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WOPA

SELECTED WORKS





/ Digital Integrated Campaign

AGRICOLA READ THE LABEL

A campaign to raise curiosity amongst consumers





CONTEXT

Romania consumes a lot of chicken.
But when it comes to **understanding** what we're
buying, most people are left guessing. New products,
similar messaging, overlapping claims all of it feeds
into one belief: **“All chicken is the same.”**

For Puiul Fericit, the premium line from market
leader Agricola, that confusion was costly.





AGRICOLA | "Citește Eticheta" campaign

/ Digital Integrated Campaign

THE CHALLENGE

Reinforce Agricola's leadership by making people care about the differences in chicken meat.

Not through abstract superiority claims. But by teaching them how to recognize quality for themselves.

The secret?

Right there in the label.





AGRICOLA | "Citește Eticheta" campaign

/ Digital Integrated Campaign

INSIGHT

Consumers don't read labels.
And if they do, they don't really understand them.

**So what if we made the label
impossible to ignore?**





AGRICOLA | “Citește Eticheta” campaign

/ Digital Integrated Campaign

IDEA

CITEȘTE ETICHETA / READ THE LABEL.

An educational campaign that turned one small behavior, reading the product label into a powerful act of informed choice.

We showed people where the real quality is hidden in plain sight.





EXECUTION

We launched a wide-reaching digital campaign anchored in label literacy how to read, interpret, and act on chicken packaging.

LANDING PAGE & QUIZZ

An interactive hub where consumers tested their label knowledge and uncovered key facts about poultry categories.

INFLUENCERS

Chef Cezar Munteanu and Laura Cosoi turned label education into smart kitchen conversation.

DIGITAL VIDEOS

Snackable, insight-driven content demystifying chicken label codes and making people feel smart for knowing what's behind each attribute.

NEWSLETTERS

Triggered email flows with content, myth-busting, and offers.

MEDIA CAMPAIGN

A multi-format push across social and digital, targeting food-conscious urban consumers and supermarket shoppers.





AGRICOLA | "Citește Eticheta" campaign

/ Digital Integrated Campaign



AGRICOLA

"Mănâncă bine când puiul pe care-l cumperi mănâncă bine."

Crescut natural și sănătos
100% vegetal
70% porumb

Cât de bine știi ce pui în farfurii?

„Ce mai gătim azi” nu e prima dilemă culinară în procesul de gătit. Cea mai importantă probă este alegerea ingredientelor sănătoase, care adaugă savoare oricărui preparat. Tu cum răspunzi acestei provocări?

CÂT DE BINE ȘTII CE PUI ÎN FARFURII?

Verifică-ți cunoștințele despre puii AGRICOLA
și intră în tragerea la sorți pentru un

PREMIU DELICIOS

unul din cele 10 coșuri
cu bunătăți de la Agricola

Începe testul



AGRICOLA

Uneori așteptarea e bună.
Un pui crescut lent dă mai mult
gust în farfurie.

Pui înalt crescut lent
Fără tratament cu antibiotice

CITEȘTE ETICHETA



AGRICOLA

„Imi place puiul așa cum imi place
să trăiesc viața: fără antibiotice,
cu adevărat sănătos și cu gust din plin.”

Crescut natural și sănătos
100% vegetal

CITEȘTE ETICHETA



AGRICOLA

Gustul de pui ca la țară
se regăsește și la oraș.

Crescut natural și sănătos
100% vegetal 70% porumb

CITEȘTE ETICHETA

WO
PA



AGRICOLA | “Citește Eticheta” campaign

/ Digital Integrated Campaign

THE RESULTS



101.301 campaign clicks

1.887.447 video views



1,743,912 engagements



16.7M+ impressions

24.68% CTR on newsletter





/ Digital Integrated Campaign

CEC BANK STUDENT FREE

How Romania's oldest bank won over its youngest generation.





CEC BANK | “Student Free” campaign

/ Digital Integrated Campaign

CONTEXT

CEC Bank has been part of Romanians’ lives for over 150 years. A symbol of tradition, trust, and grandparents. For Gen Z, that legacy felt more like luggage: outdated, unrelatable, and invisible. In a financial landscape dominated by modern, digital-first players like ING and Banca Transilvania, CEC Bank wasn’t even in the conversation.

Our challenge? **Make CEC Bank relevant again for** our most relevant customers: **young people between 18 and 24.**





CEC BANK | “Student Free” campaign

/ Digital Integrated Campaign

INSIGHT

This generation doesn't want a bank.
They want someone who **gets** them.

