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# A-X

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# BRAND COMMUNICATION



# 5 TO GO

## COFFEE STORIES



Name: "Coffee stories"

# 5 TO GO

How do you celebrate 10 years in a market defined by constant challenges and reinvention?

For 5 to go, the answer is simple: you tell your consumers' stories. And you tell them in your own voice — visual, creative, direct, with humor and emotion.

To bring this narrative to life, together with 5 to go and illustrator Wanda Hutira, we created a symbolic character: Andreea. She is all of us — the urban, active, always-on consumer, living life at the pace of the city and constantly recharging with a cup of coffee. Through her, everyday situations that we've all experienced at some point gained shape, voice, and color.

The campaign was digital first: each story comes to life as a short, visually punchy animated reel. The retro graphic style is inspired by classic American comic books from the '50s-'70s, enriched with a layer of irony and contemporary twists. Consumers followed Andreea's journey online, episode by episode, while in-store audiences rediscover these stories across digital screens, cups, posters, and a wide range of campaign materials.

The grand finale? The launch of the first-ever 5 to go comic book - a collectible editorial format, available in limited edition across brand locations, bringing all the stories together into one unique visual experience.





Name: "Coffee stories"

**CLICK HERE**  
**TO SEE**  
**THE CAMPAIGN**





/ Image Campaign

# AGRICOLA

## UNFAMOUS CHEFS





Name: “Unfamous Chefs”

/ Image Campaign

# AGRICOLA

In a world where cooking has become a spectacle—where celebrity influencers, bloggers, vloggers, and many others race to showcase the art of cooking as something visible, inspirational, and even glamorous—AGRICOLA invites us to shift our focus. Instead, let’s celebrate the home cooks, those with the “superpower” to gather their loved ones around the kitchen table.

Centered around the concept of “Unfamous Chefs,” AGRICOLA’s campaign is an ode to those who, beyond technique or credentials, bring family together around the table every day.

**COMPONENTS:** TV, digital campaign, social media





Name: "Unfamous Chefs"

/ Image Campaign

**CLICK HERE**  
**TO SEE**  
**THE CAMPAIGN**





/ Image Campaign

# AGRICOLA

WHO EATS TOGETHER STAYS TOGETHER





Name: “Who eats together stays together”

/ Image Campaign

# AGRICOLA

Thirty years may seem like a distant future. But when taken day by day, meal by meal, those years pass very quickly. This is how Agricola’s first 30 years have flown by. Over these 30 years, Agricola has been a part of countless dinners, lunches, breakfasts, and snacks, present at every special moment shared with children, parents, friends, and loved ones.

To celebrate, we launched a campaign to uncover the stories around tables from the past 30 years, as told by parents and children, husbands and wives, and friends alike.

**COMPONENTS:** TV, digital campaign, social media





Name: "Who eats together stays together"

/ Image Campaign

**CLICK HERE**  
**TO SEE**  
**THE CAMPAIGN**





/ Product Campaign

# ALFERS

## TREMENDOUSLY CRUNCHY





Name: "Tremendously crunchy"

/ Product Campaign

# ALFERS

At the beginning of 2015, Alfery decided to revamp its marketing mix to transform into a completely new brand by the end of the year, with a new product recipe, packaging, and pricing. However, the rapid pace of change was not well received by consumers and retailers. As a result, the brand needed to anchor its messaging in a clear and distinct benefit. After conducting research, we found that Alfery performed exceptionally well in one of the two most important attributes for a wafer: crispness.

In short, "Crunchy" became the unique product promise Alfery was looking for.

ALFERS: Tremendously crunchy

**COMPONENTS:** TV, digital campaign, social media, special print project





Name: "Tremendously crunchy"

/ Product Campaign

**CLICK HERE**  
**TO SEE**  
**THE CAMPAIGN**





/ Digital Campaign

# ARISTON

WHAT'S THE DEAL WITH HEAT PUMPS?





Name: "What's the Deal with Heat Pumps?"

/ Digital Campaign

# ARISTON

When we hear that a heat pump "takes heat from the air and transports it into the house," it might sound like it's "heating by magic." That's why, in our first collaboration with the Ariston brand, we launched a new campaign called "What's the Deal with Heat Pumps?" with the clear goal of explaining, as simply as possible, how heat pumps work.

