

#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.

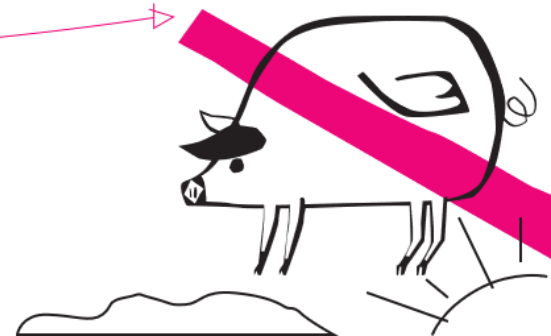
## **We are direct.**

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



## clients



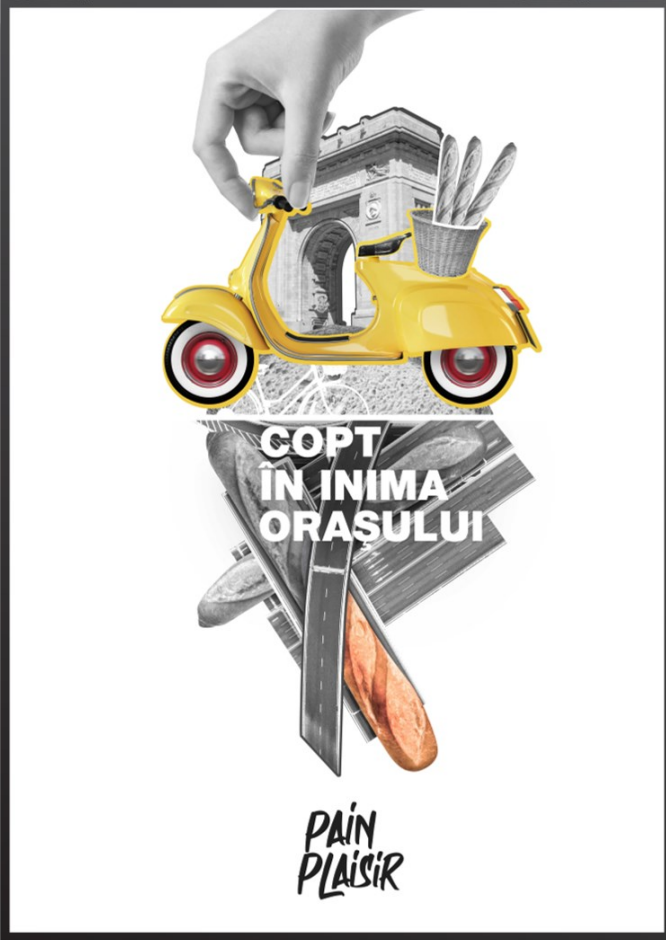
GRAPHIC DESIGN  
CREDENTIALS



**WHEN YOU HEAR FRESH  
ARTISANAL BREAD  
