

#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.

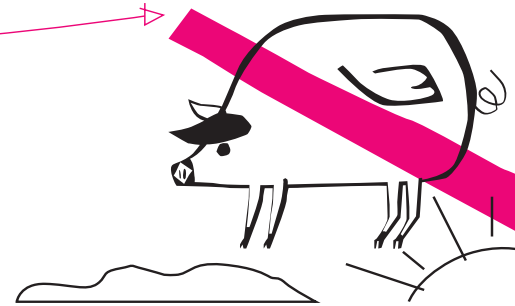
**We are direct.**

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.**



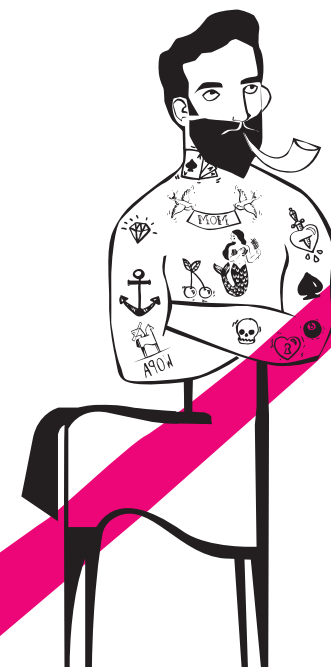
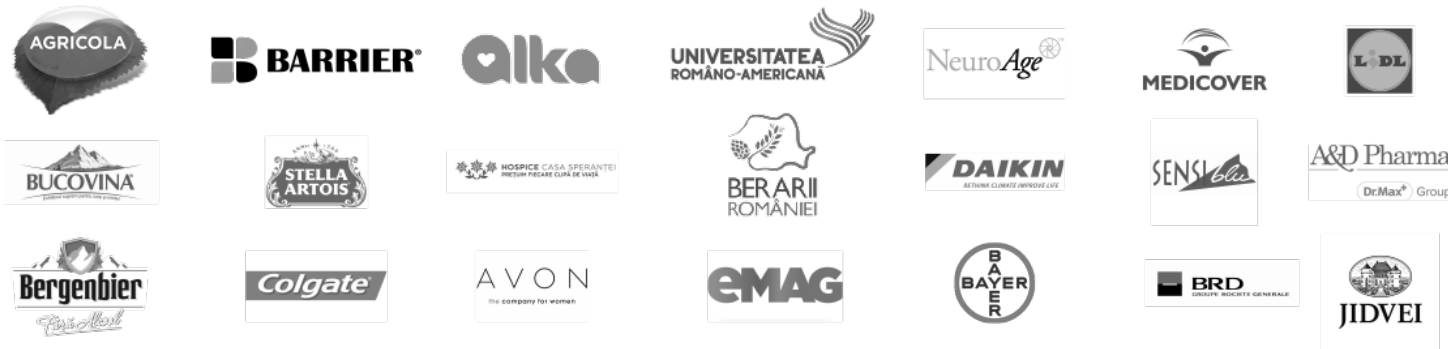


