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ALEX

WOPA

SELECTED WORKS



CARAVANS



Name: "The Country's Longest Pour"

/ BTL Design

VINCON WINE BAR





Name: "The Country's Longest Pour"

/ BTL Design

Vincon Wine BAR

VINCON WINE BAR – The Country's Longest Pour

Campaign Type: Mobile Brand Experience

Challenge: How do you bring wine tasting to the people — in places they least expect it?

Solution: By building Romania's largest mobile wine bar, both a design marvel and a sensory station. Custom-engineered as a hybrid between food truck and branded showroom, the VINCON bar became a festival icon. Equipped for tasting, education, and direct sales, the activation toured across the country — promoting a refined experience in everyday settings.

Impact: Thousands of tastings, countless new fans. A wine bar that turned passers-by into patrons and made brand affinity go mobile.





Name: "The Country's Longest Pour"

/ BTL Design





Name: "The Job That Came to You"

/ BTL Design



LIDL BUS





Name: “The Job That Came to You”

/ BTL Design

Lidl bus – The Job That Came To You

Campaign Type: National Caravan, Recruitment Campaign

Challenge: Lidl had the brand love — but not enough job applicants. Despite strong consumer perception, store staff turnover was high and interest in employment was low.

Solution: If people weren’t applying, maybe the application should come to them. We transformed a city bus into a fully branded recruitment center on wheels. From tailored interior spaces for instant CV submissions to strategic city route planning, the campaign brought Lidl’s employer brand directly to communities.

Impact: Thousands of interactions in high-traffic areas. A hiring campaign that moved — literally and emotionally — with results that outpaced digital efforts.





Name: "The Job That Came to You"

/ BTL Design





Name: "The Job That Came to You"

/ BTL Design





Name: "The Window to Experience"

/ BTL Design

BARRIER ROADSHOW





Name: “The Window to Experience”

/ BTL Design

BARRIER ROADSHOW

– The Window to Experience

Challenge: As a window brand expanding through franchise, Barrier needed a fresh way to reach customers and build visibility for its new network.

Solution: We turned the product into the protagonist. We created Romania’s first mobile interactive showroom for a window brand — an immersive space where consumers could explore products hands-on, ask questions, and experience the brand in motion.

Impact: From passive awareness to active interaction. A window into Barrier’s future — rolled out across the country.





Name: "The Window to Experience"

/ BTL Design





Name: "Beauty That Finds You"

/ BTL Design

AVON ROADSHOW





Name: "A Market of Trust"

/ BTL Design

AVON ROADSHOW – Beauty That Finds You

Challenge: Avon needed to connect with both consumers and reps in a format beyond phone calls and static offices — something closer, more human.

Solution: We doubled down — with two fully branded caravans.

Over 400 activations, 75 cities, thousands of interactions. From design and build to staffing and 24/7 logistics, we brought Avon's products and mission directly to communities, markets, festivals, and urban squares.

Impact: Avon stayed close to the people who matter. Not through a screen, but face-to-face.





Name: "Beauty That Finds You"

/ BTL Design





Name: "A Liver Health Wake-Up Call"

/ BTL Design

ESSENTIALE FORTE





Name: “A Liver Health Wake-Up Call”

/ BTL Design

ESENTIALE FORTE

Challenge: NAFLD (non-alcoholic fatty liver disease) affects 1 in 4 people, but awareness is low — and fear of hospitals leads to delayed diagnosis.

Solution: A national campaign that met people where they live. Under the “4Liver” platform, we launched a mobile caravan offering free health check-ups in major cities, supported by influencers, radio, and digital media. Our team handled the full caravan setup, technical coordination, landing page, and real-time bookings.

Impact: Thousands of tests performed. Lives informed and potentially changed — thanks to a brand that brought medicine to the street.





Name: "A Liver Health Wake-Up Call"

/ BTL Design

Campanie susținută de Societatea Română de Gastroenterologie și Hepatologie

Caravana

4 LIVER

ÎNCEPE CHIAR DE AZI SĂ AI GRIJĂ DE FICATUL TĂU.
la startul în cursa sănătății ficatului.