Someone who sees their 25 lei matcha latte, festival tickets, or
thrifed hoodie as more than just a transaction, but as small steps in
a bigger journey.





CEC BANK | “Student Free” campaign

/ Digital Integrated Campaign

IDEA

STUDENTFREE.
**The account that rewards you
for living like a student.**

We didn't lecture students about saving money.
We didn't throw financial jargon at them.
We gave them a card that literally makes their student life better.
With StudentFree, every leu spent earns points in the mobile app.
Points turn into prizes students actually care about.
All wrapped in a campaign built on their culture, from local indie artists
they stream to the memes they share and the language they speak.





CEC BANK | “Student Free” campaign

/ Digital Integrated Campaign

EXECUTION

A 360 campaign driven by TV, social media, influencers, mobile activations, and indie music collabs.

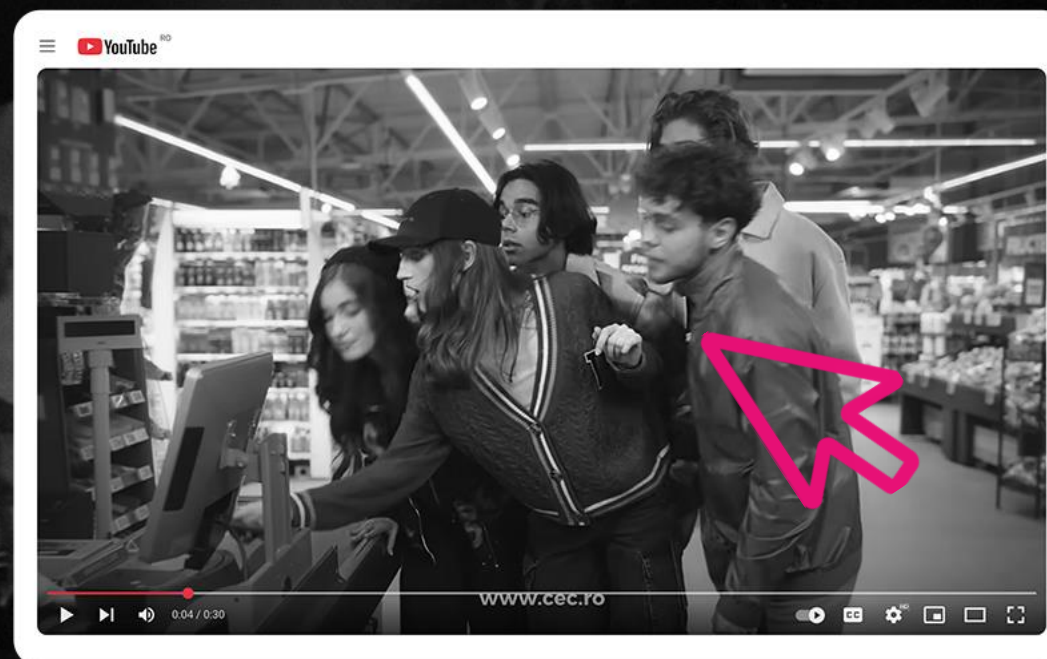
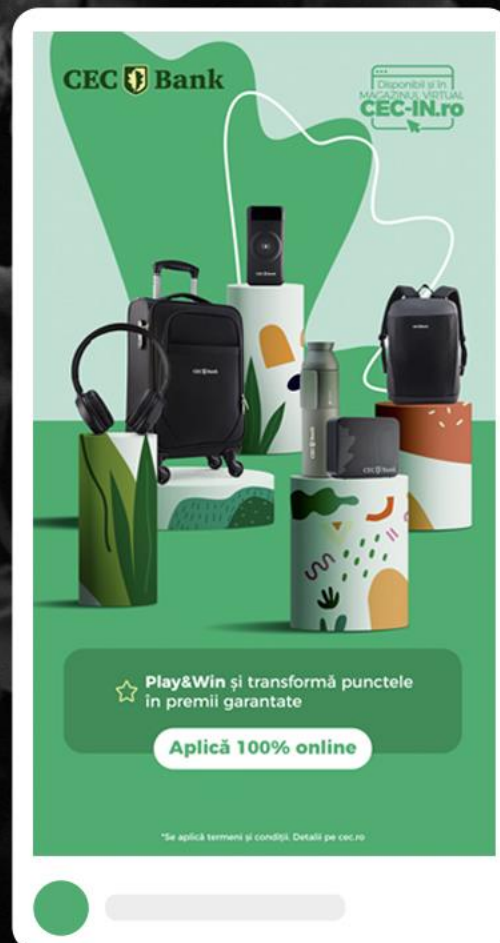
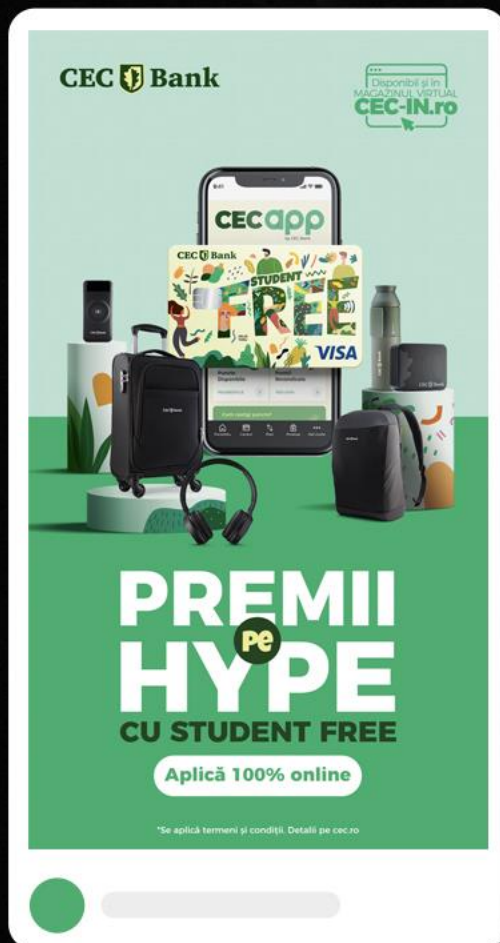
With a TVC where we built an emotional bridge between the oldest bank in the country and the youngest generation in its history.