Together with three prominent influencers, we translated the technical and complex descriptions of heat pumps into straightforward language, inspired by each influencer's area of expertise. We then released this information as an episodic online show titled, fittingly, "What's the Deal with Heat Pumps?" But we didn't stop there. We took each technical heat pump video and made it accessible for everyone by dubbing it in everyday language—with the help of Irina Margareta Nistor

**COMPONENTS:** digital campaign, social media, influencers





Name: "What's the Deal with Heat Pumps?"

/ Digital Campaign

**CLICK HERE**  
**TO SEE**  
**THE CAMPAIGN**





/ Product Campaign

# AROXOL

ALSO EFFECTIVE AGAINST PARANOIA





Name: “Also effective against paranoia”

/ Product Campaign

# AROXOL

There's no point in dwelling on it, but here we are. Nothing is more unpleasant than spotting a cockroach in your home. One cockroach usually means there are more lurking nearby, and until recently, the solution was simple: move! Sell the house and leave! After all, it's not just any bug—it's the biggest, most repulsive cockroach you've ever seen, and the thought of sharing your space with it is unbearable. The same goes for mosquitoes, which, unlike cockroaches, also keep you awake at night. That's why, in partnership with Aroxol, we've introduced Aroxol Universal. It's the safe solution for dealing with flying and crawling pests, as well as for managing your perfectly justified (if slightly over-the-top) reactions when you see them. The entire campaign was built around a simple idea: we all panic when we find pests in our homes. But with Aroxol Universal, the solution is fast and effective.

**COMPONENTS:** TV, digital campaign, social media





Name: "Also effective against paranoia"

/ Product Campaign

**CLICK HERE**  
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**THE CAMPAIGN**





/ Content Campaign

# ABR\*

\*Brewers Association of Romania

# MAMA LA NEVOIE SE CUNOASTE





Name: “Mama la nevoie se cunoaste”

/ Content Campaign

# ABR

Over the years, the issue of road accidents caused by alcohol consumption while driving has been addressed through various accountability initiatives, mostly focusing on the drivers themselves.

While we all know that driving under the influence is both illegal and dangerous, impulsive decisions can sometimes lead us into risky situations. That's why we decided to broaden the conversation—not just with the person behind the wheel, but with those around them, their close ones who can directly or indirectly influence their decision to avoid getting behind the wheel after drinking.

The creative insight was developed to perfectly align with this strategy: no one under the influence of alcohol would dare drive if their mother were present. With this in mind, we built the campaign around a key character—the friend—who humorously takes on the role of the protective, nagging mother, delivering a clear and straightforward message: No alcohol behind the wheel!

**COMPONENTS:** TV, digital campaign, social media, special projects





Name: "Mama la nevoie se cunoaste"

/ Content Campaign

**CLICK HERE**  
**TO SEE**  
**THE CAMPAIGN**





/ Content Campaign

# ABR\*

\*Brewers Association of Romania

## ALCOHOL DOESN'T MAKE YOU BIG





Name: "Alcohol Doesn't Make You Big"

/ Content Campaign

# ABR

Romania ranks 8th in the EU for alcohol consumption among teenagers. To address this, we decided to take a bold approach by involving fathers doing cringe-worthy trap dances, hoping to discourage minors from drinking. That's how we came up with the video for the song "la stai cu tata" by Satra D.A.D.Z. As part of the Romanian Brewers Association's "Alcohol Doesn't Make You Big" campaign, the video aims to spark conversations between teenagers, parents, and educators about underage drinking. The campaign is built on two key insights: First, the undeniable influence of the trap genre on teenagers—whether they love it and drive millions of views or hate it and express their opinions online. Second, the common tendency of fathers to embarrass their teenage children in public, whether as a form of punishment, behavior correction, or just for fun.

**COMPONENTS:** TV, digital campaign, social media, special projects





Name: "Alcohol Doesn't Make You Big"

/ Content Campaign

**CLICK HERE**  
**TO SEE**  
**THE CAMPAIGN**





/ Image Campaign

# CEC BANK

## IT'S YOUR TIME





Name: "It's your time"

/ Image Campaign

# CEC BANK

Every generation has its own rhythm, its own way of experiencing time.