START ÎN CURSA SĂNĂTĂȚII FICATULUI

Informează-te
◆
Testează-te
◆
Tratează-te

Informează-te
◆
testează-te
◆
tratează-te

4 LIVER

Mercedes

Scania

ÎNCEPE CHIAR DE AZI SĂ AI GRIJĂ DE FICATUL TĂU.
la startul în cursa sănătății ficatului.
Caută **Caravana** în orașul tău.



FESTIVALS





Name: "CEC Bank x FITS"

/ BTL Design

CEC BANK X FITS



EMOTIILE
AUTENTICE SUNT
FOTOGENICE.

Name: "CEC Bank x FITS"

/ BTL Design

CEC BANK X FITS

CEC Bank and **FITS** share something essential: a passion for values proven over time.
For more than **160 years**, **CEC Bank** has been part of **Romania's cultural story**.

A witness to beginnings.

A supporter of continuity.

A pillar for generations and communities.

FITS is the place where these stories come to life every year.

In 2025, the festival chose gratitude as its theme.
And **CEC Bank** chose to turn it into an experience.

Because some emotions cannot simply be told.
They must be lived.
Felt.
Settled within us.

With the same strength and intensity.
And we gave them a place.





Name: "CEC Bank x FITS"

/ BTL Design





Name: "LIDL x TIFF & FITS"

/ BTL Design

LIDL X TIFF & FITS 2025



Name: "LIDL x TIFF & FITS"

/ BTL Design

LIDL X TIFF & FITS 2025

In theatre or film, a plot twist can completely change the perspective.

In the same way, flavors can surprise and transform any moment.

Lidl and **WOPA** brought a true twist of taste to **TIFF** and **FITS 2025**. At Romania's biggest film and theatre festivals, more than **17,875 festival-goers experienced memorable brand activations.**





Name: "LIDL x TIFF & FITS"

/ BTL Design





Name: "A Fresh Take on Fast Food"

/ BTL Design



LIDL BURGERFEST





Name: "A Fresh Take on Fast Food"

/ BTL Design

LIDL Burgerfest

Challenge: Showcase Lidl's product pillars (fresh produce, family products, self-care, sustainability) at a crowded festival without a singular creative concept.

Solution: We let the products speak through experiences.

Across three editions, we created Lidl's own mini-festival within BurgerFest: a fresh juice bar with 4 vending points, a playful kids' area, a baby-care changing truck, a cleaning station, and a recycling hub.

Impact: 3,000+ happy visitors per year. Engagement across families, foodies, and eco-conscious consumers — all under one brand roof.





Name: "A Fresh Take on Fast Food"

/ BTL Design





Name: "A Fresh Take on Fast Food"

/ BTL Design





Name: "Care Beyond the Stage"

/ BTL Design

LIDL x ELECTRIC CASTEL





Name: "Care Beyond the Stage"

/ BTL Design

Lidl x Electric Castel

LIDL @ ELECTRIC CASTLE – Care Beyond the Stage

Challenge: How do you show appreciation to the army behind the brand — employees and ambassadors working through a hectic music festival?

Solution: By giving them a break worth remembering.

Each year, we designed and managed relaxing chill zones and curated activities exclusively for Lidl's crew at Electric Castle — from 2018 through 2019. The concept evolved annually to raise the bar for internal brand experiences.

Impact: Stronger team spirit. Happier employees. A rare festival where staff felt like VIPs, not just workers.