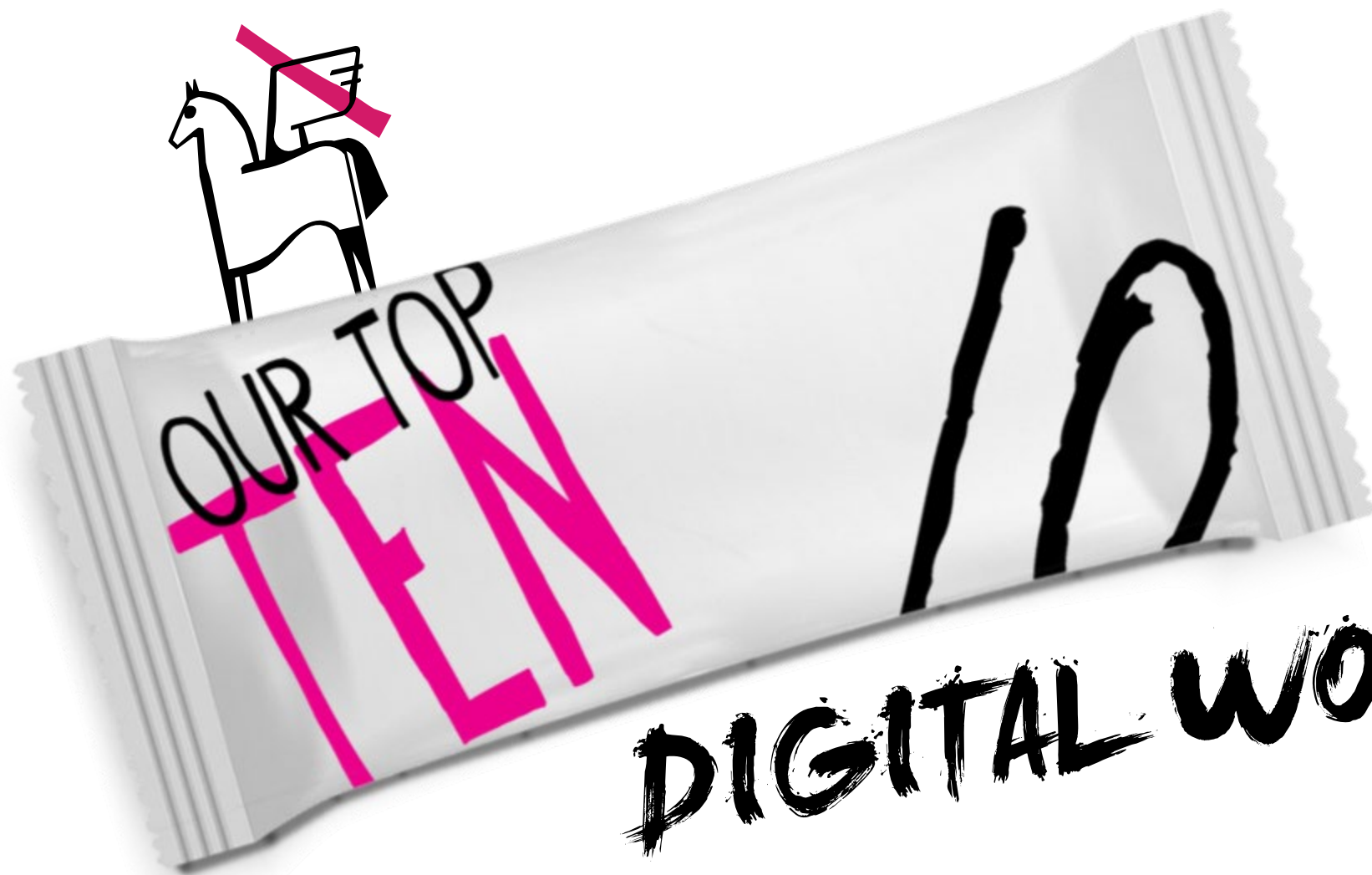
99 Dacia Boulevard,  
**our home**  
 3rd floor Bucharest 2,  
 020053

## our services



## clients





DIGITAL WORKS

# 01



## MOTHER

### 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



# O MAMĂ LA NEVOIE SE CUNOAȘTE



# O MAMĂ LA NEVOIE SE CUNOAȘTE



Campanie inițiată de  
**BERARI ROMÂNIE**

susținută de  
**POLITIA ROMÂNĂ**

## RESULTS

**High visibility due to viral content:**

7.5 million reach

**Stunning level of awareness:**

63% campaign awareness (urban adults 18-55)

**Over 50% declared to be influenced by the campaign to act more responsibly.**

## AWARDS

**INTERNETICS 2018:**

Interactive Campaign

**Full Digital:**

Social campaign



02



## BARBERSHOP

### 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".

### WORK

Local amplification strategy, creative concept, production and implementation.