CEC Bank brings them together in a shared narrative — where the past leaves its mark, the present asserts its courage, and the future takes shape.

This is how "E timpul tău" was born — the bank's new positioning and the foundation of a 360° communication platform built around a simple belief: every meaningful moment in people's lives deserves to be supported by services and solutions designed to stand the test of time.

The first step in this journey was the campaign dedicated to Personal Loans. But the story is only just beginning. Stay tuned.

**COMPONENTS:** TV, digital campaign, social media





Name: "It's your time"

/ Image Campaign

**CLICK HERE**  
**TO SEE**  
**THE CAMPAIGN**





/ Content Campaign

# MAGNUM

## X JURAK

MAGN





Name: "Magnum X Jurjak"

/ Content Campaign

# MAGNUM

After two years in which summer was not so much summer, Magnum wants to approach the local target through a campaign of relevant and entertaining content. The campaign builds on Magnum's promise to deliver layered pleasure, but extrapolates the experience beyond taste. Magnum layers of pleasure have been translated into music, where each instrument becomes a new layer of pleasure, this time auditory. At the center of the campaign is "Vântul de vară", the instrumental reinterpretation of the song "Vântul", one of Jurjak's best-known songs, and its video, shot one-shot, between planes at sunset. Both the reinterpreted song and the clip express the spirit of the Magnum experience. The video is complimented by a film that opens a door to the creative process of the piece and the mindset of the artist, guided by Jurjak himself.

**COMPONENTS:** digital campaign, social media, special projects





Name: "Magnum X Jurjak"

/ Content Campaign

**CLICK HERE**  
**TO SEE**  
**THE CAMPAIGN**





# MÜLLER

ÜBER COFFEE FOR ÜBER MOMENTS





Name: “Über coffee for Über moments”

/ Content Campaign

# MÜLLER

You know those moments when everything clicks? You hit every green light, your holiday playlist sets the mood on your way to work, a meeting gets canceled — and suddenly, that email doesn't feel so overwhelming anymore. It's not luck. It's balance. And that's exactly what Müller Kaffee is all about.

Müller Kaffee invites you to keep moving — but never rush.

Because in life, not every meaningful moment comes with fireworks. Some come with an iced coffee, real milk, and that rare feeling that everything is exactly where it should be. This is how the new Müller Kaffee communication platform was born: **Über coffee for Über moments.**

A campaign about that kind of energy that doesn't burn you out, it keeps you in flow. About smooth coffee and real Müller milk that don't need to shout for attention. About those small, in-between moments, when you don't stop, but you don't lose yourself either.





Name: "Über coffee for Über moments"

# CLICK HERE TO SEE THE CAMPAIGN





/ Content Campaign

# SAMEDAY

## NU-TI MAI FACE FILME





Name: "Nu-ti mai face filme"

/ Content Campaign

# SAMEDAY

There are things in life that cause us anxiety. Questions like "did I unplug the iron?" or "did I turn off all the light bulbs before going on vacation?". But one situation sends shivers down our spines more than any other. What if we are not ready when the package arrives? What if we're not home? Or we don't have cash? What happens to our package? All these films we make form the basis of the campaign for the Sameday app, which gives recipients of Sameday orders full control over the parcels they receive. So that they never make movies again. But to show everyone why they need the new Sameday app, we chose to make movies of their movies. More precisely, a series of three short films dramatizing the hyperactive imagination we all have when we are not at home to receive a package, we don't have cash to pay for it, or the courier fails to reach us.

**COMPONENTS:** digital campaign, social media





Name: "Nu-ti mai face filme"

/ Image Campaign

**CLICK HERE**  
**TO SEE**  
**THE CAMPAIGN**





/ Content Campaign

# SAMEDAY

## SOMEDAY





Name: "Someday"

/ Content Campaign

# SOMEDAY

In an exercise of empathy and radical honesty, SAMEDAY — a leader in the Romanian courier market, operating the most extensive easybox network across Romania, Hungary, and Bulgaria — temporarily became SOMEDAY.

The move was a direct response to social media criticism about delivery delays during peak periods such as Black Friday or Christmas.