Name: "Care Beyond the Stage"

/ BTL Design

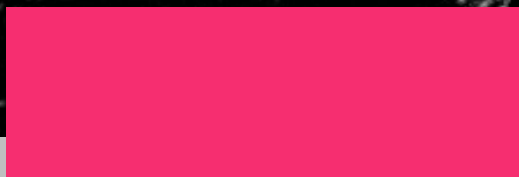




Name: "The Kindness Christmas Market"

/ BTL Design

LIDL x FAVORINA





Name: “The Kindness Christmas Market”

/ BTL Design

Lidl x Favorina

LIDL FAVORINA – The Kindness Christmas Market

Challenge: Promote Lidl’s “Magical Christmas” campaign — focused on sharing and compassion — at the Favorina market in Sibiu.

Solution: We built a winter wonderland with purpose.

From festive installations to warm product sampling corners, we transformed the market into a multi-sensory brand story. Every touchpoint was designed to connect product with emotion, in the spirit of Lidl’s message: sharing is the true magic of Christmas.

Impact: A standout activation in the most photographed market in Romania. Sales, smiles, and real seasonal spirit.





Name: "The Kindness Christmas Market"

/ BTL Design





Name: "Where Theatre Met Taste"

/ BTL Design

LIDL x FITS 2024





Name: "Where Theatre Met Taste"

/ BTL Design

Lidl x Fits

LIDL FITS – Where Theatre Met Taste

Challenge: Create a multi-location presence at the Sibiu International Theatre Festival that blends seamlessly with high-brow culture.

Solution: Four unique spaces, one poetic brand.

We brought Lidl's freshness and accessibility to FITS through curated spaces across Sibiu: from sampling areas to interactive mechanical activations. With special productions and daily coordination, we helped Lidl perform like never before — in harmony with dance, theatre, and music.

Impact: Brand visibility without being intrusive. Product in hand, in context, and in character.





Name: "Where Theatre Met Taste"

/ BTL Design

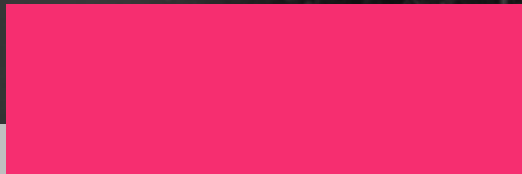




Name: "A Fresh Script for Festivals"

/ BTL Design

LIDL x TIFF 2024





Name: “A Fresh Script for Festivals”

/ BTL Design

Lidl x Tiff

LIDL TIFF – A Fresh Script for Festivals

Challenge: Turn a food retailer into a lifestyle experience at TIFF, Romania’s leading film festival.

Solution: We wrote Lidl into the festival narrative.

Our activation — Piața Lidl — blended fun activities, fruit tastings, a branded photo corner, and smart competitions in a single, vibrant space.

Impact: A photo-worthy, brand-worthy, people-worthy experience. Lidl fit the TIFF mood perfectly — and left an aftertaste of freshness.





Name: "A Fresh Script for Festivals"

/ BTL Design





Name: "Delivering Emotion in a Box"

/ BTL Design

SAMEDAY x UNTOLD





Name: “Delivering Emotion in a Box”

/ BTL Design

Sameday x Untold

SAMEDAY @ UNTOLD – Delivering Emotion in a Box

Challenge: Festival-goers often want to share the vibe with friends who couldn’t attend. But carrying things? Not fun.

Solution: A delivery station right inside the party.

We launched the first Easybox at a major festival, enabling attendees to send gifts, merch, or memories directly from UNTOLD. Branded packaging, seamless mechanics, and a team on-site made it happen.

Impact: A piece of the festival sent home. Sameday became part of the memory-making.





Name: "Delivering Emotion in a Box"

/ BTL Design





Name: "Skincare as a Daily Ritual"

/ BTL Design

LA ROCHE-POSAY & CERAVE @ NOSTALGIA





Name: "Skincare as a Daily Ritual"

/ BTL Design

La Roche-Posay & CeraVe @ NOSTALGIA

La Roche-Posay & CeraVe @ NOSTALGIA – Skincare as a Daily Ritual

Challenge: Communicate the long-term value of skincare at a festival focused on fun, nostalgia, and music.

Solution: A brand space that followed the rhythm of the day.

