

## Anexă finaliști

### Anexă CÂȘTIGĂTORI - EFFIE 2022

#### Packaged Food

##### SILVER

**Campaign:** Ardealul - Women with Fainosag

**Brand:** Ardealul

**Client:** Orkla Foods SA

**Lead Agency:** McCann Worldgroup Romania

**Contributing Companies:** Griffin Advertising | FRONT LINE MARKETING | MMS COMMUNICATIONS ROMANIA SRL

Team: Victor Stroe // Head of Planning & Associate Director LEO BURNETT, Ioana Proca // Senior Strategic Planner LEO BURNETT, Dinu Gojan // Group Creative Director LEO BURNETT, George Popa // Art Director LEO BURNETT, Elena Negrescu // Copywriter LEO BURNETT, Sorin Deleanu // Senior Producer LEO BURNETT, Sandra Radu // Brand Communication Manager LEO BURNETT, Eliza Toma // Brand Communication Manager LEO BURNETT, Maria Sarivan // Senior Strategic Planner LEO BURNETT, Andreea Pandelea // Head of Lifestyle MSL The Practice, Alexandra Nedelcu // Communication Manager MSL The Practice, Corneliu Tiron // Strategy and Solutions Lead STARCOM, Dinu Maftai // Media Client Manager STARCOM, Mihai Bonca // Marketing Strategy Consultant Brand Architects

#### Snacks & Desserts

##### GOLD

**Campaign:** Kinder Halloween

**Brand:** Ferrero

**Client:** Ferrero Romania

**Lead Agency:** Publicis

**Contributing Companies:** MSL The Practice | STARCOM

Team: Adina Albu // Senior Client Lead Publicis Romania, Tudor Toma // Client Manager Publicis Romania, Ioana Dumitrascuta // Client Lead Publicis Romania, Ana-Maria Taralunga // Group Creative Director Publicis Romania, Silviu Nedelschi // Executive Creative Officer Publicis Romania, Catalin Grigore // Senior Art Director Publicis Romania, Veronica Ciacoveanu // Digital Client Lead Publicis Romania, Sabina Huzum // Brand Manager, Diana Pasoi // Senior Brand Manager Ferrero Romania, Rebeca Rapeanu // Digital Client Manager Publicis Romania, Horia Girbea // Junior Copywriter Publicis



Romania, Diana Maftai // Junior Art Director Publicis Romania, Mirela Iordache // Client Manager Publicis Romania, Andrei Purecel // Client Executive Publicis Romania, Andreea Ivanciu // Senior Performance Media Specialist STARCOM, Emil Mititelu // Digital Client Manager STARCOM, Roxana Stratulat // Communication Manager, Iulia Ioncescu // Project Manager MSL The Practice, Elis Iaia // Associate Planning Director Publicis Romania, Camelia Efrimov // A/V Production Lead Publicis Romania

## Personal Care Products & Services

### SILVER

**Campaign:** TO WASH OR NOT TO WASH MY HAIR?

**Brand:** Head & Shoulders

**Client:** Procter & Gamble Romania

**Lead Agency:** LEO BURNETT

**Contributing Companies:** Graffiti PR | MediaCom

Team: Irina Becher // Creative Director LEO BURNETT, Alexandru Savescu // Art Director LEO BURNETT, Silvia Gradinaru // Copywriter LEO BURNETT, Andreia Anghel // Brand Communication Director LEO BURNETT, Nicoleta Pena // Brand Communication Manager LEO BURNETT, Bianca Naumovici-Bella // AV Producer LEO BURNETT, Laura Moisiu // Communication Director Graffiti PR, Ioana Ciobanu // PR Consultant Graffiti PR, Teodora Cirstea // PR Specialist Graffiti PR, Delia Sucher // Digital Content Consultant Graffiti PR, Denisa Dumitru // Jr. Digital Content Specialist Graffiti PR, Monica Petricica // Strategic & Activation Planning Lead MediaCom, Mihaela Neagoe // Digital Media Specialist MediaCom, Elena Teodorescu // Campaign Manager MediaCom, Giulia Tudor // Digital Content Specialist Graffiti PR, Valentin Olteanu // Hair Care Brand Manager Procter & Gamble Romania, Evangelos Tselentis // Hair Care Brand Director South East Europe Procter & Gamble Romania

### BRONZE

**Campaign:** SHOW WHO YOU KNOW YOU TRULY ARE #FACETHEPRESSURE

**Brand:** GILLETTE

**Client:** Procter & Gamble Romania

**Lead Agency:** LEO BURNETT

**Contributing Companies:** Graffiti PR & MediaCom

### BRONZE

**Campaign:** TRUST THE SPECIALISTS

**Brand:** PAMPERS

**Client:** Procter and Gamble

**Lead Agency:** LEO BURNETT & Graffiti PR

**Contributing Companies:** MediaCom

Team: Bogdan Vintila // Group Creative Director LEO BURNETT, Ionut Moscu // Sr Art Director LEO BURNETT, Adrian Bujenita // Sr Copywriter LEO BURNETT, Andreia Anghel // Brand Communication Director LEO BURNETT, Vera Cocis // Brand Communication Manager LEO BURNETT, Corina Bratu //



Planning Director LEO BURNETT, Victor Stroe // Head of Planning & Associate Director LEO BURNETT, Irina Szellelki // Copywriter LEO BURNETT, Madalina Dobre // Shave Care Brand Manager Procter & Gamble Romania, Cvetkovic Nikola // Shave Care Brand Director South East Europe Procter & Gamble Romania, Laura Moisiu // Communication Director Graffiti PR, Adela Stoicescu // PR Consultant Graffiti PR, Iuliana Nechifor // Strategic & Activation Planning Lead MediaCom, Mihaela Neagoe // Digital Media Specialist MediaCom, Anca Vrabiescu // Digital Account & Planning Manager Performance MediaCom, Adriana Pascan // Executive Creative Director LEO BURNETT

## Household supplies & services

### BRONZE

**Campaign:** Elfi Corn Cob. The Romanian Wipe.

**Brand:** ELFI

**Client:** HARTIA ELFI

**Lead Agency:** Mainstage | The Agency

**Contributing Companies:** Sector 7 HUB

### FINALIST

**Campaign:** WASHING THE BAD AWAY | #CeleRele să se spele

**Brand:** ARIEL

**Client:** Procter & Gamble Romania

**Lead Agency:** LEO BURNETT

**Contributing Companies:** Graffiti PR | MediaCom

Team: Irina Becher // Creative Director LEO BURNETT, Corina Bratu // Planning Director LEO BURNETT, Andreia Anghel // Brand Communication Director LEO BURNETT, Irina Constantin // Brand Communication Manager LEO BURNETT, Bianca Naumovici-Bella // AV Producer LEO BURNETT, Barna Nemethi // Producer LEO BURNETT, Ruxandra Staneci // Laundry Senior Brand Manager SEE Procter & Gamble Romania, Elia Cazanbulacu // Fabric Care Brand Director SEE Procter & Gamble Romania, Razvan Resmerita // Communication Director Procter & Gamble Romania, Mariuca Tiron // Planning Lead for P&G Laundry category MediaCom, Mihaela Neagoe // Digital Media Specialist MediaCom, Liviu Radu // Digital Biddable Specialist MediaCom, Madalina Savulescu // Head of Digital Graffiti PR, Roxana Diaconescu // Digital Content Consultant Graffiti PR, Iulia Stoicanea // Digital Content Assistant Graffiti PR, Laura Moisiu // Communication Director Graffiti PR, Geanina Iamandi // PR Consultant Graffiti PR, Madalina Ghebaru // PR Specialist Graffiti PR, Oana Samit // Jr PR Specialist Graffiti PR

### FINALIST

**Campaign:** When there is a GOSPODINA, there also needs to be a GOSPODIN

**Brand:** Fairy, Procter & Gamble

**Client:** Procter & Gamble Romania

**Lead Agency:** Graffiti PR

**Contributing Companies:** MediaCom | Cult Market Research



Team: Elida Pantea // Senior Brand Manager Home Care, P&G SEE Procter & Gamble Romania, Razvan Resmerita // Communications Director Fabric, Home, Baby and Fem Care, P&G SEE Procter & Gamble Romania, Alhassan Alkuhlani // Brand Director Home Care, P&G SEE Procter & Gamble Romania, Laura Moisiu // Integrated Communications Director Graffiti PR, Geanina Iamandi // PR Consultant Graffiti PR, Madalina Ghebaru // PR Specialist Graffiti PR, Oana Samit // Jr PR Specialist Graffiti PR, Stefana Lepadatu // Jr PR Specialist Graffiti PR, Paul Kasprovschi // Researcher and Brand Strategist Graffiti PR, Mihai Gitu // Head of Video Graffiti PR, Madalina Savulescu // Head of Digital Graffiti PR, Roxana Diaconescu // Senior Digital Content Consultant Graffiti PR, Madalina Radu // Digital Content Specialist Graffiti PR, Iulia Stoicanea // Digital Content Assistant Graffiti PR, Bogdan Ionita // Graphic Designer Graffiti PR, Mihaela Neagoe // Digital Media Specialist MediaCom, Paul Acatrini // Research Manager Cult Market Research

## **Beverages - Alcohol**

### **BRONZE**

**Campaign:** LISTEN TO YOUR INNER BEAR

**Brand:** URSUS

**Client:** Ursus Breweries

**Lead Agency:** LEO BURNETT & Media Investment

**Contributing Companies:** MSL Practice

Team: Ana Miculescu // Business Director LEO BURNETT, Victor Bratu // Head of Planning & Associate Director LEO BURNETT, Corina Bratu // Strategy Director LEO BURNETT, Vasilije Corluka // Chief Creative Officer LEO BURNETT, Adriana Pascan // Executive Creative Director LEO BURNETT, Cristina Calota // Group Creative Director LEO BURNETT, Laura Moisa // Sr Digital Account Manager LEO BURNETT, Ana Stefan // Account Manager LEO BURNETT, Oana Nastase // Sr Digital Planner LEO BURNETT, Anca Calugaritoiu // Senior Brand Manager Ursus Breweries, Victor Teiosanu // Head of Premium Brands Ursus Breweries, Andrei Uta // Brand Manager Ursus Breweries, Virginia Nutuloiu // Media Director Media Investment, Zoltan Barti // Digital Media Manager Media Investment, Vanda Clain-Stratulat // Brand Manager Ursus Breweries, Ana-Maria Popa // Consumer Insights Manager Ursus Breweries, Victor Popa // Head of Integrated Communications Ursus Breweries, Alina Jijau // Communication Director MSL Practice, Dora Parfene // Media Manager Media Investment, Corina Zamfir // Digital Media Specialist Media Investment