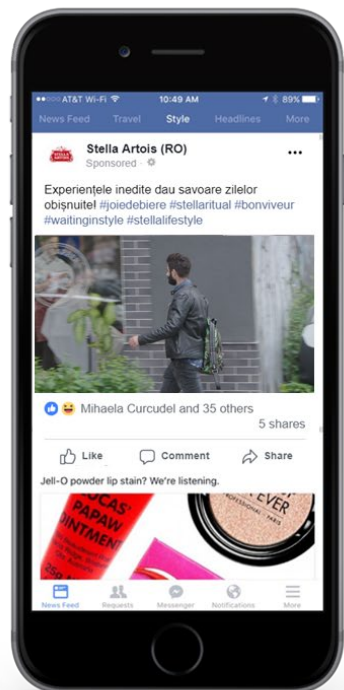


CLICK THE PLAY BUTTON FOR VIDEO

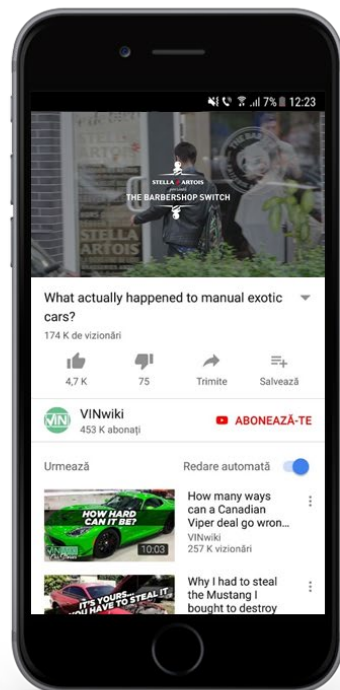




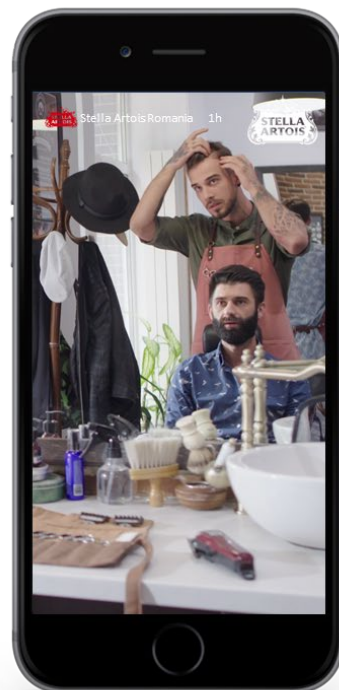
# SOCIAL (selected)



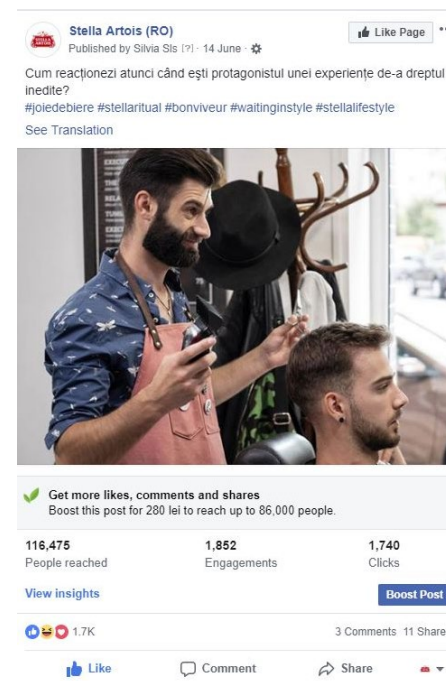
10" video view rate:  
38.16%



TrueView rate: 66%



Instagram 10" video view  
rate: 90%



## RESULTS

### **Campaign reach:**

70% increase (versus objectives)

### **Campaign video views:**

50% increase (versus objectives)

### **Campaign impressions:**

40% increase (versus objectives)

03



## FAILURE IS AN OPTION

### CHALLENGE

The number of students at the Romanian-American University is under the capacity because this university was seen just as a back-up. We were tasked with increasing the number of registrants.