We created a sunrise-to-sunset skincare journey — blending product sampling, education, and ambient storytelling. The activation aligned with the Nostalgia concept while staying rooted in science and utility.

Impact: Meaningful interaction with thousands of festivalgoers. From a party to a habit — skincare awareness that lasted beyond the weekend.





Name: "Skincare as a Daily Ritual"

/ BTL Design



Name: "The Road to "GO SUPER!"

/ BTL Design

SUPERBET – NOSTALGIA





Name: “The Road to “GO SUPER!”

/ BTL Design

Superbet X Nostalgia

SUPERBET – NOSTALGIA – The Road to “GO SUPER!”

Challenge: Build a flexible, exciting, high-visibility experience for festival-goers aligned with the “GO SUPER!” platform.

Solution: A monster truck turned into a mobile playground.

We designed and produced the GO SUPER Multi-Event Kit — a fully branded 4x4 truck with transformable features, tailored for dynamic use across festivals. A compact powerhouse of entertainment and brand immersion.

Impact: Superbet went mobile, modular, and memorable. A brand that rolled into events ready to thrill.





Name: "The Road to "GO SUPER!"

/ BTL Design





Name: "The Road to "GO SUPER!"

/ BTL Design





Name: "A Fresh Script for Festivals"

/ BTL Design

SAMEDAY x BRAND MINDS





Name: "SAMEDAY x Brand Minds"

/ Image Campaign

Sameday x Brand Minds

SAMEDAY @ BRAND MINDS

Challenge: Unify two skincare brands under a common story and deliver an immersive experience to a high-end audience.

Solution: A full-day skin journey with emotional checkpoints.

From creative concept to spatial execution, we built an activation that mirrored the rhythm of daily skincare: morning rituals, midday protection, evening restoration.

Impact: Brand value elevated. Guests didn't just try the products — they understood the philosophy.





Name: "SAMEDAY x Brand Minds"

/ BTL Design





Name: "Football, But Make It Personal"

/ BTL Design

BETANO LPF





Name: "Football, But Make It Personal"

/ BTL Design

BETANO LPF

BETANO LPF – Football, But Make It Personal

Challenge: Go beyond digital to engage football fans on-site — and make them feel part of something bigger.

Solution: A live fan hub with game-day spirit.

We designed and implemented a stadium-side activation across two cities that turned spectators into participants. From challenges and prizes to face-to-face engagement, Betano celebrated the love of football where it lived: with the fans.

Impact: Elevated loyalty. Memorable matchday experiences. A win for everyone.





Name: "Football, But Make It Personal"

/ BTL Design



CORPORATE EVENTS





Name: "When Air Became Art"

/ BTL Design

CHIESI ANNIVERSARY





Name: "When Air Became Art"

/ BTL Design

Chiesi Anniversary

CHIESI ANNIVERSARY – When Air Became Art

Challenge: Celebrate the brand's values through a memorable event that resonates beyond a standard corporate format.

Solution: We made the invisible visible.

Inspired by Chiesi's focus on respiratory health, we created an immersive art experience featuring kinetic sculptures by Daniel Wurtzel — the artist behind Cirque du Soleil and Tate Modern. Air became the medium, the message, and the magic.

Impact: A conversation-starting anniversary. Guests didn't just attend — they felt, shared, and remembered.





Name: "When Air Became Art"

/ BTL Design





Name: "When Air Became Art"

/ BTL Design





Name: "When Air Became Art"

/ BTL Design





Name: "A Toast to Growth"

/ BTL Design

SYNGENTA FORUMS



EDITIA VII



Name: "A Toast to Growth"

/ BTL Design

Syngenta Forums

SYNGENTA ANNIVERSARY – A Toast to Growth

Challenge: Unite a diverse portfolio of events under one meaningful umbrella that showcases long-term success in agriculture.

Solution: A consistent story told in multiple chapters.

We developed a central concept focused on partnership and performance, delivering custom indoor events with dedicated production, design, and implementation. Each detail reflected Syngenta's commitment to supporting every farmer, in every field.