### **FINALIST**

**Campaign:** Beck's Beginnings

**Brand:** Beck's

**Client:** Bergenbier SA

**Lead Agency:** VMLY&R

**Contributing Companies:** Optimum Media Direction Plan & Buy SRL | GOOD VIBES

Team: Alex Petrescu // Creative Director VMLY&R, Mina Ionescu // Business Director VMLY&R, Mihai Titirig // Group Creative Director VMLY&R, Victor Trifan // Senior Art Director, Laura Gheorghiu // Group Account Director VMLY&R, Elena Grigore // Account Manager, Cristina Airinei // Digital Account Manager, Andreea Nistor // Brand Manager Bergenbier SA, Andrei Constantin // Group Brand



Manager, Ramona Radu // Marketing Director, Octavian Aftanasa // Social Media Manager VMLY&R, Madalina Tanase // Account Director, Ioana Albu // Media & Digital Manager Bergenbier SA, Craita Curteanu // Senior Insight & Innovation Manager Bergenbier SA, Mihaela Craciunescu // Strategy Director VMLY&R, Georgiana Nica // Strategic Planner, Cristian Nichita // Senior Graphic Designer VMLY&R

## **FINALIST**

**Campaign:** The Barbecue Beast

**Brand:** Neumarkt

**Client:** Heineken Romania

**Lead Agency:** McCann Worldgroup Romania

**Contributing Companies:** MRM // McCann Romania | Dentsu Romania

Team: Flavia Marin Ionescu // Business Lead McCann Worldgroup Romania, Mihai Fetcu // Executive Creative Director McCann Worldgroup Romania, Anne Schepp // Senior Strategic Planner McCann Worldgroup Romania, Mihai Paduraru // Grup Brand Manager Heineken Romania, Simona Sarbu // Brand Manager Heineken Romania, Maria Guseth // Senior Art Director McCann Worldgroup Romania, Diana Voinea // Copywriter McCann Worldgroup Romania, Stefan Chiritescu // Chief Strategy Officer McCann Worldgroup Romania, Sonia Duta // Brand Manager, Sharon Annette // Marketing Director Heineken Romania, Alexandra Slotea // Jr.Account Manager, Nicoleta Moise // Marketing & Sales Assistant, Sorin Liurea // Special projects&insights Manager Dentsu Romania, Ioana Teodorescu // Chief Growth Officer MRM Romania

## **Beverages - Non-Alcohol**

### **FINALIST**

**Campaign:** THE BEST OF BOTH WORLD? BEERSODA, OF COURSE.

**Brand:** COOLER

**Client:** Ursus Breweries

**Lead Agency:** LEO BURNETT

**Contributing Companies:** Screen Native | Media Investment Romania

Team: Vasilije Corluka // Chief Commercial Officer LEO BURNETT, Andrei Nica // Group Creative Director LEO BURNETT, Silvana Frinculescu // Art Director LEO BURNETT, Miruna Potop // Copywriter LEO BURNETT, Corina Bratu // Planning Director LEO BURNETT, Ana Miculescu // Business Director LEO BURNETT, Andreea Sava // Brand Communication Manager LEO BURNETT, Victor Stroe // Head of Planning & Associate Director LEO BURNETT, Marian-Lucian Olteanu // Head of New Categories Ursus Breweries, Catalin Cirstea // Senior Brand Manager Ursus Breweries, Anca Voicu // Junior Brand Manager Ursus Breweries, Paul Cioc // Creative Director Screen Native, Ana Baraitareanu // Client Service Director Screen Native, Bogdan Petcu // Graphic Designer Screen Native, Alexandru Gheata // Art Director Screen Native, Mircea Musteata // Copywriter Screen Native, Maria Roncea // Social Media Officer Screen Native



## Durables

### BRONZE

**Campaign:** PLAYON WITH SAMSUNG

**Brand:** Samsung

**Client:** SAMSUNG ROMANIA

**Lead Agency:** Cheil Centrade

**Contributing Companies:** MSL The Practice | Starcom Romania

Team: Simona Panait // Marketing & Online Director SAMSUNG ROMANIA, Ioana Mârzac Sigarteu // Corporate Communications Manager SAMSUNG ROMANIA, Corina Enache // Social Media Specialist SAMSUNG ROMANIA, Oana Mita // MX Campaign & Category Supervisor SAMSUNG ROMANIA, Amelia Rusu // Events Coordinator SAMSUNG ROMANIA, Mihai Gongu // Executive Creative Director Cheil Centrade, Roxana Niță // Creative Director Cheil Centrade, Ionuț Iordache // Senior Copywriter Cheil Centrade, Dragos Botcau // Senior Art Director Cheil Centrade, Ana Constantin // Jr. Graphic Designer Cheil Centrade, Diana Isabell Paduraru // Content Writer Cheil Centrade, Alina Miu // Account Manager Cheil Centrade, Petruța Ciuică // Social Media Manager, Camelia Cucu // Digital Account Manager Cheil Centrade, Ștefan Manole // Art Director Cheil Centrade, Robert Ghiță // Copywriter Cheil Centrade, Cătălin Ancoreanu // Art Director Cheil Centrade

## Retail

### BRONZE

**Campaign:** Act For Good

**Brand:** Carrefour

**Client:** Carrefour Romania

**Lead Agency:** Publicis Romania

**Contributing Companies:** Havas Worldwide Bucharest | Graffiti PR | Funnel Agency | Jam Session Agency

Team: Alin Badiu // Group Creative Director Publicis Romania, Sebastian Romano // Group Creative Director Publicis Romania, Casiana Horobeanu // Digital Copywriter Publicis Romania, Sherin Arabo // Art Director Publicis Romania, Elena Manolache // Account Manager Publicis Romania, Miruna Baias // Senior Strategic Planner Publicis Romania, Titus Dumitrescu // Executive Creative Director Publicis Romania, Ilinca Sandor // Senior Account Manager Publicis Romania, Corina Tudor // Group Account Director Publicis Romania, Andrei Antal // Copywriter Publicis Romania, Andrei Detesan // Art Director Publicis Romania, Diana Falan // Head of Brand Communication Carrefour Romania, Elena Pelmus // Social Media Responsible Carrefour Romania, Mirela Lupu // Marketing Responsible Carrefour Romania, Mihaela Dinu // Copywriter Publicis Romania, Irina Stoleru // Senior Art Director Publicis Romania, Otilia Coman // Senior Copywriter Publicis Romania, Stefana Grigoras // Junior Copywriter



Publicis Romania, Carmina Pohontu // Digital Account Manager Publicis Romania, Corina Panait // Junior Digital Account Manager Publicis Romania

## **BRONZE**

**Campaign:** Reconquer your garden

**Brand:** Brico Depot

**Client:** BRICO DEPOT

**Lead Agency:** Headvertising

**Contributing Companies:** Wavemaker | Multi Media Est Romnaia | NPR Studio

Team: Vlad Lazar // Creative Director Headvertising, Laura Dragomir // Copywriter Headvertising, Ramona Damian // Art Director Headvertising, Cristina Lungu // Account Manager Headvertising, Cristina Micu // Digital, Marketing Communications & Customer Director BRICO DEPOT, Andreea Mitrea // Marketing Communication Strategy Director BRICO DEPOT, Raluca Mitroi // Category Marketing Manager BRICO DEPOT, Loredana Brumă // Social Media Specialist BRICO DEPOT, Laura Tanase // Ecommerce Performance Manager BRICO DEPOT, Claudia Banica // Social Media Manager Headvertising, Camelia Dragne // Desktop Publisher Headvertising, Cristian Matache // Desktop Publisher Headvertising, Mihaela Antonescu // COO Wavemaker, Dragos Vilcu // Producer Multi Media Est Romania, Adrian Smeu // Unit Production Manager Multi Media Est Romania, Alexandra David // Post Production Coordinator Multi Media Est Romania, Bogdan Lazar // VFX-CGI/3D Lead artist Multi Media Est Romania, Oana Toma // Group Account Director Wavemaker, Ana Udriste // Digital Strategy and New Business Director Wavemaker, Oana Padure // CEO Wavemaker

## **FINALIST**

**Campaign:** Origins

**Brand:** Carrefour

**Client:** Carrefour Romania

**Lead Agency:** Publicis Romania

**Contributing Companies:** Havas Worldwide Bucharest | Funnel Agency

Team: Alin Badiu // Group Creative Director Publicis Romania, Sebastian Romano // Group Creative Director Publicis Romania, Casiana Horobeanu // Digital Copywriter Publicis Romania, Sherin Arabo // Art Director Publicis Romania, Elena Manolache // Account Manager Publicis Romania, Miruna Baias // Senior Strategic Planner Publicis Romania, Titus Dumitrescu // Executive Creative Director Publicis Romania, Ilinca Sandor // Senior Account Manager Publicis Romania, Corina Tudor // Group Account Director Publicis Romania, Andrei Antal // Copywriter Publicis Romania, Andrei Detesan // Art Director Publicis Romania, Diana Falan // Head of Brand Communication Carrefour Romania, Elena Pelmus // Social Media Responsible Carrefour Romania, Mirela Lupu // Marketing Responsible Carrefour Romania, Mihaela Dinu // Copywriter Publicis Romania, Irina Stoleru // Senior Art Director Publicis Romania, Otilia Coman // Senior Copywriter Publicis Romania, Stefana Grigoras // Junior Copywriter Publicis Romania, Carmina Pohontu // Digital Account Manager Publicis Romania, Corina Panait // Junior Digital Account Manager Publicis Romania



## FINALIST

**Campaign:** Open the Romanian Wine

**Brand:** Carrefour Romania

**Client:** Carrefour Romania

**Lead Agency:** Jam Session Agency

**Contributing Companies:** Graffiti PR | Funnel Agency | Havas Worldwide Bucharest | Publicis Romania

Team: Diana Falan // Head of Brand Communication Carrefour Romania, Mircea Tomescu // Director Brand Communication Carrefour Romania, Elena Pelmus // Social Media Manager Carrefour Romania, Marius Tudor // Group Creative Director Jam Session Agency, Razvan Raicu // Group Creative Director Jam Session Agency, Andreea Calarasu // Senior Creative Planner Jam Session Agency, Delia Chirila // Account Director Jam Session Agency, Alexandra Vestineanu // Business Unit Leader Jam Session Agency, Luca Costea // Senior Copywriter Jam Session Agency, Valentin Suci // Creative Partner Jam Session Agency, Oana Pascu // Project Manager Corporate Causes Carrefour Romania, Irina Pencea // Head of Strategy Jam Session Agency, Andreea Ghenoiu // Creative Director Jam Session Agency, Carla Andrade // Senior Account Executive Jam Session Agency, Bogdan Apalaghiei // Art Director Jam Session Agency, Marinela Ardelean // Wine Expert Carrefour Romania, Emi Chitu // Account Manager Jam Session Agency, Cornelia Ghita // Head of Causes Carrefour Romania, Iulia Botar // Communications Director Graffiti PR, Mira Sfura // PR Consultant Graffiti PR