CEC BANK | "Student Free" campaign

/ Digital Integrated Campaign





CEC BANK | “Student Free” campaign

/ Digital Integrated Campaign

CONCLUSION

CEC Bank’s banking got a little cooler.





/ Digital Integrated Campaign

ARISTON

What's the deal with the pumps?





CONTEXT

Heat pumps are one of the most sustainable heating solutions on the market, but they sound like sci-fi to most consumers.

“Takes heat from thin air and moves it into your home” doesn’t exactly scream **easy to understand**.

So in our first collaboration with Ariston, we had one clear mission: Make the heat pump seem less like magic and more like something you’d want in your house.





ARISTON | “Care e faza cu pompele de căldură?” campaign

/ Digital Integrated Campaign

INSIGHT

When people don't understand how something works, they don't trust it.
And when it comes to heating your home, trust is everything.





ARISTON | “Care e faza cu pompele de căldură?” campaign

/ Digital Integrated Campaign

IDEA

What's the Deal with Heat Pumps?

A question we've all asked.
So we made it the name of our campaign and the name of our online show.





ARISTON | “Care e faza cu pompele de căldură?” campaign

/ Digital Integrated Campaign

EXECUTION

We created a digital-first video series that brought together three beloved Romanian personalities from completely different worlds:

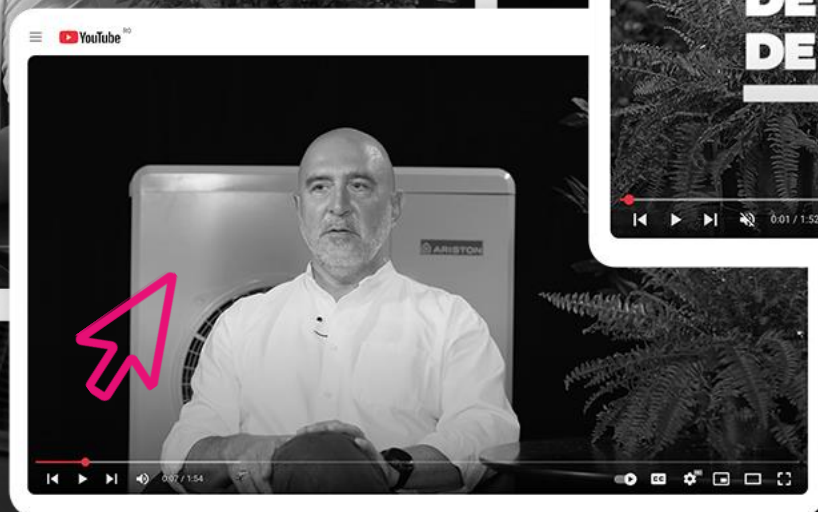
- **Cabral** (TV host & action man)
- **Răzvan Exarhu** (radio host and really good cook)
- **Irina Margareta Nistor** (legendary film voice-over artist)