On April 1st, SAMEDAY officially changed its name to SOMEDAY and announced the initiative across its social media channels, amplified by a group of well-known influencers. Each received a personalized SOMEDAY delivery and was invited to share a message rooted in warmth and accountability:

We're not perfect. Yes, sometimes our deliveries arrive late. We know. It happens. We're human. We sit in traffic, cars break down, and our colleagues — just like you — work under pressure, live under pressure, and sometimes need a break. But together, we do everything we can. We know that sometimes it's not enough. Still, we keep trying. To improve what doesn't work. We take responsibility. And it's time to make a change.





Name: "Someday"

/ Content Campaign

# CLICK HERE TO SEE THE CAMPAIGN





/ Campaign

# SMOLS

## MICULTURA URBANA





Name: "Micultura Urbana"

/ Content Campaign

# SMOLS

Smols is redefining how a traditional product shows up in modern culture.

By bringing mici into the urban conversation, Smols transforms them from a guilty pleasure into a digital pop symbol. We're not just selling food; we're launching a cultural movement. One with its own language, a distinctive attitude, and a growing, loyal community.

## Micultura Urbană

How did we bring it to life? By turning it into art first. With a mic placed on a gallery wall. Followed by a bold video for an original track by Macanache. And unapologetically loud OOH placements, everywhere we could, making sure everyone understood what **Micultura Urbană** is all about.

In the end, we didn't just promote a product. We transformed the Romanian mic from guilty pleasure into a cultural statement. Raw, juicy, and unapologetic. Glam-punk, playful, and free — like a 5AM track that gets everyone dancing, even in the most hipster place in town.

## The result?

A brand that people don't just consume, they engage with, share, and make their own: 8.3M video views, 1.1M reach, +10K community growth in just one month





Name: "Micultura Urbana"

/ Campaign

# CLICK HERE TO SEE THE CAMPAIGN



/ Image Campaign

# SPARTAN

## TOP FRESH





Name: "Top Frehs"

/ Image Campaign

# SPARTAN

A first communication campaign for the Spartan brand, designed to bring a simple thing to everyone's attention: The fact that Spartan is all about fresh ingredients. I mean fresh. In fact, TOP FRESH! And to communicate what TOP FRESH means, we decided to show the efforts that everyone involved in Spartan makes every second to ensure the much-desired freshness. So we hit the road and, together with Adrian Nicolae, we created not only a series of cool videos, but a new communication approach for Spartan. The TVCs are part of a large integrated campaign, designed to differentiate the brand from the competition and open the doors to a whole new universe of communication.

**COMPONENTS:** TV, digital campaign, social media, influencers, TikTok, special projects





Name: "Top Fresh"

/ Image Campaign

# CLICK HERE TO SEE THE CAMPAIGN





/ Campaign

# SPARTAN

## LEGENDARY TASTE





Name: “Top Frehs”

/ Image Campaign

# SPARTAN

Some products don't need a story. They are the story. The Legendary Taste of Spartan is one of them.

We started from a simple truth: when the product is this good, the best strategy is to make people crave it. To bring its flavor as close as possible to the audience: visually, sensorially, irresistibly. Because the Legendary Taste of Spartan isn't something you can fully describe. It has to be experienced. Tasted. Lived.

So we translated taste into visuals that trigger appetite instantly: juicy textures, rich ingredients, bold compositions — all designed to make you feel the craving before the first bite. Every execution, across channels, builds the same promise: this is not just food, it's a craving you can't ignore. A campaign that doesn't just talk about taste, it makes you want it.





Name: "Legendary Taste"

/ Campaign

**CLICK HERE**  
**TO SEE**  
**THE CAMPAIGN**



/ Content Campaign

# SUPERBET

SUPERPASI UNITURATE LA MAXIM





Name: "Superpasiuni turate la Maxim"

/ Content Campaign

# SUPERBET

Superbet has always supported the passions of Romanians. And what passion unites all Romanians more than the love for classic cars? That's why we launched "Super Pasiuni Turate la Maxim", a series in which we restore and modify classic cars, to offer them as prizes to Superbet SUPERFANS. But the cars were not only made AWESOME, they were also transformed according to the passions and desires of the AWESOME ambassadors! Thus, the winners of the contest were able to drive not only SUPER cars, but SUPER cars inspired by some of the greatest Romanian athletes!