## Restaurants

### FINALIST

**Campaign:** Non-Spicy Strips

**Brand:** KFC

**Client:** KFC

**Lead Agency:** McCann Worldgroup Romania

**Contributing Companies:** UM Romania | Golin Romania

Team: Costin Bogdan // Executive Creative Director McCann Worldgroup Romania, Lucian Cernat // Creative Director McCann Worldgroup Romania, Stefan Chiritescu // Chief Strategy Officer McCann Worldgroup Romania, Andrei Florian // Senior Planner McCann Worldgroup Romania, Paula Ionescu // Senior Copywriter McCann Worldgroup Romania, Mihai Constantinescu // Senior Art Director McCann Worldgroup Romania, Diana Patriche // Account Director McCann Worldgroup Romania, Cristina Olaru // Account Executive McCann Worldgroup Romania, Cristina David // Senior Account Manager McCann Worldgroup Romania, Dora Boldor // Account Director UM Romania, Oana Grigore // Media Planner UM Romania, Luana Paun // Media Planner UM Romania, Dany Dinu // Media Manager UM Romania, Ana Maria Stoica // Sr PR Manager Golin Romania, Bianca Ionescu // Sr Media Associate Golin Romania, Bianca Sava // Digital Associate Golin Romania, Adriana Georgescu // Digital Manager Golin Romania





## **FINALIST**

**Campaign:** Smart Menu

**Brand:** KFC

**Client:** KFC

**Lead Agency:** McCann Worldgroup Romania

**Contributing Companies:** UM Romania | Golin

Team: Costin Bogdan // Executive Creative Director McCann Worldgroup Romania, Lucian Cernat // Creative Director McCann Worldgroup Romania, Stefan Chiritescu // Chief Strategy Officer McCann Worldgroup Romania, Andrei Florian // Senior Planner McCann Worldgroup Romania, Paula Ionescu // Senior Copywriter McCann Worldgroup Romania, Mihai Constantinescu // Senior Art Director McCann Worldgroup Romania, Diana Patriche // Account Director McCann Worldgroup Romania, Cristina Olaru // Account Executive McCann Worldgroup Romania, Cristina David // Senior Account Manager McCann Worldgroup Romania, Dora Boldor // Account Director UM Romania, Oana Grigore // Media Planner UM Romania, Luana Paun // Media Planner UM Romania, Dany Dinu // Media Manager UM Romania, Ana Maria Stoica // Sr PR Manager Golin Romania, Bianca Ionescu // Sr Media Associate Golin Romania, Bianca Sava // Digital Associate Golin Romania, Adriana Georgescu // Digital Manager Golin Romania

## **FINALIST**

**Campaign:** Summer Campaign - Together but still apart

**Brand:** KFC

**Client:** KFC

**Lead Agency:** McCann Worldgroup Romania

**Contributing Companies:** UM Romania | Golin

Team: Costin Bogdan // Executive Creative Director McCann Worldgroup Romania, Lucian Cernat // Creative Director McCann Worldgroup Romania, Stefan Chiritescu // Chief Strategy Officer McCann Worldgroup Romania, Andrei Florian // Senior Planner McCann Worldgroup Romania, Paula Ionescu // Senior Copywriter McCann Worldgroup Romania, Mihai Constantinescu // Senior Art Director McCann Worldgroup Romania, Diana Patriche // Account Director McCann Worldgroup Romania, Cristina David // Account Manager, Cristina Olaru // Account Executive McCann Worldgroup Romania, Dora Boldor // Account Director UM Romania, Oana Grigore // Media Manager UM Romania, Luana Paun // Media Planner UM Romania, Dany Dinu // Digital Manager UM Romania, Ana Maria Stoica // Sr PR Manager Golin, Bianca Ionescu // Sr Media Associate Golin, Bianca Sava // Digital Associate Golin, Adriana Georgescu // Digital Manager Golin

## E-commerce

### GOLD

**Campaign:** When cravings hit, Tazz delivers.

**Brand:** Tazz

**Client:** HCL Online Advertising

**Lead Agency:** Jam Session Agency

**Contributing Companies:** Conversion

Team: Valentin Suciu // Creative Partner & Founder Jam Session Agency, Andrei Ruxanda // Former team member Jam Session Agency, Serban Mocanu // Former team member Jam Session Agency, Alexandra Vestineanu // Co-Managing Partner Jam Session Agency, Oana Oprea // Head of Digital Planning Jam Session Agency, Emi Chitu // Account Manager Jam Session Agency, Razvan Acscnte // Chief Marketing Officer HCL Online Advertising, Anca Neltersa // Senior Campaign Coordinator HCL Online Advertising, Alin Serban // CEO HCL Online Advertising, Mihai Brenda // Chief Business Development HCL Online Advertising, Mihnea Ursu // Media Manager HCL Online Advertising, Eva Cosa // Social Media Manager HCL Online Advertising, Andi Voicila // Art Director HCL Online Advertising, Irina Pencea // Co-Founder & CEO Jam Session Agency, Bogdan Apalaghiei // Art Director Jam Session Agency, Luca Costea // Copywriter Jam Session Agency, Maria Ilie // Social Media Manager Jam Session Agency

### SILVER

**Campaign:** LOVE YOURSELF // BLACK FRIDAY CAMPAIGN

**Brand:** FASHION DAYS

**Client:** Fashion Days

**Lead Agency:** Leo Burnett Romania

**Contributing Companies:** MSL The Practice Romania | Conversion

Team: Fulvia Olaru // Deputy Brand Communication Director LEO BURNETT, Raluca Monac // Head of Brand Marketing Fashion Days, Raluca Acuculitei // Brand Communication Manager LEO BURNETT, Denisa Cojocariu // Brand Manager Fashion Days, Andrei Nica // Group Creative Director LEO BURNETT BUCHAREST, Oana Nastase // Senior Planner LEO BURNETT, Oana Sandru // Copywriter LEO BURNETT, Eduar Cirstea // Art Director LEO BURNETT, Laura Moisa // AV Producer LEO BURNETT, Maria Toma // Social Media Manager Fashion Days, Andrei Petrea // Art Director LEO BURNETT, Ionut Radu // Media Manager Conversion Media Romania, Andrei Chirila // Marketing Director Fashion Days, Alexandra Badita // Social Media Specialist Fashion Days, Alexandra Gabriela Mateescu // Visual Content Manager Fashion Days, Andra Pecingina // Copywriter Fashion Days, Diana Alexa // Managing Director LEO BURNETT, Robert Berza // General Manager Fashion Days



## **BRONZE**

**Campaign:** Halfway done

**Brand:** Storia.ro

**Client:** Storia.ro

**Lead Agency:** Publicis Romania

**Contributing Companies:** MSL The Practice Romania | Media Investment Romania

Team: Miruna Baias // Strategic Planner Publicis Romania, Miruna Dumitrescu // Group Creative Director Publicis Romania, Madlina Buhos // Copywriter Publicis Romania, Gabriel Miu // Art Director Publicis Romania, Emanuela Ionescu // Senior Client Lead Publicis Romania, Andreea Popescu // Digital Client Manager Publicis Romania, Camelia Efrimov // AV Production Director Publicis Romania, Monica Dudau // Marketing Manager Storia.ro Storia.ro, Diana Florea // Content Specialist OLX.ro OLX Group, Roxana Stratulat // Communication Manager MSL The Practice Romania, Raluca Kovacs // Head of

Strategy Publicis Romania, Liviu Efrimov // AV Producer Publicis Romania, Oana Bulexa // Managing Director MSL The Practice Romania, Loredana Hamza // Digital Media Manager Media Investment Romania, Sonia Ardelean // Marketing Specialist Storia.ro, Claudiu Masa // Performance Specialist Storia.ro

## **BRONZE**

**Campaign:** It's good to be distrusting

**Brand:** Autovit.ro

**Client:** Autovit.ro

**Lead Agency:** Publicis Romania

**Contributing Companies:** MSL The Practice

Team: Miruna Baias // Strategic Planner Publicis Romania, Miruna Dumitrescu // Group Creative Director Publicis Romania, Alin Marghidanu // Digital Creative Director Publicis Romania, Cosmin Anghel // Copywriter Publicis Romania, Alexandru Deaconu // Art Director Publicis Romania, Gheorghe Iosif // Art Director Publicis Romania, Adrian Iota // Art Director Publicis Romania, Emanuela Ionescu // Senior Client Lead Publicis Romania, Roxana Niculae // Client Manager Publicis Romania, Andreea Puscoci // Brand Manager Autovit.ro & OLX cars Autovit.ro, Diana Florea // Digital marketing specialist OLX Autovit.ro, Andrei Dumuta // General Manager OLX Auto & Autovit.ro Autovit.ro, Raluca Kovacs // Head of strategy Publicis Romania, Titus Dumitrescu // Executive Creative Director Publicis Romania, Camelia Efrimov // AV Production Director Publicis Romania, Liviu Efrimov // AV Producer Publicis Romania, Daniel Calin // Senior Project Manager MSL The Practice Romania, Oana Bulexa // Managing Director MSL The Practice Romania

## **BRONZE**

**Campaign:** eMAG - We also have clothes

**Brand:** eMAG Romania

**Client:** eMAG Romania

**Lead Agency:** McCann Worldgroup Romania



**Contributing Companies: MRM Romania**

Team: Mircea Tara // Copywriter McCann Romania, Iulia Bold // Art Director McCann Romania, Ruxandra Papuc // Executive Creative Director McCann Romania, Adrian Rusu // Group Creative Director McCann Romania, Ioana Zamfir // Executive Creative Director MRM // McCann Romania, Adina Ciocan // Art Director MRM // McCann Romania, Robert Eftenie // Copywriter MRM // McCann Romania, Ioana Teodorescu // Business Lead MRM // McCann Romania, Tiberiu Munteanu // Head of AV McCann Romania, Daniela Petrescu // Brand Communications Manager eMAG Romania, Ruxandra Ducu // Content Manager eMAG Romania, Radu Ilinof // Marketing Director eMAG Romania