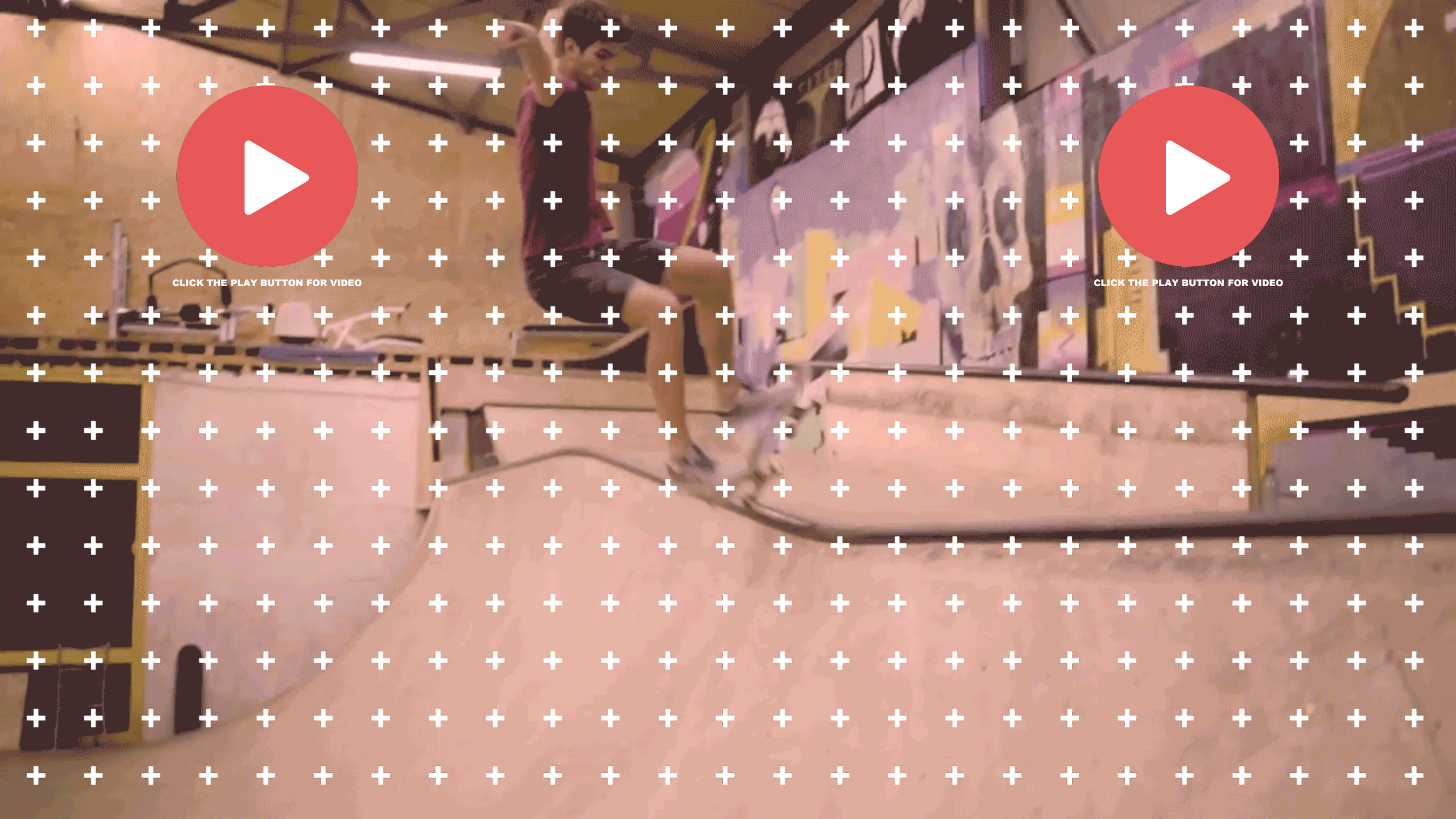
### SOLUTION

We decided to switch from an OOH based communication to a purely digital one. And decided to tackle a subject that no other university did. Failure.