ARISTON | "Care e faza cu pompele de căldură?" campaign

/ Digital Integrated Campaign





ARISTON | "Care e faza cu pompele de căldură?" campaign

/ Digital Integrated Campaign

THE RESULTS



5.87 million organic social media reach

49.8 million total impressions

2.1 million post engagements



**Countless Romanians saying
"Ah, now that's how it works."**





ARISTON | “Care e faza cu pompele de căldură?” campaign

/ Digital Integrated Campaign

CONCLUSION

In a market where trust is built through clarity, we made understanding the heat pump... cool.





/ Digital Performance Campaign

SAMEDAY MOBILE APP LAUNCH

Turning delivery stress into cinema.





SAMEDAY | “Nu-ți mai face filme” campaign

/ Digital Performance Campaign

CONTEXT

Romania's courier industry is a battlefield.

Dominated by legacy giants like FanCourier, it's a race defined by speed, scale and increasingly, tech.

Sameday, a fast-rising challenger, had a strong asset in its Easybox locker network and logistics reputation. But to truly compete, **it needed customers to adopt its new mobile app.**





SAMEDAY | “Nu-ți mai face filme” campaign

/ Digital Performance Campaign

THE CHALLENGE

Tech-forward brands often fall into a trap: functional messaging. But consumers are tired. App fatigue is real. To stand out, Sameday needed to go beyond functionality and tap into a universal human insight.

Delivery stress.

And our minds are expert storytellers.





SAMEDAY | “Nu-ți mai face filme” campaign

/ Digital Performance Campaign

INSIGHT

We all imagine the worst when a delivery is on the way.

“What if I miss the call?”

“What if the courier comes when I’m in the shower?”

“What if they only take cash and I don’t have any?”





SAMEDAY | “Nu-ți mai face filme” campaign

/ Digital Performance Campaign

IDEA

No More Making Up Scenarios.

A cinematic campaign that dramatized the spiraling “what if” thoughts of online shoppers, only to resolve them instantly with one app feature.





SAMEDAY | “Nu-ți mai face filme” campaign

/ Digital Performance Campaign

EXECUTION

Three short films showing three relatable delivery anxieties.

Each one escalates to absurdity before being brought back to reality by the Sameday app.

Track everything, reschedule, pay digitally, and never miss a thing. We launched primarily on YouTube, supported by Meta, Spotify, programmatic banners, and Sameday's owned channels.

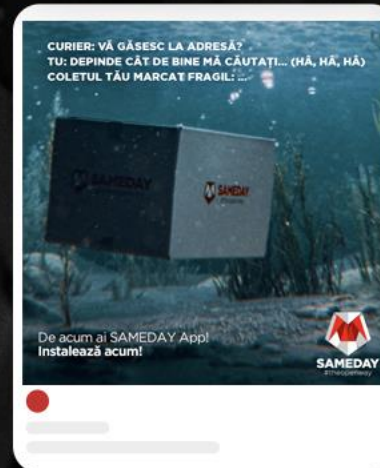
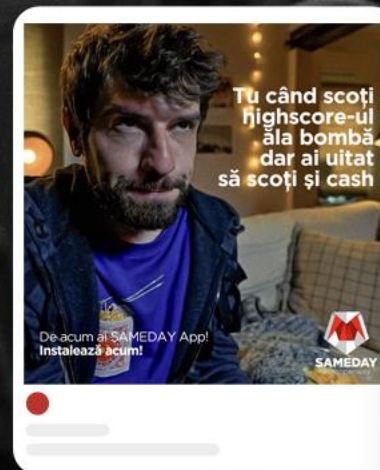
Target: 25–44 year-old online shoppers in urban Romania.