**BRONZE**

**Campaign:** Design Therapy

**Brand:** The Home

**Client:** The Home (SC PAS CONCEPT SRL)

**Lead Agency: Jam Session Agency**

Team: Adina Basag // Senior Copywriter Jam Session Agency, Iulia Strejan // Senior Art Director Jam Session Agency, Andreea Calarasu // Senior Creative Planner Jam Session Agency, Paula Matei // Senior Account Manager Jam Session Agency, Valentin Suciuc // Creative Partner Jam Session Agency, Cristina Constantinescu // Marketing Manager The Home, Ioana Cadir // Co-Managing Partner Jam Session Agency

**FINALIST**

**Campaign:** Alistotel

**Brand:** Bringo

**Client:** Carrefour Romania

**Lead Agency:** Publicis Romania

**Contributing Companies:** Havas Worldwide Bucharest

Team: Cosmin Anghel // Senior Copywriter Publicis Romania, Vlad Socianu // Senior Art Director Publicis Romania, Miruna Dumitrescu // Group Creative Director Publicis Romania, Alin Marghidanu // Digital Creative Director Publicis Romania, Titus Dumitrescu // Chief Creative Officer Publicis Romania, Sherin Arabo // Digital Art Director Publicis Romania, Ciprian Frunzeanu // Senior Art Director Publicis Romania, carmina Pohontu // Digital Client Manager Publicis Romania, Ilinca Sandor // Client Lead Publicis Romania, Miruna Baias // Strategic Planner Publicis Romania, Corina Tudor // Senior Client Lead Publicis Romania, Alina Silvestru // Innovation Manager Publicis Romania, Corina Seler // Brand Manager Carrefour Romania, Nicoleta Baicu // Modern Shopping Brand Manager Carrefour Romania, Evelina Albici // Marketing Responsible Carrefour Romania, Diana Falan // Brand Manager Carrefour Romania, Ana Trif // Head of PR Carrefour Romania, Theodor Sandu // Senior Art Director Publicis Romania, Amalia Nanu // Junior Copywriter Publicis Romania, Martha Ionescu // Digital Executive Publicis Romania



## FINALIST

**Campaign:** Move the world without moving at all

**Brand:** OLX

**Client:** OLX Group

**Lead Agency:** Publicis Romania

**Contributing Companies:** The Practice | Media Investment Romania | Asociatia de Tineret  
Impreuna pentru Barcani

Team: Miruna Baias // Strategic Planner Publicis Romania, Alin Marghidanu // Digital Creative Director Publicis Romania, Mihnea Gheorghita // Copywriter Publicis Romania, Alexandru Deaconu // Art Director Publicis Romania, Emanuela Ionescu // Senior Client Lead Publicis Romania, Andreea Popescu // Digital Client Manager Publicis Romania, Evan Waters // Head of Marketing for OLX Group OLX Group, Andreea Pacheco // Senior Brand Manager OLX Group for RPB OLX Group, Nora Kalionska // PR Manager for OLX RPB OLX Group, Alina Nechifor // Senior Communication Manager The Practice, Titus Dumitrescu // Executive Creative Director Publicis Romania, Raluca Kovacs // Head of Strategy Publicis Romania, Roxana Bularca // Digital Client Manager Publicis Romania, Camelia Efrimov // AV Production

Director Publicis Romania, Liviu Efrimov // AV Producer Publicis Romania, Oana Bulexa // Managing Director MSL The Practice, Maria Cojocariu // Media Director Media Investment, Alexandra Santos // Marketing Manager OLX Portugal OLX Group, Vanesa Panait // Social Media Manager Publicis Romania

## FINALIST

**Campaign:** Local ingredients for legendary cravings.

**Brand:** Tazz

**Client:** HCL Online Advertising

**Lead Agency:** Jam Session Agency

**Contributing Companies:** Conversion | Graffiti PR

Team: Valentin Suciuc // Creative Partner & Founder Jam Session Agency, Maria Matei // Copywriter Jam Session Agency, Vio Pintilie // Art Director Jam Session Agency, Alexandra Vestineanu // Co-Managing Partner Jam Session Agency, Oana Oprea // Head of Digital Planning Jam Session Agency, Emi Chitu // Account Manager Jam Session Agency, Razvan Acsente // Chief Marketing Officer HCL Online Advertising, Cristina Sauciuc // Head of Brand & Communication HCL Online Advertising, Anca Nelersa // Senior Campaign Coordinator HCL Online Advertising, Eva Cosa // Social Media Manager HCL Online Advertising, Alin Serban // CEO HCL Online Advertising, Mihai Brenda // Chief Business Development HCL Online Advertising, Mihnea Ursu // Media Manager HCL Online Advertising, Andi Voicila // Art Director HCL Online Advertising, Catalina Manaila // Events Manager HCL Online Advertising, Irina Pencea // Co-Founder & CEO Jam Session Agency, Bogdan Apalaghiei // Art Director Jam Session Agency, Maria Ilie // Social Media Manager Jam Session Agency, Iulia Mirica // Copywriter HCL Online Advertising, Andrada Farcas // Copywriter HCL Online Advertising

## Financial Services

### GOLD

**Campaign:** Financial intelligence

**Brand:** BCR

**Client:** BCR

**Lead Agency:** COHN AND JANSEN CREATIVE NETWORK

**Contributing Companies:** Wavemaker | W Talent Management Hub | Grapefruit | Graffiti PR

Team: Ionuț Stanimir // Executive Director of Marketing and Communication BCR, Laura Ștefania Mihăilă Andrei // Head of Marketing BCR, Bogdan Alexandru Lefter // Senior Brand Manager BCR, Gabriela Nicolae // Brand Manager BCR, Andrei Cohn // Creative Partner Cohn & Jansen Creative Network, Andrei Beșliu // Group Creative Director Cohn & Jansen Creative Network, Cătălina Ceparu // Senior Copywriter Cohn & Jansen Creative Network, Cristina Abdel // Strategic Planner Cohn & Jansen Creative Network, Arina Stoenică // Group Account Director Cohn & Jansen Creative Network, Oana Stirbu // Account Director Cohn & Jansen Creative Network, Ana Maria Ghiurcă // Head of Online Marketing BCR, Andreea Nicoleta Deliu-Paşol // Head of PR and Communication BCR, Cătălin Ioniță // Coordonator Comunicare Corporativă BCR, Andreea Cristina Blejan // Online Communication Expert BCR, Ovidiu Popa // Online Expert BCR, Alex Negoescu // Creative Director Cohn & Jansen Creative

Network, Francisc Zinz // Art Director Cohn & Jansen Creative Network, Delia Bîrsan // Account Manager Cohn & Jansen Creative Network, Diana Crâșmariu // Head of Strategy Cohn & Jansen Creative Network, Simina Leotescu // Head of Strategy Cohn & Jansen Creative Network

### SILVER

**Campaign:** The Very Personal Loan

**Brand:** ING

**Client:** ING BANK N.V. AMSTERDAM, Sucursala Bucuresti

**Lead Agency:** Jam Session Agency

**Contributing Companies:** MMS COMMUNICATIONS ROMANIA S.R.L. | Studioset

Team: Alexandra Buligescu // Group Creative Jam Session Agency, Diana Dalimon // Art Director Jam Session Agency, Corneliu Dobrea // Art Director Jam Session Agency, Roxana Ionita // Account Management Jam Session Agency, Dana Maria Ștefan // Sr. Marketing Manager ING BANK , Wenka Booi // Head of Marketing and Brand ING BANK , Mona Tufeanu // Senior Content Marketing Specialist ING BANK , Corneliu Aruxandei // Media Lead ING BANK , Oana Oprea // Creative Planner Jam Session Agency, Ioana Cadir // Account Management Jam Session Agency, Maria Ilie // Social Media Manager Jam Session Agency, Andreea Ghenoiu // Creative Director Jam Session Agency



## **BRONZE**

**Campaign:** First Bank Studios

**Brand:** First Bank

**Client:** First Bank

**Lead Agency:** CHEIL Worldwide

**Contributing Companies:** Chainsaw Europe Studio | Static VFX | OMD Romania | Cyclops Films

Team: Viorel Ruse // Marketing & Communication Director First Bank, Mihail Tanase // Senior Marketing Specialist First Bank, Alina Petcu // Marketing Specialist First Bank, Mihai Gongu // Executive Creative Director SEE Cheil Centrade, Roxana Nita // Creative Director Cheil Centrade, Ana-Maria Tanasă // Art Director Cheil Centrade, Alexandru Iliescu // Copywriter Cheil Centrade, Monica Garbur // AV Producer Cheil Centrade, Carmen Miruță // Client Service Director Cheil Centrade, Bianca Cauc // Account Director Cheil Centrade, Mihai Terecoasă // BTL & Production First Bank, Cristina Drașoveanu-Oniceanu // Senior PR & CSR Specialist First Bank, Iulia Dăncilă // Producer Bread Content, George Gugulici // Director Cyclops Films, Goran Mihailov // Director Bread Content, Mircea Lăcătuș // Senior Video Editor Chainsaw Europe Studio, Hassan Nasser // Sound Engineer Chainsaw Europe Studio, Madalina Borcea // Media Director OMD Romania, Maria Tanasoff // Digital Manager OMD Romania

## **FINALIST**

**Campaign:** Keep your close ones close

**Brand:** Provident

**Client:** Provident Financial

**Lead Agency:** Saatchi & Saatchi + The Geeks

**Contributing Companies:** Canopy | Initiative Media Romania

Team: Teodora Ionica // Group Creative Director Saatchi & Saatchi + The Geeks, Bogdan Costin // Creative Director Saatchi & Saatchi + The Geeks, Andreea Moise // Senior Art Director Saatchi & Saatchi + The Geeks, Madalina Stoica // Account Director Saatchi & Saatchi + The Geeks, Emanuela Tudorache // Account Manager Saatchi & Saatchi + The Geeks, Eduard Gongonie // Marketing Director Provident Financial, Violeta Iliescu // Marketing Manager Provident Financial, Andreea Ene // Brand Communication Specialist Provident Financial, Anca Ionescu // Account Director Head of Unit Initiative Media Romania, Nicoleta Radu // Team Leader Canopy, Catalin Garbulet // Art Director Saatchi & Saatchi + The Geeks, Simona Sava // Copywriter Saatchi & Saatchi + The Geeks, Vlad Petre // Managing Director Saatchi & Saatchi + The Geeks, Alex Frimescu // PPC Specialist Canopy, Alina Sanda // Account Manager Initiative Media Romania, Ruxandra Stefan // Communication Design Director Initiative Media Romania, Emanuela Radu // Senior Account manager Saatchi & Saatchi + The Geeks, Catalin Florea // Head of Product Initiative Media Romania, Corina Burlan // Senior Researcher Initiative Media Romania



