

#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.

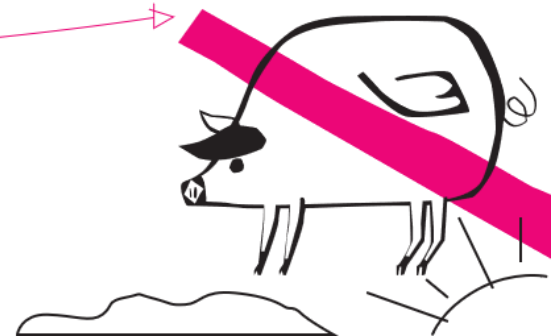
We are direct.

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



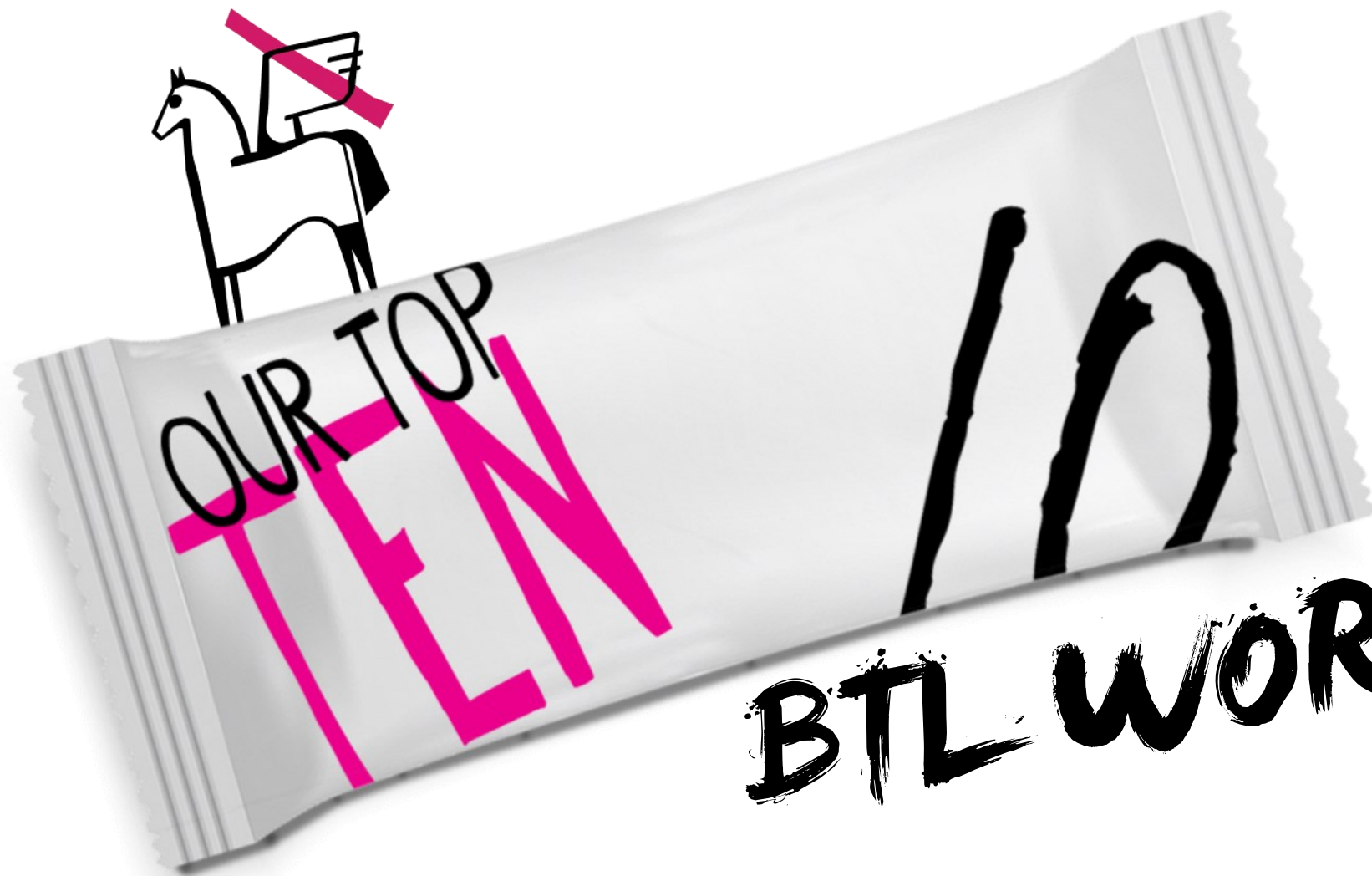
AVON
 the company for women

syngenta. L'ORÉAL



AMGEN





BTL WORKS

01



LIDL / JOB BUS

CHALLENGE

LIDL had a high awareness and consumer satisfaction level. Despite that, the interest from potential candidates in applying for a job was very low and its stores were facing a large personnel turnover so LIDL was dealing with a major challenge: rapidly increase the number of middle-class candidates to work in its stores.