### WORK

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





CLICK THE PLAY BUTTON FOR VIDEO



CLICK THE PLAY BUTTON FOR VIDEO



## RESULTS

### LEADS:

+35%

37,6% from total leads from facebook

### YouTube

More than 1.5M views

### Reach:

Over 3.1M

04



## BEER & BITES

### CHALLENGE

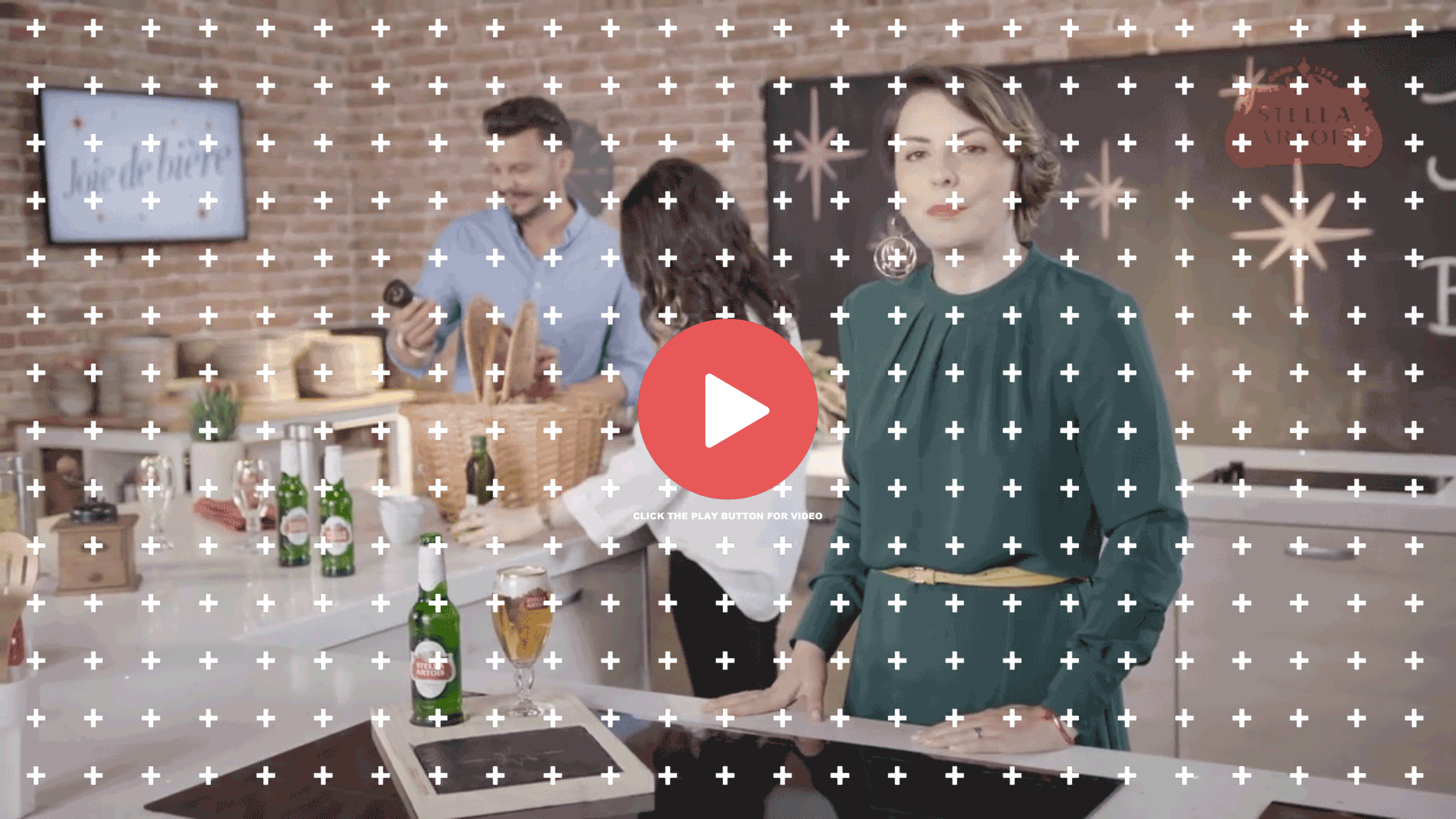
Because a great beer deserves to be savored along some great aperitifs, Stella Artois challenges consumers to prepare the best bites and share them with their friends for a moment of supreme enjoyment.

### SOLUTION

Three food bloggers, Mazilique, Liviu Balint and Brindusa Birsan, were challenged to prepare the tastiest bites fitted for Stella Artois. We created 3 episodes in which 2 of the food bloggers, by rotation, created the bites that perfectly complete Stella Artois and the third food blogger will have to taste the two creations and guess who prepared the bites.

### WORK

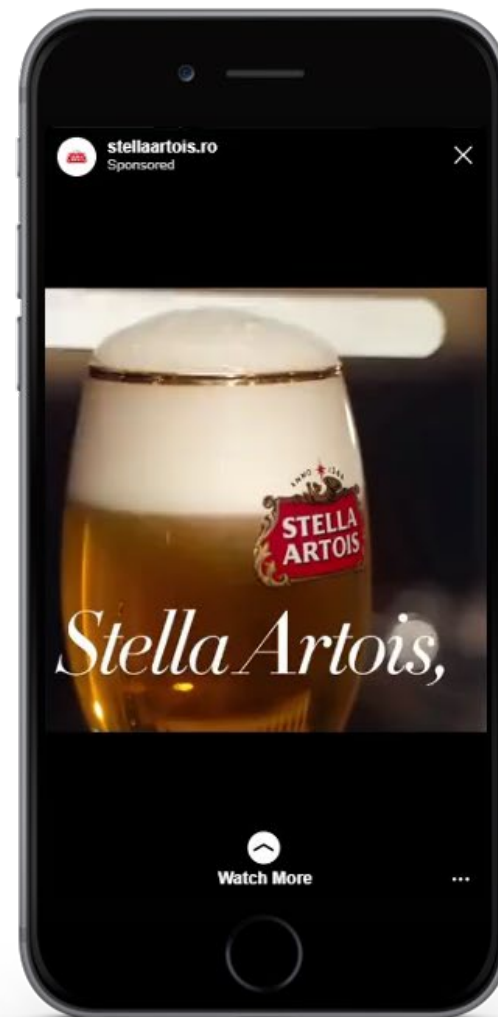
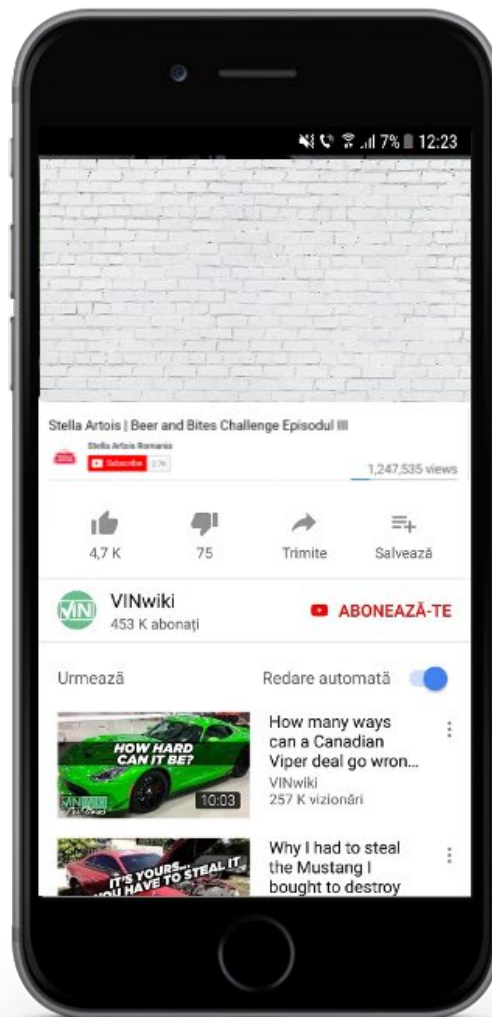
Local digital amplification strategy, creative concept, social media management, influencers management, production and amplification.