## FINALIST

**Campaign:** STOP PAYING LIKE IN THE MIDDLE AGES

**Brand:** PAGO

**Client:** Pago

**Lead Agency:** Sector 7 HUB

Team: Alex Cotet // Creative Partner Sector 7 HUB, Raul Gheba // Creative Director Sector 7 HUB, Ileana Ghita // Account Director Sector 7 HUB, Adrian Cighi // Co-Founder Pago App Pago, Adriana Spulber // Marketing Manager Pago, Roxana Andrei // Head of Production Sector 7 HUB

## FINALIST

**Campaign:** Liberated Shopping

**Brand:** ING

**Client:** ING BANK N.V. AMSTERDAM, Sucursala Bucuresti

**Lead Agency:** Jam Session Agency

**Contributing Companies:** MMS COMMUNICATIONS ROMANIA S.R.L. | 2029 production

Team: Wenka Booi // Head of Marketing and Brand ING BANK , Bogdan Puştea // Sr. Marketing Officer ING BANK , Dana Maria Ştefan // Sr. Marketing Officer ING BANK , Corneliu Aruxandei // Media Lead ING BANK , Alexandra Buligescu // Group Creative Jam Session Agency, Corneliu Dobrea // Art Director Jam Session Agency, Andreea Ghenoiu // Creative Director Jam Session Agency, Nicoleta Dumitru // Account Management Jam Session Agency, Maria Ilie // Social Media Manager Jam Session Agency, Ioana Cadir // Account Management Jam Session Agency

## Media & Entertainment

### FINALIST

**Campaign:** 100 for 100

**Brand:** Opera Română

**Client:** Opera Națională Bucureşti

**Lead Agency:** Publicis

**Contributing Companies:** MSL The Practice Romania

Team: Ioana Mihai // Senior Strategy Planner Publicis Romania, Miruna Dumitrescu // Groupe Creative Director Publicis Romania, Mihnea Gheorghita // Senior Copywriter Publicis Romania, Ciprian Frunzeanu // Senior Art Director Publicis Romania, Lorena Enache // Junior Copywriter Publicis Romania, Andreea Grigorean // PR Manager Publicis Romania, Anamaria Ionita // Client Lead Publicis Romania, Eugen Alexe // Print Production Lead Publicis Romania, Raluca Kovacs // Chief Strategy Officer Publicis Romania, Daniel Jinga // Director ONB Opera Nationala Bucuresti, Oana Voiculescu //





Director Organizare Spectacole Opera Nationala Bucuresti, Raluca Badoiu // șef Birou PR Opera Nationala Bucuresti, Andreea Logigan // Head Of Corporate MSL The Practice, Ana Poiana // Communication Director MSL The Practice, Daniela Marin // Communication Director MSL The Practice

## Telecommunications

### SILVER

**Campaign:** Orange solves the end of the world

**Brand:** Orange

**Client:** Orange Romania

**Lead Agency:** Publicis

**Contributing Companies:** Initiative Media Romania

Team: Silviu Nedelschi // Executive Creative Officer Publicis Romania, Alexandru Negoescu // Group Creative Director Publicis Romania, Cristian Anton // Senior Art Director Publicis Romania, Mihaela Neatu // Senior Copywriter Publicis Romania, Camelia Efrimov // AV Production Lead Publicis Romania, Daniel Raicea // Deputy Director & Head of Orange Division Publicis Romania, Alina Vija // Senior Client Manager Publicis Romania, Sebastian Mogos // Digital Client Manager Publicis Romania, Elis Iaia // Associate Planning Director Publicis Romania, Raluca Kovacs // Chief Strategy Officer Publicis Romania, Crina Chiru // Consumer communication manager Orange Romania, Mirela Bosoi // Head of brand and communication Orange Romania, Camelia Ianculescu // Retail communication manager Orange Romania, Anca Stancov // Media communication manager Orange Romania, Andreea Corbos // Head of Orange Unit Initiative Media Romania, Valentina Chirica // Senior Media Planner Initiative Media

Romania, Liliana Pirvu // Senior Strategic Planner Initiative Media Romania, Marius Farcasanu // Digital Art Director Publicis Romania

### FINALIST

**Campaign:** Villages

**Brand:** Vodafone

**Client:** VODAFONE ROMANIA

**Lead Agency:** McCann Worldgroup Romania

**Contributing Companies:** MRM Romania

Team: Ruxandra Papuc // Executive Creative Director McCann Worldgroup Romania, Tiberiu Munteanu // Head of A/V Production McCann Worldgroup Romania, Stefan Chiritescu // Chief Strategy Officer McCann Worldgroup Romania, Valentin Rusu // Head of DTP McCann Worldgroup Romania, Mircea



Tara // Senior Copywriter McCann Worldgroup Romania, Doina Ionescu // Group Account Director McCann Worldgroup Romania, Anca Mihalache // Art Director McCann Worldgroup Romania

## Other Products & Services

### FINALIST

**Campaign:** Book a Vax  
**Brand:** Curtea Veche Publishing  
**Client:** Curtea Veche Publishing  
**Lead Agency:** House of Arrows

Team: Dora Marian // Creative Director Curtea Veche Publishing, Sonia Ciocan // Creative Director House of Arrows, Radu Osaciuc // Creative Director House of Arrows, Cristina Băraităruș // Group Account Director Curtea Veche Publishing, Iren Arsene Mate // General Director Curtea Veche Publishing, Maria Sarivan // Strategic Partner House of Arrows, Cătălin Tabacu // Copywriter former member, Miruna Meiroșu // PR Manager Curtea Veche Publishing, Marius Motoca // PR Specialist Curtea Veche Publishing, Theodora Petrescu // Account Manager Curtea Veche Publishing, Barna Nemethi // Executive Director House of Arrows

### FINALIST

**Campaign:** Some will hate it. Others will love it.  
**Brand:** IAB MIXX Awards  
**Client:** IAB  
**Lead Agency:** VMLY&R  
**Contributing Companies:** Diud

Team: Alex Petrescu // Creative Director VMLY&R, Mihai Titirig // Group Creative Director VMLY&R, Victor Trifan // Senior Art Director, Alexandru Aiv // Senior Art Director VMLY&R, Mina Ionescu // Business Director VMLY&R, Elena Grigore // Account Manager, Mihaela Craciunescu // Strategy Director VMLY&R, Andrei Dragu // Vice President & Event Director IAB, Ioana Anescu // Managing Director IAB, Anca Gheorghe // Production Executive Diud, Andrei Gheorghe // Director Diud, Andreea Calina // Producer Diud, Deiu Stanciu // Script Consultant Diud, Rares Zimbran // Production Assistant Diud, Octavian Aftanasa // Social Media Manager VMLY&R



## New Brand Introduction

### FINALIST

**Campaign:** Unfished Launch in UE

**Brand:** Unfished

**Client:** Prefera Foods SA

**Lead Agency:** Minio Studio

**Contributing Companies:** Think Digital | Fulg Media

Team: Ioana Mucenic // CEO Minio Studio, Celina Condorovici // Marketing Director Prefera Foods SA, Alexandra Cercel // Brand Manager Prefera Foods SA, Cristiana Pana // Head of Strategy Minio Studio, Mihai Balan // Art Director Minio Studio, Alexandra Lucia Ilie // Head of Performance Think Digital, Dan Hutanu // Agency Partner Think Digital, Tudor Petremarin // Film Director Fulg Media, George Bonea // Copywriter Minio Studio, Andreea Balta // Senior account manager Minio Studio, Ionut Dumitrache // DTP & Video Minio Studio, Marius Ionescu-Amza // DTP & 3D Minio Studio, Sabin Beluşica // Digital Account Manager, Cosmina Chelariu // Copywriter

### FINALIST

**Campaign:** Wet is better

**Brand:** WET

**Client:** Valvis Holding

**Lead Agency:** Cohn & Jansen Creative Network

**Contributing Companies:** Media Investment

Team: Andrei Cohn // Creative Partner Cohn & Jansen Creative Network, Roxana Cristea // Group Creative Director Cohn & Jansen Creative Network, Felicia Stoica // Senior Copywriter Cohn & Jansen Creative Network, Octavian Budai // Senior Art Director Cohn & Jansen Creative Network, Diana Crasmariu // Head of Strategy Cohn & Jansen Creative Network, Cristina Abdel // Strategic Planner Cohn & Jansen Creative Network, Miriam Ivanescu // Group Account Director Cohn & Jansen Creative Network, Andreea Mateescu // Account Director Cohn & Jansen Creative Network, Valentina Vesler // Marketing Director Valvis Holding, Christos Valvis // Product Manager Valvis Holding, Andreea Velicoiu // Social Media Manager Valvis Holding, Raluca Popescu // Social Media Manager Valvis Holding, Iulia Danescu // Media Manager Media Investment, Crina Bibicu // Media Director Media Investment

## Shopper Marketing

### FINALIST

**Campaign:** Public Transport - a New Visa Card Payment Destination

**Brand:** Visa

**Client:** VISA Romania



**Lead Agency:** Publicis Romania

**Contributing Companies:** STARCOM

Team: Loredana Barla // Senior Planner Publicis Romania, Raluca Kovacs // Chief Strategy Officer Publicis Romania, Otilia Coman // Senior Copywriter Publicis Romania, Irina Stoleru // Senior Art Director Publicis Romania, Sebastian Romano // Group Creative Director Publicis Romania, Sherin Arabo // Digital Art Director Publicis Romania, Casiana Horobeanu // Digital Copywriter Publicis Romania, Razvan Stoian // Digital Graphic Designer Publicis Romania, Daniel Stroe // 3D Graphic Designer Publicis Romania, Camelia Efrimov // A/V Production Lead Publicis Romania, Liviu Efrimov // AV producer Publicis Romania, Anamaria Ionita // Client Lead Publicis Romania, Ana Maria Banica // Digital Client Lead Publicis Romania, Marian Dragomir // Account Executive Publicis Romania, Cristian Buha // Client Manager Publicis Romania, Ioana Vieru // Sr. Manager Brand & Product Marketing VISA Romania, Gabriel Macovei // Sr. Client Marketing Manager VISA Romania, Anca Saltan // Client Lead STARCOM, George Mihart // Digital Media Planner STARCOM

