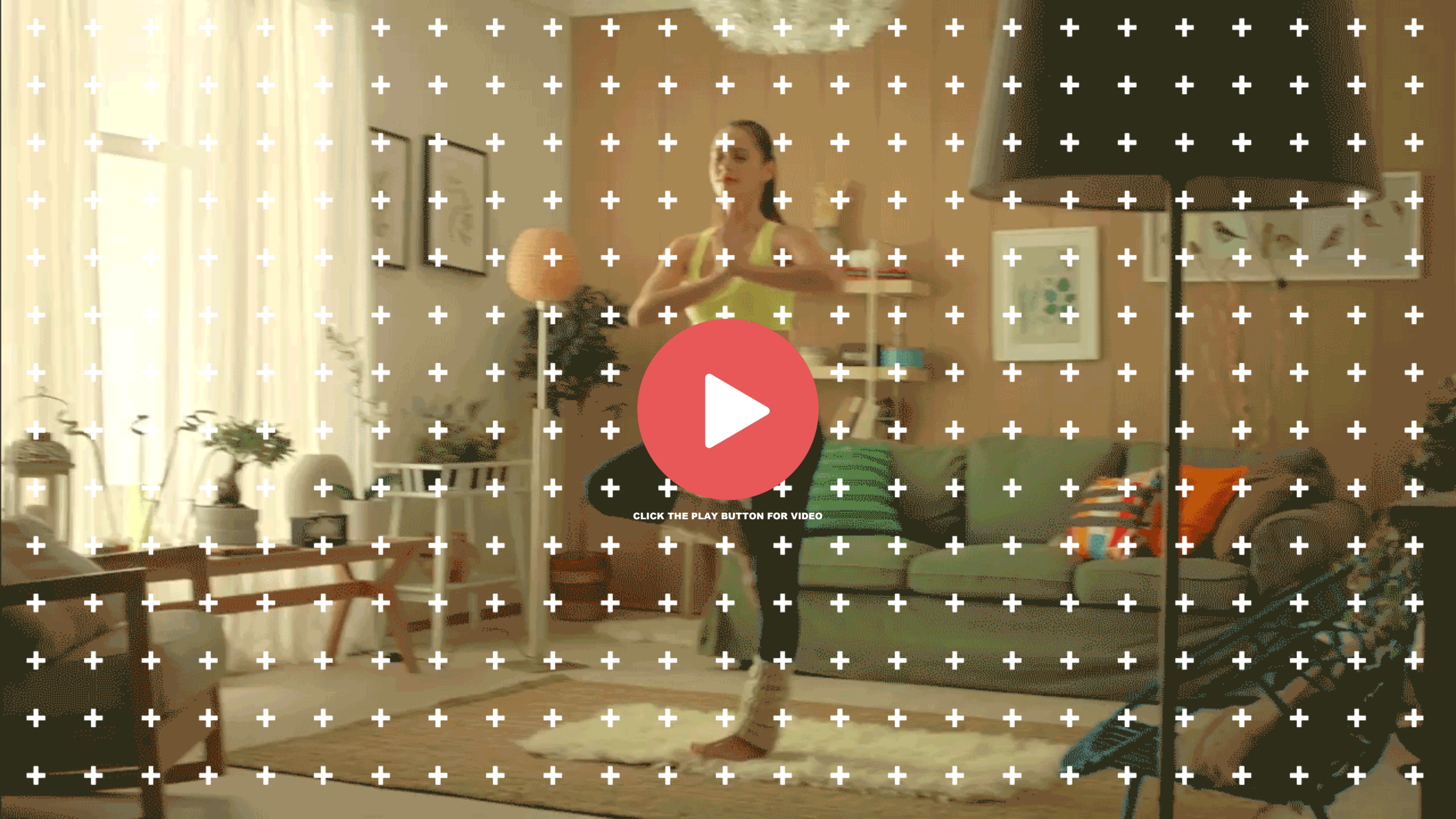
## SOLUTION

We've addressed Alfes needs by carefully planning and executing a campaign which relied on the "Earthquakingly crunchy/ Cutremurator de crocante" concept as its cornerstone. Thus, we've helped the brand to develop an emotional connection with its target consumers via marketing communication that portrays its brand universe for its consumers and envelops them within it, in order to foster the emotional bond that's been generated.

## IDEA

Shot in multiple locations and using earthquake simulators that would make even the Japanese government green with envy, the "Earthquakingly crunchy/ Cutremurator de crocante" TVC for Alfes portrays a suite of everyday situations that effectively "crumble-apart" under the "crunch" of the wafers.