SAMEDAY | "Nu-ți mai face filme" campaign

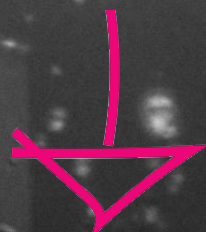
/ Digital Performance Campaign





SAMEDAY | “Nu-ți mai face filme” campaign

/ Digital Performance Campaign



THE RESULTS

580,000+ downloads in 3 months (goal: 100K)

5.66 million YouTube views

67% view-through rate



**Winner, Best Digital Video for Efficiency –
Kantar Creative Effectiveness Awards Ro 2024**





SAMEDAY | “Nu-ți mai face filme” campaign

/ Content Campaign

CONCLUSION

No More Making Up Scenarios.
Because the app's already got them covered.





/ 360° Campaign

STELLA ARTOIS

THE NEW 660 ML SKU LAUNCH





STELLA ARTOIS | “A Bigger Toast In The Life Artois” campaign

/ 360° Campaign

CONTEXT

After a year marked by lockdowns and isolation, people weren't just craving a drink.

They were craving connection.

Stella Artois saw the launch of its new 660ml bottle not just as a product introduction but as an invitation to slow down and rediscover the joy of sharing.





STELLA ARTOIS | “A Bigger Toast In The Life Artois” campaign

/ 360° Campaign

IDEA

A Bigger Toast in the Life Artois

A bigger bottle, a bigger gesture, for the bigger moments we've missed.





STELLA ARTOIS | “A Bigger Toast In The Life Artois” campaign

EXECUTION

→ The campaign was built as a cross-channel celebration of reconnection:

TV LAUNCH

→ An emotional spot that aired on premium primetime content, reaching 76% of our audience and framing the 660ml as the drink of choice for those conversations the ones that matter.

DIGITAL EXPANSION

→ A wave of multi-format videos across YouTube and Facebook brought the message into personal moments, inviting people to relearn the art of toasting together.

/ 360° Campaign

INFLUENCER ACTIVATION

→ Six beloved Romanian public figures opened up about the one conversation they missed most. Their stories turned product content into cultural dialogue.

Together, they reached 439,000+ IG story views, striking a powerful emotional chord.

E-COMMERCE INTEGRATION

Dedicated Stella Artois 660ml shop on Glovo.

→ Bringio sampling.

And a contest rewarding consumers for sharing their own reconnection moments.



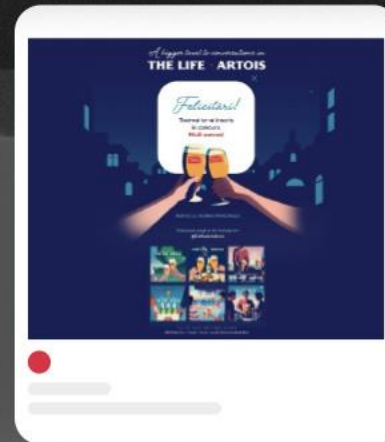


STELLA ARTOIS | "A Bigger Toast In The Life Artois" campaign

/ 360° Campaign



Liked by bebuamaria and 2,851 others
codrina.apostol Sa fiu o gazda buna pentru cei dragi este marea mea placere!! Pot sta in bucatarie cu orele, iar daca nu am timp, incropesc ceva si tot nu ma dau batuta!! Imi place sa am casa plina de prieteni, iar sarbatorile sunt ocazia potrivita sa ne intalnim! Transforma orice revedere intr-o amintire...nimic nu este mai frumos decat fericirea clipelor traite alaturi de prietenii mei si familiei!
#momenttoremember
#thelifeartois
View all 36 comments
7 May · See Translation





STELLA ARTOIS | “A Bigger Toast In The Life Artois” campaign

/ 360° Campaign

THE RESULTS

+60% sales volume vs. AOP



2.7k hectoliters sold in just 2 months

31% of BC target reached



11M YouTube views / 2.8M unique users

**+167% impressions on programmatic
mobibox formats**

2.2M programmatic reach





STELLA ARTOIS | “A Bigger Toast In The Life Artois” campaign

/ 360° Campaign

CONCLUSION

We didn't just launch a bigger bottle.
We launched a bigger reason to get together.





/ Phygital Campaign

SPARTAN THE LOST SPARTABANI

How a hidden restaurant turned into a hidden treasure.





CONTEXT

Spartan is one of Romania’s most recognized quick-service brands. But in Braşov, one of its restaurants had a major Achilles heel.

It was nearly invisible.

Tucked away from street view, the Spartan Drive-Thru risked being forgotten. Not because of product, but because of location. And in the fast-food world, out of sight means out of stomach.