## Seasonal Marketing

### GOLD

**Campaign:** Kinder Halloween

**Brand:** Ferrero

**Client:** Ferrero Romania

**Lead Agency:** Publicis

**Contributing Companies:** MSL The Practice | STARCOM

Team: Adina Albu // Senior Client Lead Publicis Romania, Tudor Toma // Client Manager Publicis Romania, Ioana Dumitrascuta // Client Lead Publicis Romania, Ana-Maria Taralunga // Group Creative Director Publicis Romania, Silviu Nedelschi // Executive Creative Officer Publicis Romania, Catalin Grigore // Senior Art Director Publicis Romania, Veronica Ciacoveanu // Digital Client Lead Publicis Romania, Sabina Huzum // Brand Manager, Diana Pasoi // Senior Brand Manager Ferrero Romania, Rebeca Rapeanu // Digital Client Manager Publicis Romania, Horia Girbea // Junior Copywriter Publicis Romania, Diana Maftai // Junior Art Director Publicis Romania, Mirela Iordache // Client Manager Publicis Romania, Andrei Purecel // Client Executive Publicis Romania, Andreea Ivanciu // Senior Performance Media Specialist STARCOM, Emil Mititelu // Digital Client Manager STARCOM, Roxana Stratulat // Communication Manager, Iulia Ioncescu // Project Manager MSL The Practice, Elis Iaia // Associate Planning Director Publicis Romania, Camelia Efrimov // A/V Production Lead Publicis Romania

### SILVER

**Campaign:** Christmas Bucket

**Brand:** KFC

**Client:** KFC

**Lead Agency:** McCann Worldgroup Romania



## **Contributing Companies: UM Romania | Golin**

Team: Diana Patriche // Account Director McCann Worldgroup Romania, Cristina David // Senior Account Manager, Cristina Olaru // Account Executive McCann Worldgroup Romania, Andrei Florian // Senior Planner McCann Worldgroup Romania, Stefan Chiritescu // Chief Strategy Officer McCann Worldgroup Romania, Costin Bogdan // Executive Creative Director McCann Worldgroup Romania, Lucian Cernat // Creative Director McCann Worldgroup Romania, Paula Ionescu // Senior Copywriter McCann Worldgroup Romania, Mihai Constantinescu // Senior Art Director McCann Worldgroup Romania, Dora Boldor // Account Director UM Romania, Oana Grigore // Media Manager UM Romania, Luana Paun // Media Planner UM Romania, Dany Dinu // Media Planner UM Romania, Ana Maria Stoica // Sr PR Manager Golin Romania, Bianca Ionescu // Sr Media Associate Golin Romania, Bianca Sava // Digital Associate Golin Romania, Adriana Georgescu // Digital Manager Golin Romania

## **SILVER**

**Campaign:** Elfi Corn Cob. The Romanian Wipe.

**Brand:** ELFI

**Client:** HARTIA ELFI

**Lead Agency:** Mainstage | The Agency

**Contributing Companies:** Sector 7 HUB

## **BRONZE**

**Campaign:** Open the Romanian Wine to the World

**Brand:** Carrefour

**Client:** Carrefour Romania

**Lead Agency:** Publicis Romania

**Contributing Companies:** Graffiti PR | Havas Worldwide Bucharest

Team: Sebastian Romano // Group Creative Director Publicis Romania, Ana Maria Taralunga // Group Creative Director Publicis Romania, Catalin Grigore // Senior Art Director Publicis Romania, Alexandra Jitarei // Copywriter Publicis Romania, Sherin Arabo // Art Director Publicis Romania, Titus Dumitrescu // Executive Creative Director Publicis Romania, Miruna Baias // Senior Strategic Planner Publicis Romania, Raluca Kovacs // Chief Strategy Officer Publicis Romania, Corina Tudor // Senior Client Lead Publicis Romania, Corina Panait // Junior Digital Client Manager Publicis Romania, Camelia Efrimov // AV Producer Publicis Romania, Cornelia Ghita // Corporate Programs Manager Carrefour Romania, Oana Pascu // Project Manager Corporate Causes Carrefour Romania, Ana Trif // Head of PR Carrefour Romania, Mircea Tomescu // Direct Brand Communications Carrefour Romania, Alina Silvestru // Innovation Manager Publicis Romania, Alexandra Caciur // Head Of Data & Business Intelligence Publicis Romania, Ilinca Sandor // Senior Account Manager Publicis Romania, Mira Sura // PR Consultant Graffiti PR, Iulia Botar // Communications Director Graffiti PR



## **BRONZE**

**Campaign:** Move the world without moving at all

**Brand:** OLX

**Client:** OLX Group

**Lead Agency:** Publicis Romania

**Contributing Companies:** The Practice | Media Investment Romania | Asociatia de Tineret  
Impreuna pentru Barcani

Team: Miruna Baias // Strategic Planner Publicis Romania, Alin Marghidanu // Digital Creative Director Publicis Romania, Mihnea Gheorghita // Copywriter Publicis Romania, Alexandru Deaconu // Art Director Publicis Romania, Emanuela Ionescu // Senior Client Lead Publicis Romania, Andreea Popescu // Digital Client Manager Publicis Romania, Evan Waters // Head of Marketing for OLX Group OLX Group, Andreia Pacheco // Senior Brand Manager OLX Group for RPB OLX Group, Nora Kalionska // PR Manager for OLX RPB OLX Group, Alina Nechifor // Senior Communication Manager The Practice, Titus Dumitrescu // Executive Creative Director Publicis Romania, Raluca Kovacs // Head of Strategy Publicis Romania, Roxana Bularca // Digital Client Manager Publicis Romania, Camelia Efrimov // AV Production Director Publicis Romania, Liviu Efrimov // AV Producer Publicis Romania, Oana Bulexa // Managing Director MSL The Practice, Maria Cojocariu // Media Director Media Investment, Alexandra Santos // Marketing Manager OLX Portugal OLX Group, Vanesa Panait // Social Media Manager Publicis Romania

## **BRONZE**

**Campaign:** FIZZ UP SUMMER

**Brand:** PEPSI

**Client:** PepsiCo Romania

**Lead Agency:** LEO BURNETT BUCHAREST

**Contributing Companies:** OMD\_Romania | DDB Romania | Established Now | Viral Nation

Team: Victor Stroe // Head of Strategy LEO BURNETT, Adriana Pascan // Creative director LEO BURNETT, Andrei Nica // Group Creative Director LEO BURNETT, Oana Nastase // Senior Digital Planner LEO BURNETT, Delia Corniciuc // MARKETING MANAGER BEVERAGES PepsiCo Romania, Iuliana Dragomir // SENIOR BRAND MANAGER PEPSI & FLAVORED PepsiCo Romania, Laurentiu Ion // TCP MANAGER PO1 PepsiCo Romania, Ioana Petrovici // BRAND MANAGER PepsiCo Romania, Bianca Muscalu // Copywriter LEO BURNETT, Mara Sabau // Art Director LEO BURNETT, Ana Miculescu // Business Director LEO BURNETT, Florina Simon // Senior Digital Account LEO BURNETT, Roxana Pascal // Digital Account Executive LEO BURNETT, Silvana Frinculescu // Art Director LEO BURNETT, Oana Andone // JR DIGITAL & MEDIA MANAGER PepsiCo Romania, IRENE DERASADURIAN // MEDIA MANAGER OMD Romania, Maria Nita // SENIOR MEDIA MANAGER OMD Romania, Dana Constantin // SENIOR DIGITAL MANAGER OMD Romania, Alex Tocilescu // Art Director DDB Romania, Mihai Calota // Copywriter DDB Romania



## Corporate Reputation

### SILVER

**Campaign:** Financial Intelligence

**Brand:** BCR

**Client:** BCR

**Lead Agency:** COHN AND JANSEN CREATIVE NETWORK

**Contributing Companies:** Wavemaker | W Talent Management Hub | Grapefruit | Graffiti PR

Team: Ionuț Stanimir // Executive Director of Marketing and Communication BCR, Laura Ștefania Mihăilă Andrei // Head of Marketing BCR, Bogdan Alexandru Lefter // Senior Brand Manager BCR, Gabriela Nicolae // Brand Manager BCR, Andrei Cohn // Creative Partner Cohn & Jansen Creative Network, Andrei Beșliu // Group Creative Director Cohn & Jansen Creative Network, Cătălina Ceparu // Senior Copywriter Cohn & Jansen Creative Network, Cristina Abdel // Strategic Planner Cohn & Jansen Creative Network, Arina Stoenică // Group Account Director Cohn & Jansen Creative Network, Oana Stirbu // Account Director Cohn & Jansen Creative Network, Ana Maria Ghiurcă // Head of Online Marketing BCR, Andreea Nicoleta Deliu-Paşol // Head of PR and Communication BCR, Cătălin Ioniță // Coordonator Comunicare Corporativă BCR, Andreea Cristina Blejan // Online Communication Expert BCR, Ovidiu Popa // Online Expert BCR, Alex Negoescu // Creative Director Cohn & Jansen Creative Network, Francisc Zinz // Art Director Cohn & Jansen Creative Network, Delia Bîrsan // Account Manager Cohn & Jansen Creative Network, Diana Crâșmariu // Head of Strategy Cohn & Jansen Creative Network, Simina Leotescu // Head of Strategy Cohn & Jansen Creative Network

### FINALIST

**Campaign:** Act For Good

**Brand:** Carrefour

**Client:** Carrefour Romania

**Lead Agency:** Publicis Romania

**Contributing Companies:** Havas Worldwide Bucharest | Graffiti PR | Funnel Agency | Jam Session Agency

Team: Alin Badiu // Group Creative Director Publicis Romania, Sebastian Romano // Group Creative Director Publicis Romania, Carmina Pohontu // Digital Client Manager Publicis Romania, Ilinca Sandor // Client Lead Publicis Romania, Corina Tudor // Senior Client Lead Publicis Romania, Titus Dumitrescu // Executive Creative Director Publicis Romania, Casiana Horobeanu // Digital Copywriter Publicis Romania, Corina Panait // Junior Digital Client Manager Publicis Romania, Sherin Arabo // Art Director Publicis Romania, Miruna Baias // Brand Strategist Publicis Romania, Alina Silvestru // Innovation Manager Publicis Romania, Diana Falan // Brand Manager Carrefour Romania, Mihaela Abagief // Senior Campaign Manager Carrefour Romania, Teodor Gurgui // Mobile, Loyalty & UX Development Manager Carrefour Romania, Elena Carcu // Copywriter Publicis Romania, Andrei Antal // Copywriter Publicis Romania, Andrei Detesan // Art Director Publicis Romania, Nicoleta Baicu // Modern Shopping Brand Manager Carrefour Romania, Bogdan Lupu // Loyalty and Modern Director Carrefour Romania, Mihaela Dinu // Copywriter Publicis Romania