SOLUTION

People who wanted to apply for a job at a Lidl stores found hard to do it via traditional application methods. So, we've decided to bring the recruiting office to them.

WORK

Creative idea, mobile office design, roadshow planning, implementation, driver allocation.





02



LIDL / BURGERFEST

CHALLENGE

Lidl needed an outstanding activation to promote simultaneously its main business pillars and attract consumers from various targets with engaging and relevant experiences.

SOLUTION

We developed the creative concept/implementation activities for multiple brand contact points for 3 years in a row, resulting in 3 days of food festival, over 40 hours of hard working and more than 3000 satisfied customers per each edition. Main highlights of the brand activation where 1 fresh bar with 4 vending points, 1 area dedicated to kids and playful activities, 1 cleaning station where consumers could wash their hands, 1 recycle point and 1 truck turned into a mobile changing station for mothers with small infants (0-3 years old).

WORK

Creative concept, event production, coordination & implementation.

3 days of food festival, more than 3000 satisfied customers.

5 activations targeting various target groups rolled out simultaneously: 1 fresh bar, 1 kids area, 1 cleaning point, 1 recycle point,

1 mother & baby station





03



LIDL / ELECTRIC CASTLE / Employer engagement

CHALLENGE

As the main sponsor of Electric Castle, Lidl wanted to surprise its employees working inside the festival with a series of activities and hotspots where they could unwind, relax and network after a long working day.

SOLUTION

We've managed the entire series of activities, setup and needs for Lidl employees and brand ambassadors who participated at Electric Castle, each year raising up the stake and adding value from one edition to another (2018, 2019).

WORK

Event concept & design, production coordination, event implementation.



04



BARRIER / ROADSHOW

CHALLENGE

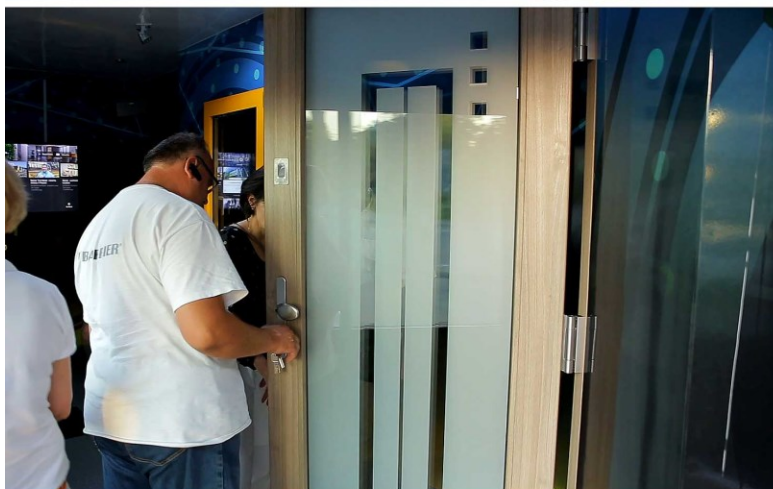
In the context of a rapid expansion, BARRIER decided to make consumers aware of its franchise network through a first-ever experiential marketing promotion aiming at allowing direct interaction with the end consumer in an unconventional framework.

SOLUTION

We combined product presentation with brand experience resulting in the first interactive mobile showroom in Romania ever developed by a window producing company.

WORK

Creative concept, showroom design, roadshow mapping and planning, production, implementation.



05



CHIESI / ANNIVERSARY EVENT

CHALLENGE

An experiential event to remind participants of the importance of air in our lives.