MAKER YOU THINK:  
DAINTY, ELEGANT AND  
PRECIOUS, RIGHT?**

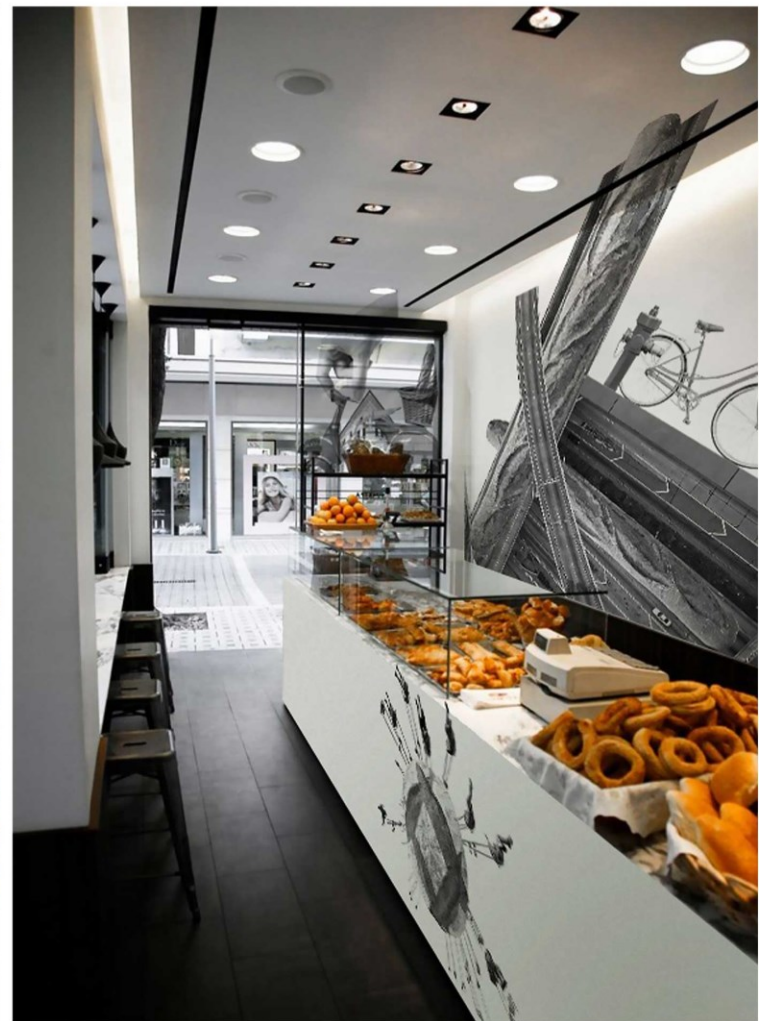


# PAIN PLAISIR









**HOW CAN YOU CREATE  
A BRAND FOR KIDS  
WITHOUT BEING  
CHILDISH?**

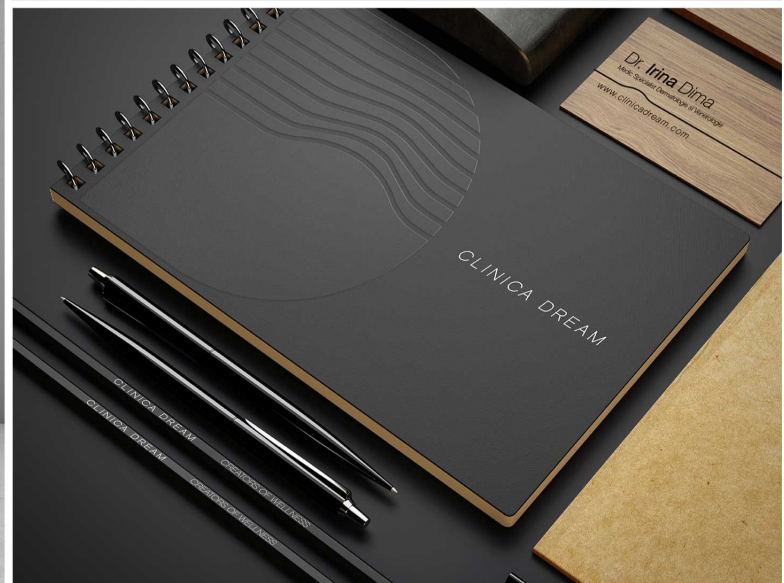
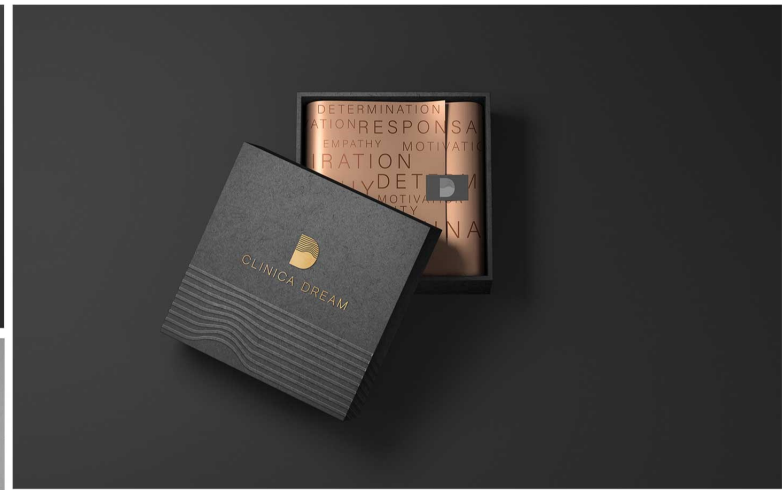