Impact: From logistics to loyalty. Syngenta's audience didn't just hear the message — they believed it.





Name: "A Toast to Growth"

/ BTL Design





Name: "A Decade of Balance"

/ BTL Design

BNP PARIBAS





Name: "A Decade of Balance"

/ BTL Design

BNP Paribas

BNP PARIBAS – A Decade of Balance

Challenge: Celebrate 10 years in Romania while showcasing a transition toward digital innovation — without losing the brand's heritage.

Solution: We staged a dialogue between old and new.

Held at the iconic CEC Palace, the event juxtaposed timeless architecture with digital future scapes. Through lighting, installations, and storytelling, we showed how BNP Paribas honors its past while embracing tomorrow.

Impact: Elegant, symbolic, unforgettable. A brand milestone marked with perfect symmetry.





Name: "A Decade of Balance"

/ BTL Design





Name: "When Science Takes the Stage"

/ BTL Design

ADAMA





Name: "When Science Takes the Stage"

/ BTL Design

Adama Product Launch

ADAMA Product Launch – When Science Takes the Stage

Campaign Type: Product Launch, Indoor Event

Challenge: Introduce a technical product to a skeptical audience with clarity and impact.

Solution: We reimagined a classic product launch into a scientific experience— blending education and emotion. The space mimicked a discovery lab, where farmers could not only hear about the benefits of ABSORBITAL, but witness them through interactive installations and live demos.

Impact: A fresh format for a traditional industry. More than a product launch — a moment of trust and transformation.





Name: "When Science Takes the Stage"

/ BTL Design





Name: "Experience Every Feature"

/ BTL Design

LIDL x SUPERCUPA





Name: "When Sport Becomes Culture"

/ BTL Design

Lidl x Supercupa

LIDL SUPERCUPA – When Sport Becomes Culture

Challenge: Create a unifying internal event that goes beyond competition to reinforce team spirit across the country.

Solution: A two-phase event, powered by purpose.

We kicked off with regional tournaments (football and volleyball) in five cities, managing everything from venue to uniforms, logistics, and support. Phase two unfolded in Bucharest — a festive, family-focused gathering with artists, kids' zones, carousels, and more.

Impact: A sport event turned into a cultural tradition. Teams bonded, families celebrated, and Lidl's values played out loud and clear.





Name: "When Sport Becomes Culture"

/ BTL Design





Name: "Where Elegance Meets Performance"

/ Content Campaign

UNDE ELEGANȚA
SE ÎNTĂLNESC
CU
PERFORMANȚA

STRAUMANN





Name: "Where Elegance Meets Performance"

/ BTL Design

Straumann

Where Elegance Meets Performance

STRAUMANN – Where Elegance Meets Performance

Challenge: Celebrate five years of excellence in a way that matches the brand's premium status.

Solution: A royal setting for a world-class story.

At the National Art Museum's Hall of Throne, we hosted an elegant event with premium productions, artistic moments, and philanthropic purpose. Funds raised supported charity — adding meaning to the glamour.

Impact: Straumann didn't just celebrate success. They shared it.





Name: "Where Elegance Meets Performance"

/ BTL Design



SPECIAL PRODUCTS





Name: "Smols - Park Lake Opening"

/ BTL Design

SMOLS - PARK LAKE OPENING



SMOLS - Park Lake opening

How do you launch a new **QSR** brand in a crowded mall, right next to industry giants? Instead of a conventional opening with free samples and ribbon cutting, Smols positioned itself as an entertainment-driven challenger, **bringing Micultura Urbană into ParkLake for a bold, memorable debut**. The launch was orchestrated like a music album drop, not a restaurant opening. In the pre-event phase, we built anticipation through teasers around a proprietary fashion collection and the presence of **Macanache**, creating curiosity and cultural relevance before the doors even opened.