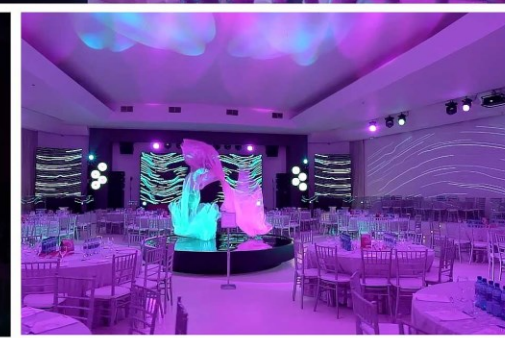
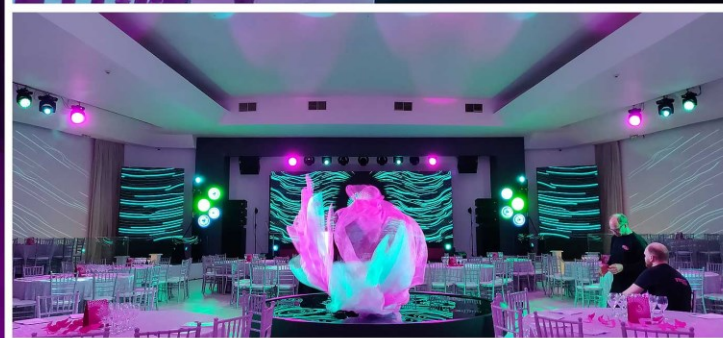
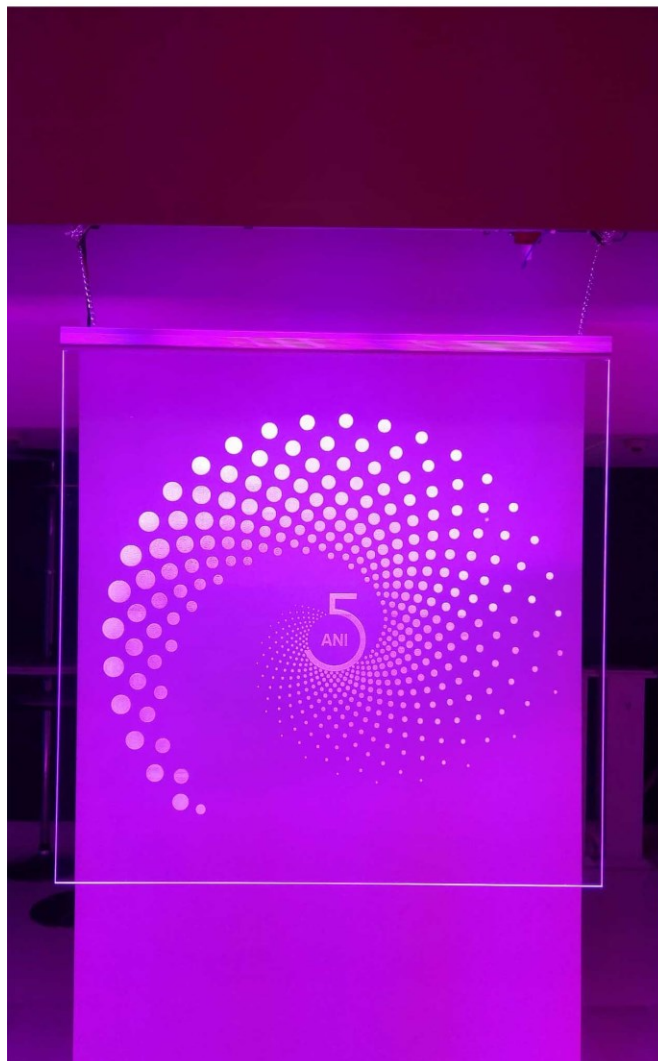
SOLUTION

Contemporary art must reach people, to be able to interact with it to understand it, not just look at it. This event gave us exactly the ideal opportunity to do so. We brought the kinetic sculpture of Daniel Wurtzel, the artist who collaborated with Cirque du Soleil and Tate Modern, and we got the perfect solution to create word of mouth at the event and even after bringing the air to the forefront.

WORK

A unique event concept, special productions, live streaming, coordination of internal and foreign partners, implementation of interactive modern art gallery during the event.





06



SYNGENTA / ANNIVERSARY EVENT

CHALLENGE

To show that long-term relationships and right insights/products support the success of farmers.

SOLUTION

The integration under the same concept of all events generated coherence in the communication of the brand message and demonstrated the vast and multidisciplinary expertise of the company.

We reconfirmed that Syngenta has the best solutions for all types of crops and is close to all farmers, no matter what they grow.

WORK

Development of an umbrella concept for indoor events, dedicated production, organization and implementation.