**A BEAUTY BRAND THAT  
EXPRESSES POWER AND  
STABILITY?**







**CRAFT BEERS ARE BY  
DEFINITION VARIED  
AND DIFFERENT. HOW  
CAN YOU PUT THEM ALL  
TOGETHER UNDER ONE  
BRAND?**

LIFE IS A  
COLLECTION OF  
UNIQUE TASTES  
WE ARE *the*  
TASTE COLLECTORS







**CAN YOU TELL A STORY  
ON A SMALL PIECE OF  
PAPER?**





WARRA





**EGGS ARE EGGS,  
RIGHT?**





**IMPACT X**  
**EXPERIENTIAL X**  
**DESIGN X**  
**FUNCTIONALITY**



Our design and production team are able to create resonance for brands uniting the forces of creativity, manufacturing and implementation for the best consumer-brand interaction.





**BARBERSHOPS ARE  
SOME OF THE BEST  
DESIGNED PLACES.  
HOW DO YOU IMPROVE  
THAT?**





CLICK THE PLAY BUTTON FOR VIDEO

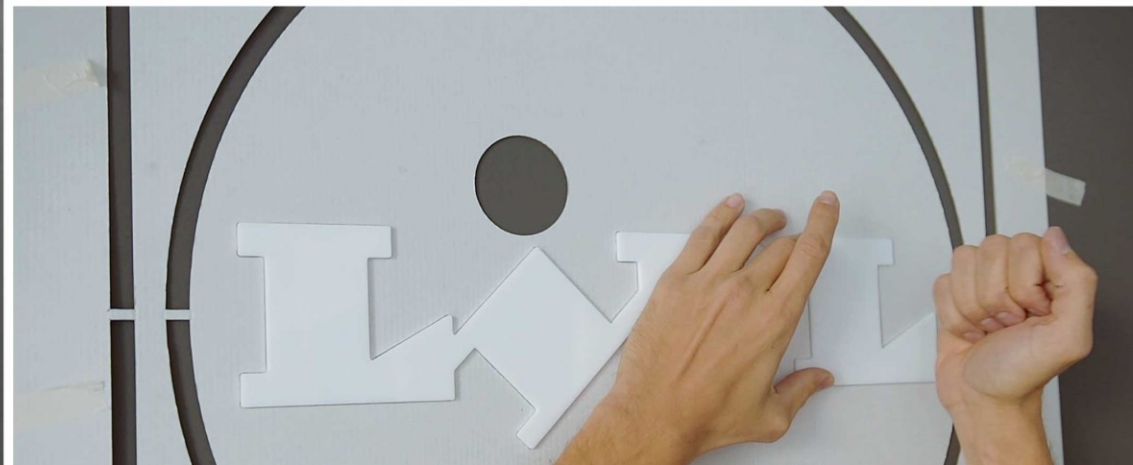




**LIDL PARTNERED WITH  
HEIDI KLUM FOR ITS  
CLOTHING BRAND  
ESMARA. HOW TO  
SHOW OFF ALL OF  
THAT PREMIUMNESS?**

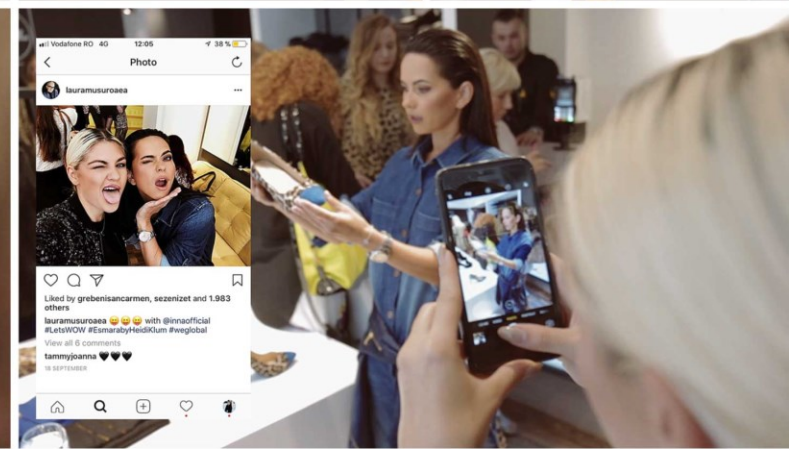
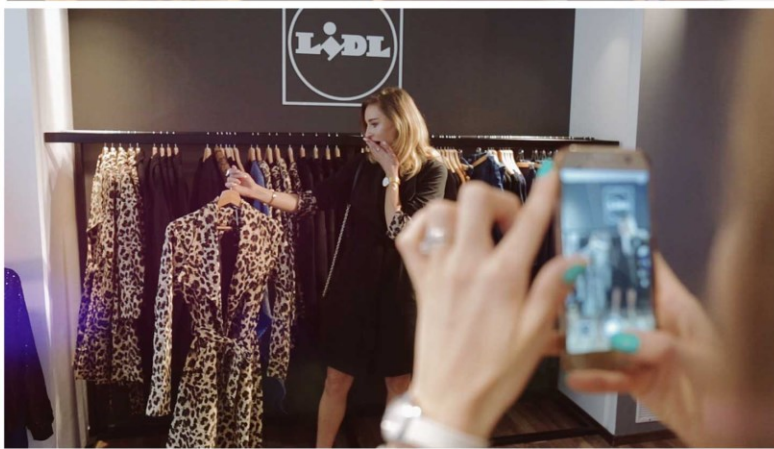
# esmara