## Business to Business

### BRONZE

**Campaign:** Visa's SMALL big Businesses

**Brand:** Visa

**Client:** Visa Romania

**Lead Agency:** Publicis Romania

**Contributing Companies:** STARCOM | MSL Practice

Team: Loredana Barla // Senior Planner Publicis Romania, Raluca Kovacs // Chief Strategy Officer Publicis Romania, Otilia Coman // Senior Copywriter Publicis Romania, Irina Stoleru // Senior Art Director Publicis Romania, Sebastian Romano // Group Creative Director Publicis Romania, Camelia Efrimov // A/V production Lead Publicis Romania, Liviu Efrimov // AV Producer Publicis Romania, Sherin Arabo // Digital Art Director Publicis Romania, Casiana Horobeanu // Digital Copywriter Publicis Romania, Daniel Stroe // 3D Graphic Designer Publicis Romania, Anamaria Ionita // Client Lead Publicis Romania, Ana Maria Banica // Digital Client Lead Publicis Romania, Marian Dragomir // Account Executive Publicis Romania, Cristian Buha // Client Manager Publicis Romania, Ioana Vieru // Sr. Manager Brand & Product Marketing Central Eastern Europe, Visa VISA Romania, Gabriel Macovei // Sr. Client Marketing Manager Romania, Visa CEE VISA Romania, Anca Saltan // Client Lead Starcom Romania, George Mihart // Digital Media Planner Starcom Romania, Alina Jijau // Head Of Consumer Production MSL Practice

## Brand Experience

### BRONZE

**Campaign:** FIZZ UP STUDIOS

**Brand:** PEPSI

**Client:** PepsiCo Romania

**Lead Agency:** LEO BURNETT BUCHAREST

**Contributing Companies:** OMD Romania | DDB Romania | Established Now | Viral Nation

Team: Victor Stroe // Head of Strategy LEO BURNETT, Adriana Pascan // Creative director LEO BURNETT, Andrei Nica // Group Creative Director LEO BURNETT, Oana Nastase // Senior Digital Planner LEO BURNETT, Delia Corniciuc // MARKETING MANAGER BEVERAGES PepsiCo Romania, Iuliana Dragomir // SENIOR BRAND MANAGER PEPSI & FLAVORED PepsiCo Romania, Laurentiu Ion // TCP MANAGER PO1 PepsiCo Romania, Ioana Petrovici // BRAND MANAGER PepsiCo Romania, Bianca Muscalu // Copywriter LEO BURNETT, Mara Sabau // Art Director LEO BURNETT, Ana Miculescu // Business Director LEO BURNETT, Florina Simon // Senior Digital Account LEO BURNETT, Roxana Pascal // Digital Account Executive LEO BURNETT, Silvana Frinculescu // Art Director LEO BURNETT, Oana Andone // JR DIGITAL & MEDIA MANAGER PepsiCo Romania, IRENE DERASADURIAN // MEDIA MANAGER OMD Romania, Maria Nita // SENIOR MEDIA MANAGER OMD Romania, Dana Constantin // SENIOR DIGITAL MANAGER OMD Romania, Alex Tocilescu // Art Director DDB Romania, Mihai Calota // Copywriter DDB Romania





## **BRONZE**

**Campaign:** 100 for 100

**Brand:** Opera Română

**Client:** Opera Națională București

**Lead Agency:** Publicis

**Contributing Companies:** MSL The Practice Romania

Team: Ioana Mihai // Senior Strategy Planner Publicis Romania, Miruna Dumitrescu // Groupe Creative Director Publicis Romania, Mihnea Gheorghita // Senior Copywriter Publicis Romania, Ciprian Frunzeanu // Senior Art Director Publicis Romania, Lorena Enache // Junior Copywriter Publicis Romania, Andreea Grigorean // PR Manager Publicis Romania, Anamaria Ionita // Client Lead Publicis Romania, Eugen Alexe // Print Production Lead Publicis Romania, Raluca Kovacs // Chief Strategy Officer Publicis Romania, Daniel Jinga // Director ONB Opera Nationala Bucuresti, Oana Voiculescu // Director Organizare Spectacole Opera Nationala Bucuresti, Raluca Badoiu // șef Birou PR Opera Nationala Bucuresti, Andreea Logigan // Head Of Corporate MSL The Practice, Ana Poiana // Communication Director MSL The Practice, Daniela Marin // Communication Director MSL The Practice

## **BRONZE**

**Campaign:** When the Chef judges, Tazz delivers.

**Brand:** Tazz

**Client:** HCL Online Advertising

**Lead Agency:** Jam Session Agency

Team: Razvan Acseente // Chief Marketing Officer HCL Online Advertising, Cristina Sauciu // Head of Brand & Communication HCL Online Advertising, Anca Neltersa // Senior Campaign Coordinator HCL Online Advertising, Catalina Manaila // Events Manager HCL Online Advertising, Eva Cosa // Social Media Manager HCL Online Advertising, Alin Serban // CEO HCL Online Advertising, Mihai Brenda // Chief Business Development HCL Online Advertising, Catalin Georgescu // Senior Creative Lead HCL Online Advertising, Madalina Patachia // Former team member Jam Session Agency, Amalia Jakab // Business Unit Leader Jam Session Agency, Luca Costea // Copywriter Jam Session Agency, Andreea Cotet // Former team member Jam Session Agency, Bogdan Apalaghiei // Art Director Jam Session Agency, Andi Voicila // Art Director HCL Online Advertising, Mihnea Ursu // Media Manager HCL Online Advertising, Valentin Suci // Creative Partner & Founder Jam Session Agency, Stefan Talos // Dark Kitchen & Virtual Brands Director HCL Online Advertising

## **FINALIST**

**Campaign:** HIT PLAY Show

**Brand:** Vodafone

**Client:** VODAFONE ROMANIA

**Lead Agency:** McCann Worldgroup Romania

**Contributing Companies:** MRM Romania



Team: Andreea Spilca // Senior Account Director McCann Worldgroup Romania, Daniel Chelu // Senior Account Executive McCann Worldgroup Romania, Ruxandra Oprea // Senior Digital Project Manager MRM Romania, Ruxandra Papuc // Executive Creative Director McCann Worldgroup Romania, Adrian Rusu // Group Creative Director McCann Worldgroup Romania, Iulia Bold // Senior Art Director McCann

Worldgroup Romania, Alexandru Badarau // Senior Copywriter, Stefan Chiritescu // Chief Strategy Officer McCann Worldgroup Romania, Alex Budin // Head of Technology MRM Romania, Tiberiu Munteanu // Head of A/V Production McCann Worldgroup Romania, Mircea Tara // Senior Copywriter McCann Worldgroup Romania, Raluca Circo // Senior Art Director, Delia Raicu // Art Director, Madalina Ioan // Social Strategist MRM Romania, Bianca Troncea // Strategy Director, Diana Neagu // Junior Art Director MRM Romania, Valentin Rusu // Head of DTP McCann Worldgroup Romania, Cosmin Hritcu // AV Producer McCann Worldgroup Romania, Andreea Deliu // UX/UI Designer MRM Romania, Alexandru Blanarescu // Digital Copywriter MRM Romania

## **Branded Content & Entertainment**

### **GOLD**

**Campaign:** FIZZ UP STUDIOS

**Brand:** PEPSI

**Client:** PepsiCo Romania

**Lead Agency:** LEO BURNETT BUCHAREST

**Contributing Companies:** OMD\_Romania | DDB Romania | Established Now | Viral Nation

Team: Victor Stroe // Head of Strategy LEO BURNETT, Adriana Pascan // Creative director LEO BURNETT, Andrei Nica // Group Creative Director LEO BURNETT, Oana Nastase // Senior Digital Planner LEO BURNETT, Delia Corniciuc // MARKETING MANAGER BEVERAGES PepsiCo Romania, Iuliana Dragomir // SENIOR BRAND MANAGER PEPSI & FLAVORED PepsiCo Romania, Laurentiu Ion // TCP MANAGER PO1 PepsiCo Romania, Ioana Petrovici // BRAND MANAGER PepsiCo Romania, Bianca Muscalu // Copywriter LEO BURNETT, Mara Sabau // Art Director LEO BURNETT, Ana Miculescu // Business Director LEO BURNETT, Florina Simon // Senior Digital Account LEO BURNETT, Roxana Pascal // Digital Account Executive LEO BURNETT, Silvana Frinculescu // Art Director LEO BURNETT, Oana Andone // JR DIGITAL & MEDIA MANAGER PepsiCo Romania, IRENE DERASADURIAN // MEDIA MANAGER OMD Romania, Maria Nita // SENIOR MEDIA MANAGER OMD Romania, Dana Constantin // SENIOR DIGITAL MANAGER OMD Romania, Alex Tocilescu // Art Director DDB Romania, Mihai Calota // Copywriter DDB Romania

### **SILVER**

**Campaign:** TO WASH OR NOT TO WASH MY HAIR?

**Brand:** Head & Shoulders

**Client:** Procter & Gamble Romania

**Lead Agency:** LEO BURNETT

**Contributing Companies:** Graffiti PR | MediaCom



Team: Irina Becher // Creative Director LEO BURNETT, Alexandru Savescu // Art Director LEO BURNETT, Silvia Gradinaru // Copywriter LEO BURNETT, Andreia Anghel // Brand Communication Director LEO BURNETT, Nicoleta Pena // Brand Communication Manager LEO BURNETT, Bianca Naumovici-Bella // AV Producer LEO BURNETT, Laura Moisiu // Communication Director Graffiti PR, Ioana Ciobanu // PR Consultant Graffiti PR, Teodora Cirstea // PR Specialist Graffiti PR, Delia Sucher // Digital Content