During the event, the food court transformed into a live cultural stage: Macanache performed the official Smols track, models walked a "mici-inspired" fashion catwalk, and the entire space pulsed with festival-like energy. The unexpected mix of live music, fashion, and food disrupted the routine mall experience, prompting visitors to capture and share the moment. Post-event, we amplified the impact through dedicated content, turning an offline spectacle into an online conversation, and positioning Smols as more than a restaurant—an urban culture statement.





Name: "Smols - Park Lake Opening"

/ BTL Design





Name: "A Feast for the Eyes"

/ BTL Design

UNISOL



Name: "A Feast for the Eyes"

/ BTL Design

Unisol

UNISOL – A Feast for the Eyes

Challenge: Stand out in a cluttered Easter shopping season and connect quality oil with sensory delight.

Solution: We brought the Easter table to life — in the middle of Romania's busiest markets.

Through large-scale, nature-inspired installations, we created a sensorial world where ingredients came together visually — symbolizing how Unisol elevates any meal. A bold production that blended storytelling, taste, and tradition.

Impact: Unmissable in-store presence. Emotional connection. A food brand that didn't just advertise — it enchanted.





Name: "A Feast for the Eyes"

/ BTL Design

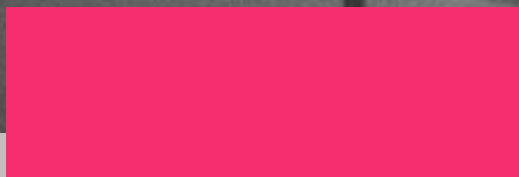




Name: "Designed for Real Life"

/ BTL Design

XIAOMI





Name: “Designed for Real Life”

/ BTL Design

Xiaomi POSMs

XIAOMI POSMs – Designed for Real Life

Challenge: Keep the brand consistently visible and experiential in both retail and event environments.

Solution: We produced and deployed multiple POSM materials tailored to every touchpoint — from stores to events to hybrid spaces.

Each element was smartly branded, easily installed, and designed to invite interaction.

Impact: Consistent brand presence. Seamless rollout. A physical brand experience aligned with Xiaomi’s bold, modular identity.





Name: "Designed for Real Life"

/ BTL Design



STANDS



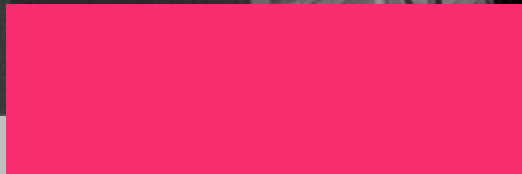
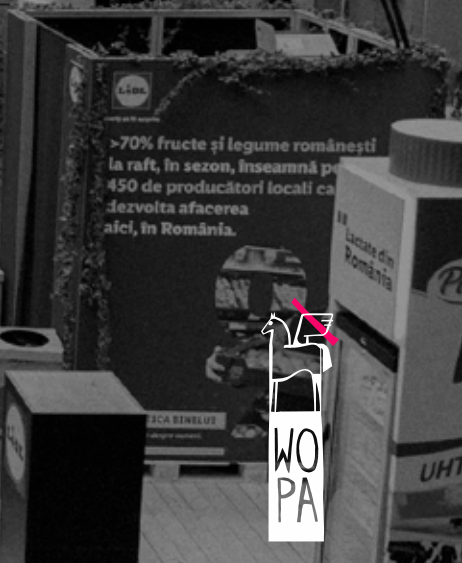


Name: "A Market of Trust"

/ BTL Design



LIDL x INDAGRA





Name: "A Market of Trust"

/ BTL Design





Name: "A Market of Trust"

/ BTL Design





Name: "A Market of Trust"

/ BTL Design





Name: "A Market of Trust"

/ BTL Design





Name: "A Market of Trust"

/ BTL Design

LIDL TOUR





Name: "Lidl Tour"

/ BTL Design





Name: "A Market of Trust"

/ BTL Design

AGRICOLA





Name: "AGRICOLA"

/ BTL Design





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THANK



YOU