SPARTAN | “The lost Spartani” campaign

/ Phygital Campaign

THE CHALLENGE



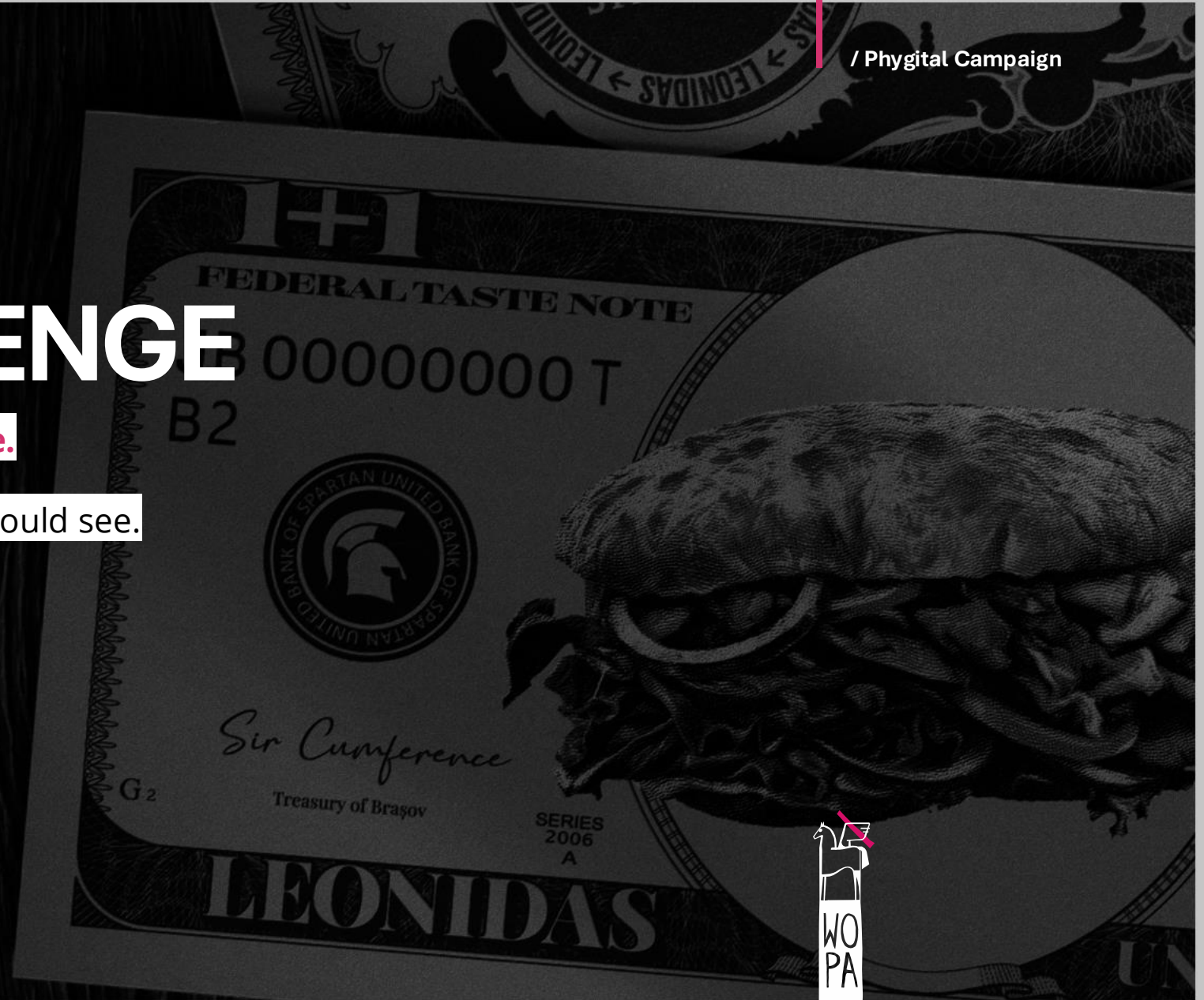
Turn a location flaw into a feature.



Drive traffic to a restaurant no one could see.



And make it fun enough to share.





INSIGHT

We all love a good treasure hunt.

So what if we didn't just advertise the restaurant, but hid a reason to visit it?