by Heidi Klum



CLICK THE PLAY BUTTON FOR VIDEO



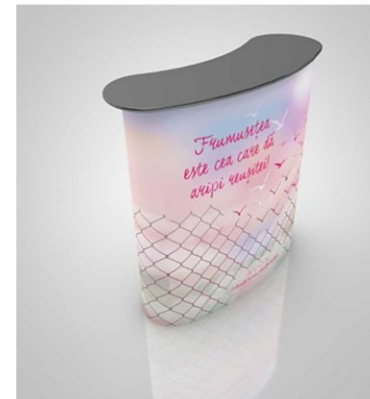


**INNA**  
SPECIAL GUEST



**DIY ACTIVATION IDEAS  
IMPLEMENTED IN  
70 LOCATIONS  
SIMULTANEOUSLY.  
DOABLE?**

**YES.** MORE THAN  
25 PRODUCTS  
PER YEAR  
OVER 10K  
MATERIALS  
PRODUCED  
SIMULTANEOUSLY  
DEPLOYED IN 70  
LOCATIONS.



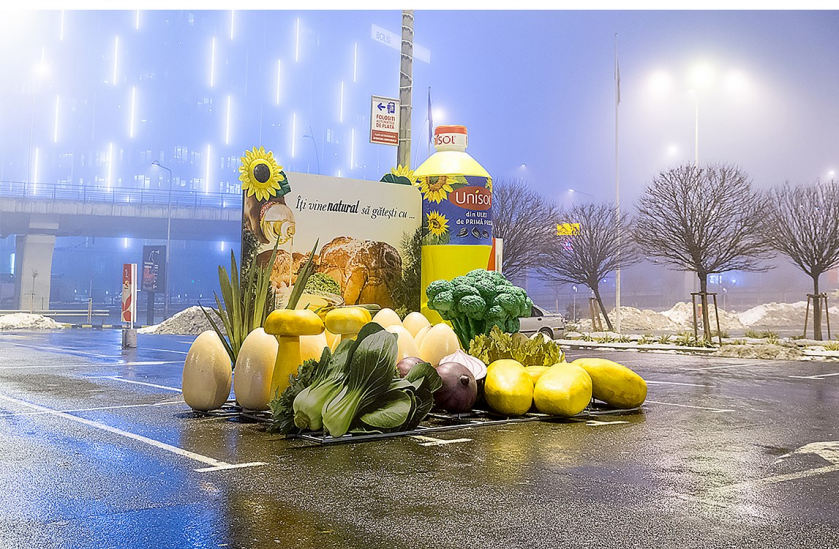








**DESIGN PROPOSALS THAT  
ESTABLISH DIRECT RELATIONSHIPS  
BETWEEN BRANDS AND  
CONSUMERS THAT WORK IN REAL  
WORLD ENVIRONMENTS.**