CLICK THE PLAY BUTTON FOR VIDEO



## CHALLENGE

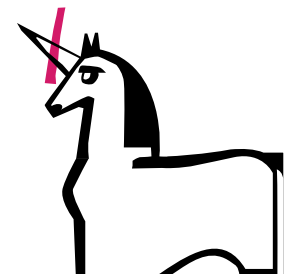
Several initiatives addressing the issue of driving under the influence of alcohol spanned over more than 15 years, with numerous “don’t drink and drive” messages. A key barrier was the fact that responsibility messages risk to be ignored because they are ruining the fun. How could we overcome this barrier and spread our responsibility message in an engaging way, to reach mass with a very limited budget?

## SOLUTION

Knowing that peer influence has a crucial influence on responsible behaviour, we provoked young people to transform in their friends’ “mothers”, to stop them from driving after consuming alcohol.

## IDEA

Campaign strategy, creative concept, digital strategy, social media management, production.







CLICK THE PLAY BUTTON FOR VIDEO 01



CLICK THE PLAY BUTTON FOR VIDEO 02





09



## CHALLENGE

Tackle a tricky social issue, driving under influence, with (very) limited budget. How do we cut through the clutter and make people engage with the campaign instead of ignoring it as “yet another moralizing CSR”? Adolescents shouldn’t drink alcohol as it adversely affects their still developing brain, even in small amounts. Yet, 35% of Romanian youngsters 14-18 y.o. drink alcohol occasionally and see it as a sign of maturity and power. When the last thing a teenager would accept is interdiction and to be told what to do, how can we tackle underage consumption with a campaign not only acceptable, but also attractive for teens, and useful for parents?

## SOLUTION

To capture their attention and interest, we delivered our clear “no alcohol” message in an unexpected way. Not preaching, not boring, not just moralizing them, but gaining their involvement.

## IDEA

Starting from the insight that teens hate when parents interfere in what they like, we created a cringy “band” of dads who prove that trap is not for parents, same as alcohol is not for teens.





CLICK THE PLAY BUTTON FOR VIDEO



# ALCOOLUL NU TE FACE MARE.RO

Campanie mixată de  **BERARII ROMÂNIEI** feat.  **GUVERNUL ROMÂNIEI**  **MINISTERUL EDUCAȚIEI NAȚIONALE**  **POLIȚIA ROMÂNĂ**  **CNA**



# ALCOOLUL NU TE FACE MARE

HOME

EȘTI ADOLESCENT

EȘTI PĂRINTE

EȘTI PROFESOR

## PĂRINȚII MINORII **NU TREBUIE SĂ BAGE** TRAP ALCOOL

Hei, știm că ești la vârstă la care alcoolul pare ingredientul care nu poate lipsi pentru super distracție și că ai impresia că nu ești cool dacă ești singura persoană de la masă care bea suc.

Dar chiar e ăsta un motiv suficient de bun? Dacă mâine ar fi cool să-ți razi o sprânceană, chiar ai face asta? Improbabil. Atunci de ce să bei alcool doar pentru reputație?

În loc să consumi alcool, noi îți recomandăm să-ți antrenezi memoria, atenția și gândirea pe [BrainIQ](#). Toate trei îți vor fi super utile pe viitor. Iar dacă te pasionează robotica, intră pe [RoboHUB](#) și vezi tot ce este trending în domeniu.

Află mai multe motive pentru care alcoolul nu ar trebui să se amestece cu minorii din Ghidul Adolescentului.

DESCARCĂ GHIDUL ADOLESCENTULUI >

Ce zici, te flexezi să nu consumi alcool?



# 10



## CHALLENGE

The lifestyle-oriented brand Stella Artois needs to go beyond usual beer consumption moments to increase its relevance. We needed to identify occasions that would bridge the beer world with other relevant consumer preferences.

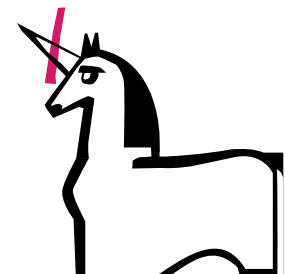
## SOLUTION

The Barbershop Switch

What is normally a pampering moment, like getting a quality haircut, can transform in an instant in a surprising moment. We created a social experiment, where Stella Artois had the role to make everyone realize that, from time to time, it's ok to say stop to their hectic life and embrace a moment of "joie de biere".

## IDEA

Local amplification strategy, creative concept, production and implementation.







CLICK THE PLAY BUTTON FOR VIDEO



THANK YOU!



#nobullshitagency