CLICK THE PLAY BUTTON FOR VIDEO



# SOCIAL (selected)



## RESULTS

### **Campaign reach:**

60% increase (versus objectives)

### **Campaign video views:**

40% increase (versus objectives)

### **Campaign impressions:**

30% increase (versus objectives)

05



## TIME FOR A CHANGE

### CHALLENGE

For the first time on the Romanian air conditioning market, starting with 2018, Daikin introduced a buy-back program. How to transform a classic buy-back program into a trigger of interest and buying also in 2019?

### SOLUTION

When it comes to the old air conditioner, discontent is latent. The thought of changing it floats in the air, but no action is taken for various reasons, and like with any big investment household appliance the buying is stalled as long as possible. The final decision (an impulsive one) and the action of replacement happen the moment they see or hear about promotions, including buy-back programs.

Is your air conditioner having other functions than it should have? Does it sound like a grinder? Does it heat up like a microwave? Or pours out drops worse than a sprinkler? Then you should think about changing your air conditioner with a Daikin one.

### WORK

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





CLICK THE PLAY BUTTON FOR VIDEO



CLICK THE PLAY BUTTON FOR VIDEO



CLICK THE PLAY BUTTON FOR VIDEO

# SOCIAL (selected)

daikinromania



DAIKIN

View Insights

Promote

Liked by **alina\_turcitu** and 40 others

daikinromania Plouă încet, încet, plouă și ți-e dor de un aer condiționat care să nu picure în casă? Alege noul #Sensira de la #Daikin sau unul dintre celelalte modele selectate în programul #BuyBack. Vei primi 400 lei reducere. #BuyBackDaikin

8 April · See Translation

daikinromania



DAIKIN

View Insights

Promote

Liked by **emil\_niculae** and 34 others

daikinromania Prin programul #BuyBack, ai 400 de lei reducere la aparate de aer condiționat cu cea mai ridicată eficiență energetică de pe piață. Alege modelul preferat! #BuyBackDaikin

13 May · See Translation

daikinromania



DAIKIN

View Insights

Promote

3,513 views · Liked by **alina\_turcitu**

daikinromania De ce să mai aștept? Dacă aparatul tău de aer condiționat nu mai funcționează cum trebuie, înlocuiește-l cu unul nou, de la #Daikin. Prin programul #BuyBack e mai simplu decât crezi. #BuyBackDaikin

6 June · See Translation

Daikin Romania (RO)

Published by Wopa [?] · 27 March ·



Buy Back

Daikin Romania (RO)

Published by Wopa [?] · 8 May ·

Aerul tău condiționat face prea mult zgomot? Sigur încearcă să-ți spună că e timpul să-l schimbi cu unul nou de la #Daikin. Cu programul #BuyBack, ai acum 400 de lei reducere la modelul #Sensira și alte modele selectate. Află mai multe detalii pe [www.daikin.ro/buyback](http://www.daikin.ro/buyback).