Cien



Cien

MÂINI  
CURATE



PIATA  
LIDL  
PRODUCATORI LOCALI

MENU

PIATA  
LIDL  
PRODUCATORI LOCALI









II. MOBILE  
CARAVANS

#thenobullshitagency

Enter





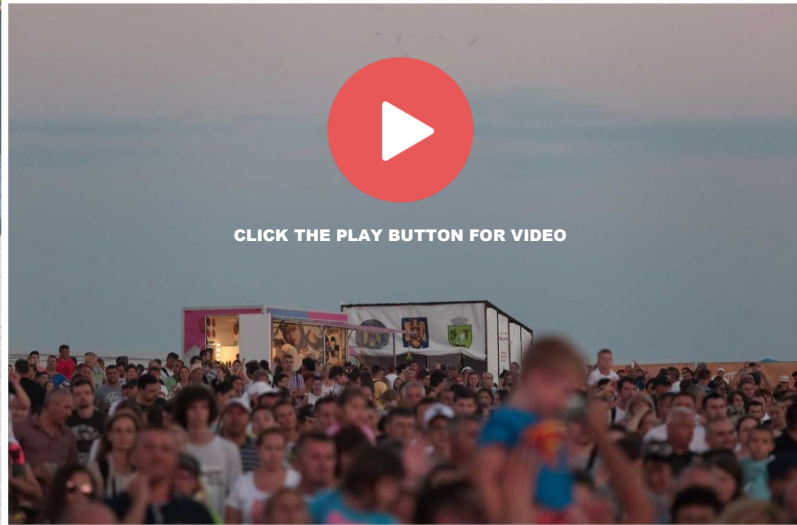
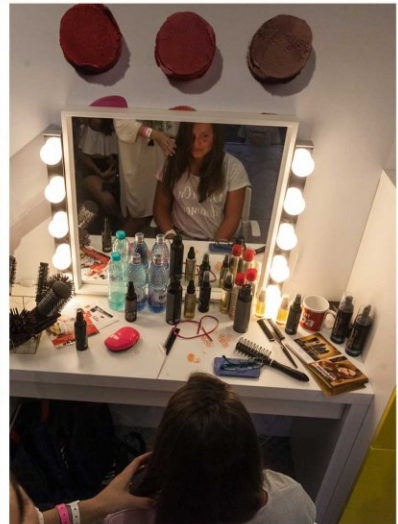
**ROMANCING DISTINCT  
COMMUNITIES THROUGH  
MEANINGFUL ENGAGEMENT.**



CLICK THE PLAY BUTTON FOR VIDEO



**SURPRISING YOUR AUDIENCE  
IN UNEXPECTED PLACES?  
KEEP SCROLLING FOR MORE  
MOBILE PRODUCTION  
PROJECTS WE'RE PROUD OF.**