**COMPONENTS:** digital campaign, social media, influencers





Name: "Superpasiuni turate la Maxim"

/ Content Campaign

**CLICK HERE**  
**TO SEE**  
**THE CAMPAIGN**





/ Campaign

# TYMBARK

THE BUBBLES THAT DEFINE YOU





Name: “The Bubbles That Define You”

/ Campaign

# TYMBARK

The campaign was built around the idea “The Bubbles That Define You”, inspired by Gen Z’s diverse personalities and their ways of expressing identity online. We created Fizzy Bubbles, Tymbark’s first interactive TikTok filter which randomly assigned each user a fun, relatable “social bubble” from over 30 options (e.g., “The 2% Battery Bubble”, “The Bubble That Turns Any Tuesday into Friday”). The filter design was vibrant, instantly recognizable, and aligned with Tymbark Fizzy’s visual identity.

To ensure the filter was launched within relevant communities, we collaborated with 30 influencers (nano, micro, and macro), chosen for their style and authentic engagement. Each used the filter in their own way, be it with funny reactions, sketches, POVs, encouraging their followers to join the #TymbarkFizzyChallenge. The approach was deliberately authentic, avoiding rigid formats, which resulted in content that felt organic rather than traditional advertising.





Name: "The Bubbles That Define You"

/ Campaign

**CLICK HERE**  
**TO SEE**  
**THE CAMPAIGN**



/ Digital Campaign

# URA\*

\*Romanian-American University

# INVATA CUM SE FACE





Name: "Invata cum se face"

/ Digital Campaign

# URA

The number of students at the Romanian-American University was below the university's capacity because it was seen as a back-up option. And then we tried to change the approach and focus on a strictly digital communication that would talk about what no other university had talked about - the failure

**COMPONENTS:** digital campaign, social media.



Name: "Invata cum se face"

/ Digital Campaign

**CLICK HERE**  
**TO SEE**  
**THE CAMPAIGN**





/ Image Campaign

# VIVA CREDIT

## MONEY FOR MISHAPS





Name: “Money for Mishaps”

/ Image Campaign

# VIVA CREDIT

Ever had one of those days... when one mishap is followed by another... and then another?

You're not alone. And no, you're not cursed. You're just human.

This insight sparked Viva Credit's new campaign, “Bani pentru Belele” — a platform where we meet the residents of B.L and the everyday troubles unfolding inside their apartments.

B.L is a fictional place, but one that feels instantly real. It's home to people just like us — each with their own story, and their own “belea.” And beyond the bittersweet humor, the message is simple:

**When trouble hits, don't panic. Go to Viva Credit.**

“Bani pentru Belele” blends humor with a strong layer of empathy. We've all had moments when we asked ourselves “Why me?” — and we've all searched for a way out.

Every channel — from TV and radio to digital — builds into the same narrative ecosystem, extending into an interactive landing page where you step inside the lives of B.L's residents.

**COMPONENTS:** TV, digital campaign, social media





Name: "Money for Mishaps"

/ Image Campaign

# CLICK HERE TO SEE THE CAMPAIGN





/ Content Campaign

# XIAOMI SHOT ON 12 PRO

au fost rea





Name: "Shot on 12Pro"

/ Content Campaign

# XIAOMI

At least 90% of the content we consume every day is filmed or photographed with a smartphone. So it is not necessarily news that the smartphone is a powerful tool in the hands of anyone who wants to create content. And the Xiaomi 12 series came with an interesting promise: Master Every Scene, that is, it is so capable that it can handle any situation you put it in. And then we built the campaign as a demo, we created all the local content using only Xiaomi 12 smartphones, both for photography and video. We managed to take a series of spectacular photos, together with Sorin Florea, and three videos documenting the whole process. A campaign whose content is based almost exclusively on the performance of the Xiaomi 12 series phones. The campaign includes video and photo executions, but also an exclusive opening, with the works printed to contemporary gallery standards, in a launch event-show.

**COMPONENTS:** digital campaign, social media, launch event





Name: "Shot on 12Pro"

/ Content Campaign

**CLICK HERE**  
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**THE CAMPAIGN**





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