SPARTAN | "The lost Spartbani" campaign

/ Phygital Campaign

IDEA

THE LOST SPARTBANI

We created a digital-physical treasure hunt where Spartan's legendary warriors lost their "Spartabani" (imaginary Spartan currency) during a road trip through Braşov.

Locals who found them could exchange Spartabani for real food offers at the Drive-Thru.





SPARTAN | "The lost Spartbani" campaign

/ Phygital Campaign



CUM O REZOLVĂM?



Toti Spartanii adevarati!
cautand Spartabanii
prin orasul Brasov!

WO PA



GAMIFICATION MEETS REAL LIFE

→ We planted the Spartabani across key Braşov locations and online channels turning the city into a Spartan playground.

INFLUENCER ACTIVATION

→ We teamed up with Vlad Vaida, who joined the quest and shared his journey of finding Spartabani and redeeming them at the Drive-Thru.

His humor and local fanbase made the campaign feel less like an ad, more like an adventure.

MULTI-CHANNEL AMPLIFICATION

→ Paid social
In-store posters
UGC invites
Micro-location targeting
Surprise giveaways for those who played along





SPARTAN | "The lost Spartani" campaign

/ Phygital Campaign

THE RESULTS



7,000+ clicks to campaign site

2.6 million+ impressions



1.8 million video views





/ Cross-Channel Campaign

MAGNUM

SUNLOVER & STARCHASER ICE-CREAMS

A Bold Celebration of Day-Night Duality
Through Immersive Experiences





MAGNUM | “Sunlover & Starchaser ice-creams launch” campaign

/ Cross-Channel Campaign

CONTEXT

Magnum’s launch of Sunlover and Starchaser ice-creams celebrated duality - day and night. A dynamic 6-month campaign featuring special activations, interactive installations, influencer collaborations, and a seamless online-offline experience.





THE APPROACH

We orchestrated a comprehensive campaign that included interactive installations, influencer engagements, and a unique online-offline experience. Key highlights included dual-themed portals in Bucharest (to illustrate the concept of duality, each showcasing the same scene but at different times; during the day, they displayed the night, and vice versa), a series of influencer activations and a treasure hunt, which brought the portals into the social media spotlight, and a real-time drag show endorsement.

The campaign leveraged tailored strategies for different micro-audiences, from foodies to cultural connectors, and integrated guerrilla marketing tactics on dating apps.





FIND THE MOMENT

Start the conversation about the new products to excite & engage.

DIRECT MAILING

Generate earned media by glorifying the product. Via multiple sendings to 28 content creators to secure constant visibility throughout the summer

PLEASURE IS ALWAYS WORN

Linking online & offline in a new mechanic that proved to be a success. Unique branded merch leads to high interest & brand recognition in a KOLs - driven treasure hunt to win a pair of sneakers created by Graure

WHEN YOU WISH UPON A STAR

Tackling a new platform (TikTok) with engagement drive mechanics to secure content where the brand can't communicate directly & generate owned content through

A TikTok challenge with 2 culinary KOLs fighting for a REAL STAR with their name on it.

PORTALS

The best tool to start the conversation via KOLs and the common ground that unified digital activations in the first campaign months. Our GO TO place for everyone interested in the products.





MAGNUM | “Sunlover & Starchaser ice-creams launch” campaign

/ Cross-Channel Campaign

INSTAGRAM TAKEOVER

24h activation with a courageous twist:

A BRAND'S FIRST LIVE ATTENDANCE DURING A DRAG SHOW. All made to cover sunlover moments (with Livia Fălcaru - a digital visual artist) and starchaser (with Bogdan Anghel - drag show performer)