CLICK THE PLAY BUTTON FOR VIDEO







CLICK THE PLAY BUTTON FOR VIDEO







CLICK THE PLAY BUTTON FOR VIDEO

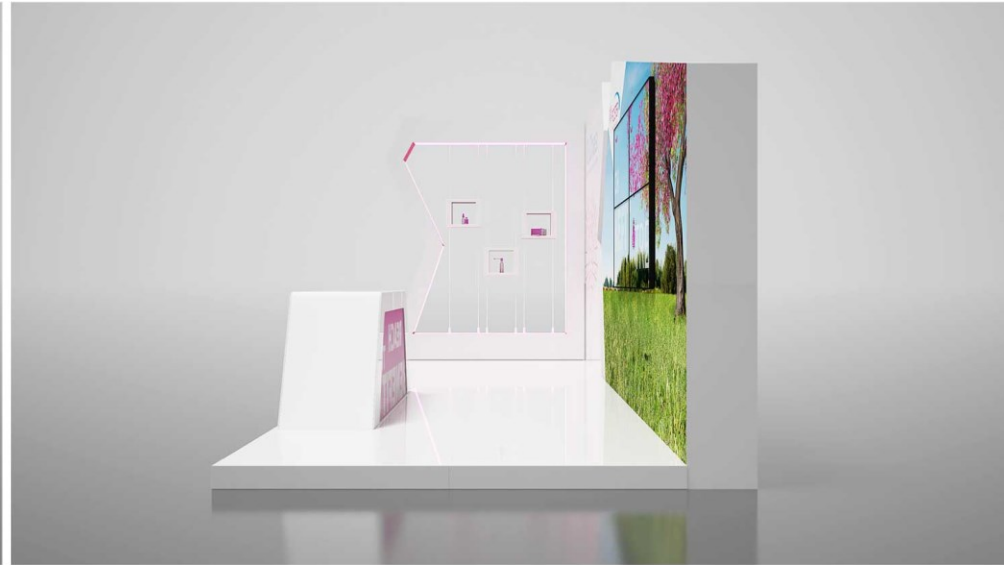


# III. STANDS & BOOTHS

#thenobullshitagency



**HOW DO YOU  
STAND OUT AT  
CONFERENCES  
OR EVENTS?**



CLICK THE PLAY BUTTON FOR VIDEO







CLICK THE PLAY BUTTON FOR VIDEO





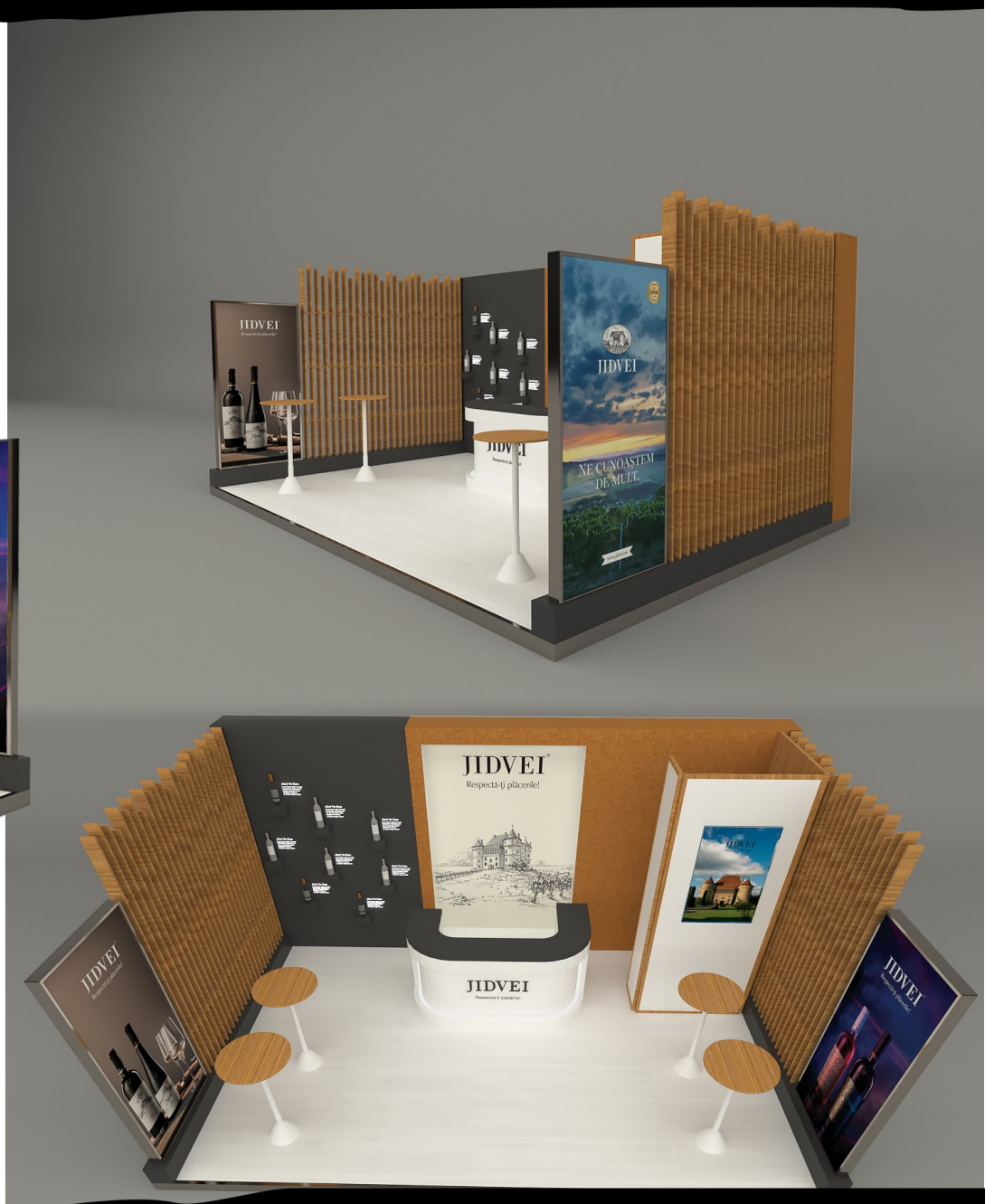
CLICK THE PLAY BUTTON FOR VIDEO





CLICK THE PLAY BUTTON FOR VIDEO











CLICK THE PLAY BUTTON FOR VIDEO





THANK YOU!



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