Buy Back

office@wopa.ro

www.wopa.ro

## RESULTS

### Facebook:

Reach: 1.1M

Impressions: 1.8M

### Instagram

Reach: 620K

Impressions: 958K

### YouTube

Impressions: 440K

Views: 80K

### GDN

Clicks: 36K



## SATRA DADS

### 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  CMA



# 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?

PLAY



## RESULTS

### **Campaign reach:**

3 623 435

### **Video views:**

384 000

### **Post reactions:**

over 5K

### **Mentions:**

The campaign was mentioned in mass-media and the video was presented on TV and radio stations

## AWARDS

### **ADC ROMANIA**

TOP 3 Best digital campaigns

# 07



## TENNIS

### CHALLENGE

Stella Artois encourages tennis lovers to seize the small pleasures of life, by offering them the possibility to add more enjoyment to their tennis passion and to enjoy more the viewing of the Wimbledon final and the tennis season.

### SOLUTION

In order to do that, we developed a campaign where Stella Artois allows its consumers to add a plus of enjoyment to their tennis passion. The campaign has been present in online and media. We also involved Florin Mergea, the well-known tennis player to be the ambassador of our campaign.

### WORK

Local digital amplification strategy, creative concept, social media management, influencers management, production and amplification.






CLICK THE PLAY BUTTON FOR VIDEO


*Respira*

# SOCIAL (selected)

**Stella Artois (RO)**

Published by Silvia Sts [?] · July 10 ·

Trage adânc aer în piept și bucură-te sincer de micile tale victorii!  
#joiedebiere #stellaartois #stellamoment #stellaritual







383,283  
People Reached

232  
Engagements

879  
Clicks


View Insights


Boost Post


   


Olga Petou, Daniel Sandu and 187 others

2 Comments 4 Shares

 Like

 Comment

 Share



**stellaartois.ro** • Follow

stellaartois.ro Trăiește emoția fiecărui punct câștigat. Simte energia jocului. Bucură-te de victorie cu Stella Artois! #stellaartois #joiedebiere #joiedetennis  
adevaratele.valori Cine e domnul?  
paulandrei476 @adevaratele.valori Florin Mergea




  

297 likes

JULY 13


Log in to like or comment.




**Stella Artois (RO)**

Published by Wopa Wopa [?] · July 13 ·

Adaugă savoare pasiunii pentru tenis! #stellaartois #joiedebiere #joiedetennis



 **Get More Likes, Comments and Shares**  
Boost this post for 80 lei to reach up to 30,000 people.





339,100  
People Reached

117  
Engagements

1,881  
Clicks


View Insights


Boost Post


   


Tania Oprea, Olga Petcu and 85 others

1 Comment 1 Share

 Like

 Comment

 Share



office@wopa.ro

www.wopa.ro



## MORE THAN A STUDENT

### CHALLENGE

As a private university looking to recruit high school graduates, we are fighting against decades of preconceptions. The only solution was to fight back and leverage the power of online content to draw in young graduates and empower them to be more than a student for the next 3 years.

### SOLUTION

We exposed how university life actually feels like when you choose a prestigious university parents usually insist on, as opposed to taking our approach to education. RAU believes that youngsters are more than a student and that they can achieve more if they are given the chance to prove themselves. Our university facilitates internships at top companies, we encourage our students to do volunteer work and even start their own company - all to discover their calling and get ahead in life early.

### WORK

Digital strategy, creative concept, social media declination, digital amplification, production.







CLICK THE PLAY BUTTON FOR VIDEO

## RESULTS

- In less than 3 weeks, our main video hit **1,6 Million views** on YouTube + extra 150000 on Instagram & Facebook
- Reached **2,7 Million people online**
- Scored an **Engagement Rate of 58%** (*vs. average engagement rate of maximum 8% on a good day*)
- Best of all, the university enrollment website registered a record **+47% traffic** increase vs. 2019 enrollment.

09



## PLANTING AIR

### CHALLENGE

Set Daikin, the global leader in air conditioning, as a locally significant social actor for the air quality. After the first year of planting trees for each unit sold, we needed the CSR campaign into a platform beyond transactional.

### SOLUTION

"Plantam aer" / "We plant air" become a digital platform that brings together the brand, the dealers, the consumers and communities, for the purpose of creating and maintaining clear, pure air through planting trees.

### WORK

CSR strategy, creative concept, digital strategy, social media management, production implementation.