TINDER AGAIN

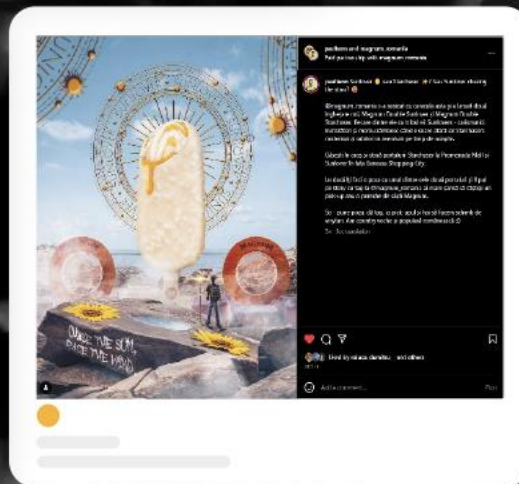
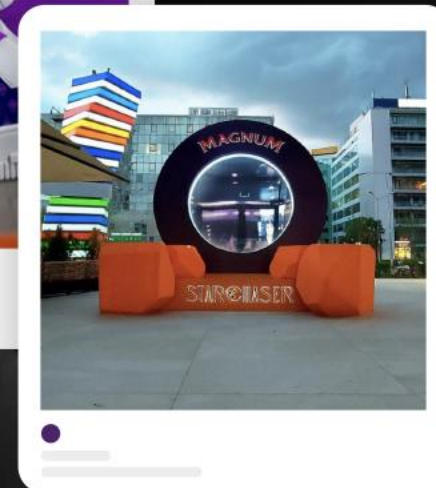
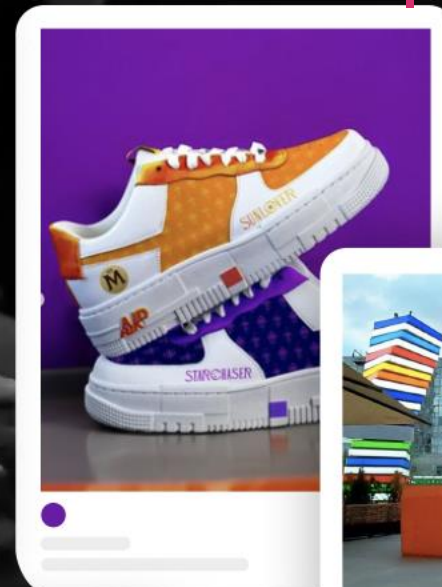
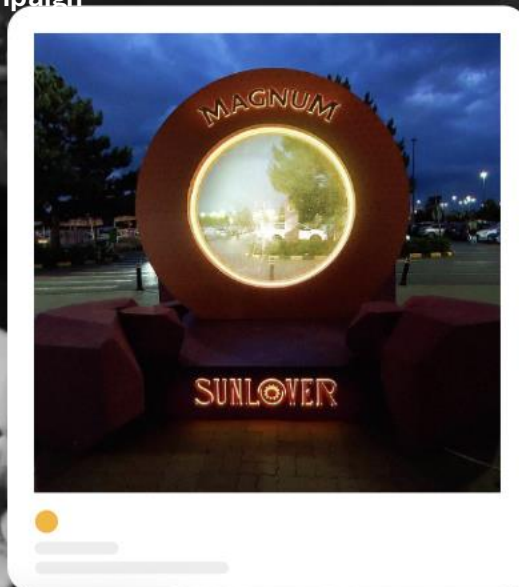
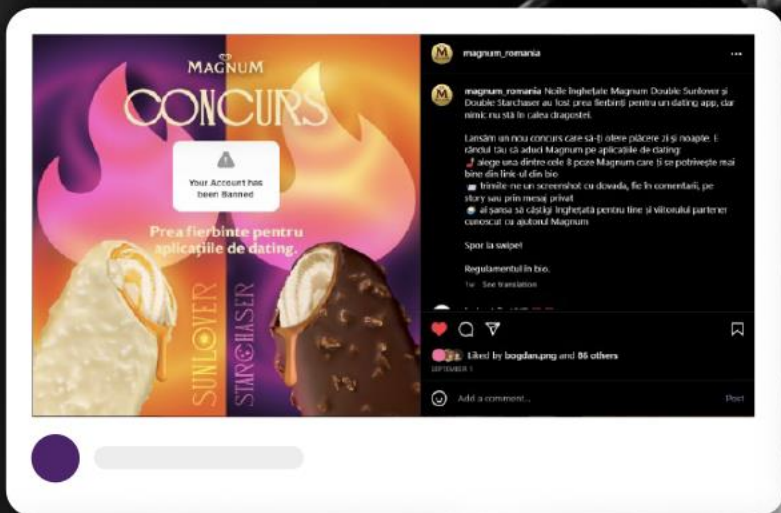
A more daring way to continue our 2022 communication kick start on Tinder. With a user generated effect to keep the brand message going.





MAGNUM | “Sunlover & Starchaser ice-creams launch” campaign

/ Cross-Channel Campaign



MAGNUM | “Sunlover & Starchaser ice-creams launch” campaign

/ Cross-Channel Campaign

THE RESULTS



22 million impressions



7 million unique users



2.8X higher engagement rates
than average





www.wopa.ro

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THANK

YOU