07

AVON
the company for women

AVON / ROADSHOW

CHALLENGE

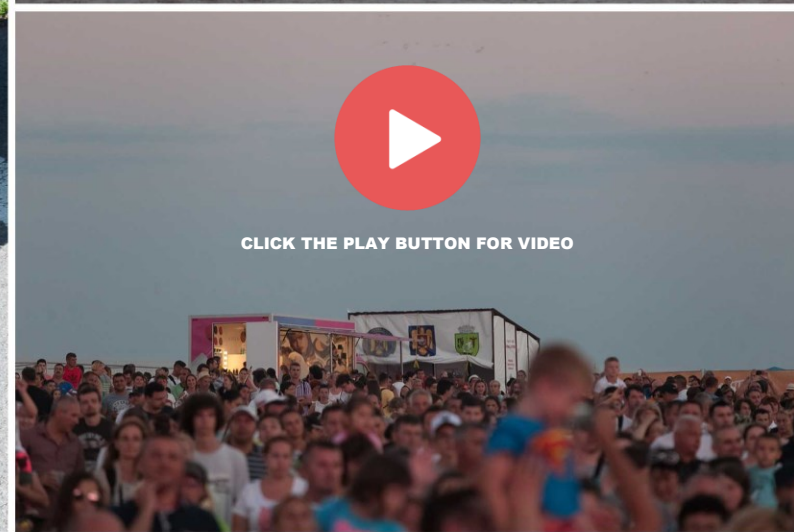
Avon has a specific business model, based on constantly maintaining and refreshing the interaction with both its customers and sales representatives. To enhance its presence and facilitate the interaction, it needed a mobile solution to display its newest products and recruit new reps throughout the country.

SOLUTION

Instead of trying to call people at Avon's offices, we surprised them by the brand presence in unexpected places. We developed 2 mobile caravans that run simultaneously and reached both customers and potential representatives in their hometowns and at public events.

WORK

Design concept and technical solution, production, implementation, 24/7 assistance through a dedicated project manager. Two caravans rolled out simultaneously more than 400 activations in 75 cities.



CLICK THE PLAY BUTTON FOR VIDEO



BNP Paribas LS / 10 year anniversary event

CHALLENGE

BNP Paribas Leasing Solutions celebrated 10 years of activity in Romania and wanted to organize an anniversary event which needed to be outstanding in terms of execution and content and where the connection between attendants had to be made harmoniously.

SOLUTION

We used one of the best known historical landmarks in Bucharest the CEC Palace as a location for the event. The idea was to create a contrast between two worlds: the traditional vs. the digitally advanced and show our guests that BNP Paribas will keep its standards while stepping into a more digitally, simplified phase.

WORK

Event idea, venue design, production, event coordination & implementation.



09



VINCON / Wine Bar Activation

CHALLENGE

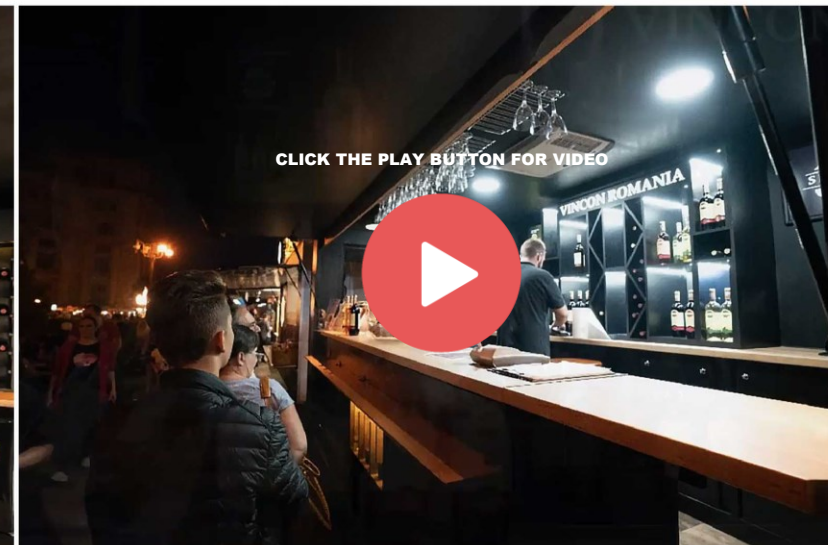
Build the largest WINE BAR in Romania for festival and multiple brand activation.

SOLUTION

We combined functional design and art vehicle construction to design and build a functional wine bar that allows both product presentation and sale.

WORK

Creative concept, design, vehicle acquisition, production & construction, registration.



10



UNISOL / Easter Trade Campaign

CHALLENGE

The biggest mainstream sunflower oil brand in Romania by volume and value market share needed to boost trial and generate repeated purchase nationwide during Easter.
How we gain the attention, interest and favorability of buyers during the crowded period of the Easter, building association with nature?

SOLUTION

We've started from the idea that a good quality oil brings up the best in ingredients and Unisol fuses them together in a sensorial scenery. Large unconventional production were placed in crowded market places.

WORK

Creative idea development, totem design, production and implementation.



THANK YOU!



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