## RESULTS

### **Impressions**

more than 1 335 000

### **Clicks**

35 000

### **Google Display:**

1 600 000 views

### **Instagram & FB:**

Views: 1 600 000

Reach: 500 000

### **Post reactions: 1 250**

**Clicks: 13 732**

**The highest interaction was generated by the audience of 25-34 and 55-64 y.o**



## XIAOMI GAMES

### CHALLENGE

The Xiaomi Games was an interactive entertainment show hosted by two comedians/youtubers: Alex Cotet & Raul Gheba. Together with a Xiaomi expert, they presented XIAOMI products in a fun and easy to understand way, while also involving the live viewership. The catch was to use an engagement objective to be part of the Xiaomi experience.

### SOLUTION

We used live reactions in the LIVE video to include the viewers in the competition. They could react and vote to establish the competition tests and winners.

More comments, reactions used right and an engaged audience until the end of the LIVE video. The interactive format created the possibility to engage with the viewers live and let them determine the course of the events, thus keeping their attention for a longer period of time.

The public had a very good reaction to this new type of content, the engagement rate was bigger than the average.

### WORK


Local digital amplification strategy, creative concept, social media management, influencers management and amplification.

# SOCIAL (selected)

**Xiaomi Romania** was live.  
August 24 at 3:00 PM · 🌐

Cine ar câștiga într-o cursă dintre 2 aspiratoare robot?  
Cum arată cel mai reușit video slow-motion?  
Câte calorii poți arde în doar 10 minute?  
Pe 24 august, la ora 15:00, vei putea primi răspunsul pentru fiecare dintre aceste întrebări cu ocazia XIAOMI GAMES împreună cu Raul Gheba și Alex Coteș!

Urmărește pentru surprize și cod exclusiv pentru extra reduceri!  
#XiaomiGames #XiaomiRomania #From10ToInfinity #NoMiWithoutYou



**451,501** People Reached    **4,447** Engagements    [Boost Post](#)

👍❤️🔥 Adelin Turcan and 342 others    92 Comments 8 Shares

👍 Like    💬 Comment    ➦ Share    🔊

**Xiaomi Romania** · August 27, 2020 · 🌐

Pe locuri, fiți gata, ASPIRAȚI! Cine a câștigat marea cursă a aspiratoarelor? Alex sau Raul? Urmărește video-ul, răspunde corect în comentarii și poți câștiga, prin tragere la sorți, un purificator de aer Xiaomi Mi Air Purifier 3H!

<https://www.facebook.com/XiaomiRomania/videos/2718949328373344/>  
#XiaomiGames #XiaomiRomania #From10ToInfinity #NoMiWithoutYou



👍❤️🔥 Mara Gojgar and 296 others    392 Comments 113 Shares

👍 Like    💬 Comment    ➦ Share

**Xiaomi Romania** · August 28, 2020 · 🌐

Proba calorilor le-a venit de hac lui Alex și Raul! Dar ce exercițiu nu a putut fi detectat de Mi Smart Band 4? Urmărește video-ul, răspunde corect în comentarii și poți câștiga, prin tragere la sorți, un purificator de aer Xiaomi Mi Air Purifier 3H!

<https://www.facebook.com/XiaomiRomania/videos/2718949328373344/>  
#XiaomiGames #XiaomiRomania #From10ToInfinity #NoMiWithoutYou



👍❤️🔥 Mara Gojgar and 253 others    333 Comments 67 Shares

👍 Like    💬 Comment    ➦ Share

## RESULTS

### Facebook

Likes: 145.921

Total reach: 1.873.841

Total impressions: 1.932.329

Engagement: 9.651

Overall video results: 115.511

### Instagram

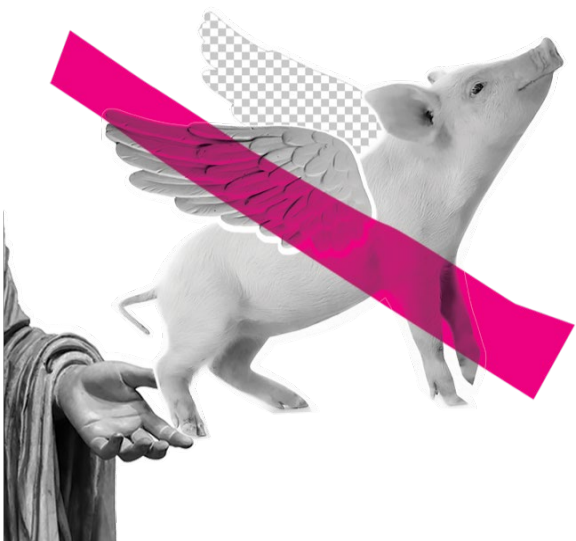
Followers: 365 followers

Total reach: 760

Total impressions: 824



THANK YOU!



#nobullshitagency