Consultant Graffiti PR, Denisa Dumitru // Jr. Digital Content Specialist Graffiti PR, Monica Petricica // Strategic & Activation Planning Lead MediaCom, Mihaela Neagoe // Digital Media Specialist MediaCom, Elena Teodorescu // Campaign Manager MediaCom, Giulia Tudor // Digital Content Specialist Graffiti PR, Valentin Olteanu // Hair Care Brand Manager Procter & Gamble Romania, Evangelos Tselentis // Hair Care Brand Director South East Europe Procter & Gamble Romania

## **SILVER**

**Campaign:** PLAYON WITH SAMSUNG

**Brand:** Samsung

**Client:** SAMSUNG ROMANIA

**Lead Agency:** Cheil Centrade

**Contributing Companies:** MSL The Practice | Starcom Romania

Team: Simona Panait // Marketing & Online Director SAMSUNG ROMANIA, Ioana Mârzac Sigarteu // Corporate Communications Manager SAMSUNG ROMANIA, Corina Enache // Social Media Specialist SAMSUNG ROMANIA, Oana Mita // MX Campaign & Category Supervisor SAMSUNG ROMANIA, Amelia Rusu // Events Coordinator SAMSUNG ROMANIA, Mihai Gongu // Executive Creative Director Cheil Centrade, Roxana Niță // Creative Director Cheil Centrade, Ionuț Iordache // Senior Copywriter Cheil Centrade, Dragos Botcau // Senior Art Director Cheil Centrade, Ana Constantin // Jr. Graphic Designer Cheil Centrade, Diana Isabell Paduraru // Content Writer Cheil Centrade, Alina Miu // Account Manager Cheil Centrade, Petruța Ciuică // Social Media Manager, Camelia Cucu // Digital Account Manager Cheil Centrade, Ștefan Manole // Art Director Cheil Centrade, Robert Ghiță // Copywriter Cheil Centrade, Cătălin Ancoreanu // Art Director Cheil Centrade

## **FINALIST**

**Campaign:** When cravings hit, Tazz delivers.

**Brand:** Tazz

**Client:** HFCL Online Advertising

**Lead Agency:** Jam Session Agency

**Contributing Companies:** Conversion

Team: Valentin Suciuc // Creative Partner & Founder Jam Session Agency, Alexandra Vestineanu // Co-Managing Partner Jam Session Agency, Oana Oprea // Head of Digital Planning Jam Session Agency, Emi Chitu // Account Manager Jam Session Agency, Razvan Acsente // Chief Marketing Officer HCL Online Advertising, Anca Nelersa // Senior Campaign Coordinator HCL Online Advertising, Eva Cosa // Social Media Manager HCL Online Advertising, Mihnea Ursu // Media Manager HCL Online Advertising, Andi



Voicila // Art Director HCL Online Advertising, Bogdan Apalaghiei // Art Director Jam Session Agency, Luca Costea // Copywriter Jam Session Agency, Maria Ilie // Social Media Manager Jam Session Agency, Andrei Ruxanda // Former team member Jam Session Agency, Serban Mocanu // Former team member Jam Session Agency, Alin Serban // CEO HCL Online Advertising, Mihai Brenda // Chief Business Development HCL Online Advertising, Irina Pencea // Co-Founder & CEO Jam Session Agency

## FINALIST

**Campaign:** Kinder Halloween

**Brand:** Ferrero

**Client:** Ferrero Romania

**Lead Agency:** Publicis

**Contributing Companies:** MSL The Practice | STARCOM

Team: Adina Albu // Senior Client Lead Publicis Romania, Tudor Toma // Client Manager Publicis Romania, Ioana Dumitrascuta // Client Lead Publicis Romania, Ana-Maria Taralunga // Group Creative Director Publicis Romania, Silviu Nedelschi // Executive Creative Officer Publicis Romania, Catalin Grigore // Senior Art Director Publicis Romania, Veronica Ciacoveanu // Digital Client Lead Publicis Romania, Sabina Huzum // Brand Manager, Diana Pasoi // Senior Brand Manager Ferrero Romania, Rebeca Rapeanu // Digital Client Manager Publicis Romania, Horia Girbea // Junior Copywriter Publicis Romania, Diana Maftai // Junior Art Director Publicis Romania, Mirela Iordache // Client Manager Publicis Romania, Andrei Purecel // Client Executive Publicis Romania, Andreea Ivanciu // Senior Performance Media Specialist STARCOM, Emil Mtitelul // Digital Client Manager STARCOM, Roxana Stratulat // Communication Manager, Iulia Ioncescu // Project Manager MSL The Practice, Elis Iaia // Associate Planning Director Publicis Romania, Camelia Efrimov // A/V Production Lead Publicis Romania

## FINALIST

**Campaign:** Wine Strangers

**Brand:** Carrefour Romania

**Client:** Carrefour Romania

**Lead Agency:** Jam Session Agency

**Contributing Companies:** Graffiti PR | Havas | Funnel Agency

Team: Diana Falan // Head of Brand Communication Carrefour Romania, Mircea Tomescu // Director Brand Communication Carrefour Romania, Marius Tudor // Group Creative Director Jam Session Agency, Razvan Raicu // Group Creative Director Jam Session Agency, Elena Pelmus // Social Media Manager Carrefour Romania, Andreea Calarasu // Senior Creative Planner Jam Session Agency, Delia Chirila // Account Director Jam Session Agency, Alexandra Vestineanu // Business Unit Leader Jam

Session Agency, Luca Costea // Senior Copywriter Jam Session Agency, Valentin Suciul // Creative Partner Jam Session Agency, Oana Pascu // Project Manager Corporate Causes Carrefour Romania, Irina Pencea // Head of Strategy Jam Session Agency, Andreea Ghenoiu // Creative Director Jam



Session Agency, Carla Andrade // Senior Account Executive Jam Session Agency, Bogdan Apalaghiei // Art Director Jam Session Agency, Marinela Ardelean // Wine Expert Carrefour Romania, Emi Chitu // Account Manager Jam Session Agency, Iulia Botar // Communications Director Graffiti PR, Mira Sfura // PR Consultant Graffiti PR

## FINALIST

**Campaign:** Craving Science Show

**Brand:** Carrefour Romania

**Client:** Carrefour Romania

**Lead Agency:** Jam Session Agency

**Contributing Companies:** Graffiti PR | Funnel Agency | Havas Romania | Saga Film

Team: Diana Falan // Head of Brand Communication Carrefour, Mircea Tomescu // Director Brand Communication Carrefour, Elena Pelmus // Social Media Manager Carrefour, Marius Tudor // Group Creative Director Jam Session Agency, Razvan Raicu // Group Creative Director Jam Session Agency, Andreea Calarasu // Senior Creative Planner Jam Session Agency, Delia Chirila // Account Director Jam Session Agency, Alexandra Vestineanu // Business Unit Leader Jam Session Agency, Andreea Ghenoiu // Creative Director Jam Session Agency, Deiu Stanciu // Partner in crime Jam Session Agency, Vio Pintilie // Senior Art Director Jam Session Agency, Alexandra Ion // Senior Copywriter Jam Session Agency, Codrin Vasile // Copywriter Jam Session Agency, Eduard Manolache // Art Director Jam Session Agency, Carla Andrade // Senior Account Executive Jam Session Agency, Emi Chitu // Account Manager Jam Session Agency, Corina Coman // Communications Director Graffiti PR, Silvia Stoica // Jr. PR Specialist Graffiti PR, Mira Sfura // PR Consultant Graffiti PR, Catalin Matei // Producator Saga Film

## Engaged Communities

### FINALIST

**Campaign:** 100 for 100

**Brand:** Opera Română

**Client:** Opera Națională București

**Lead Agency:** Publicis

**Contributing Companies:** MSL The Practice Romania

Team: Ioana Mihai // Senior Strategy Planner Publicis Romania, Miruna Dumitrescu // Groupe Creative Director Publicis Romania, Mihnea Gheorghita // Senior Copywriter Publicis Romania, Ciprian Frunzeanu // Senior Art Director Publicis Romania, Lorena Enache // Junior Copywriter Publicis Romania, Andreea Grigorean // PR Manager Publicis Romania, Anamaria Ionita // Client Lead Publicis Romania, Eugen Alexe // Print Production Lead Publicis Romania, Raluca Kovacs // Chief Strategy Officer Publicis Romania, Daniel Jinga // Director ONB Opera Nationala Bucuresti, Oana Voiculescu // Director Organizare Spectacole Opera Nationala Bucuresti, Raluca Badoiu // șef Birou PR Opera



Nationala Bucuresti, Andreea Logigan // Head Of Corporate MSL The Practice, Ana Poiana // Communication Director MSL The Practice, Daniela Marin // Communication Director MSL The Practice

#### **FINALIST**

**Campaign:** Come out with me

**Brand:** Accept

**Client:** ACCEPT

**Lead Agency:** Publicis Romania

**Contributing Companies:** Global Records | TikTok

Team: Matei Florea // Content & Community Specialist TikTok, Miruna Dumitrescu // Group Creative Director Publicis Romania, Ioana Mihai // Strategy Director Publicis Romania, Tudor Toma // Client Manager Publicis Romania, Ioana Dumitrascuta // Client Lead Publicis Romania, Catalina Preda // Art Director Publicis Romania, Bianca Barsan // Copywriter Publicis Romania, Cosmin Anghel // Copywriter Publicis Romania, Ciprian Frunzeanu // Digital Art Director Publicis Romania, Vanesa Panait // Junior Copywriter Publicis Romania, Andreea Roscan // Art director, Patrik Barila // Co-Director & trans activist Asociatia Accept, Ana Ciutu // Campaign Coordinator Asociatia Accept, Diana Dragomir //

Communication Coordinator Asociatia Accept, Gabriel Gherman // Trans Activist Asociatia Accept, Luca Istodor // Bucharest Pride co-organizer Asociatia Accept, Alex Zorila // Bucharest Pride co-organizer Asociatia Accept, Andreea Pietrosel // Content Creator & PR Asociatia Accept, Teodora Roseti Ion Rotaru // Executive Director Asociatia Accept, Laura Savu // Global Community Manager TikTok

#### **FINALIST**

**Campaign:** Gaming Bootcamp

**Brand:** Vodafone

**Client:** VODAFONE ROMANIA

**Lead Agency:** McCann Romania

Team: Stefan Chiritescu // Chief Strategy Officer McCann Romania, Delia Raicu // Art Director McCann Romania, Popa Alecsandra // Copywriter McCann Romania, Spilca Andreea // Senior Account Director McCann Romania, Stefania Tita // Account Executive McCann Romania, Papuc Ruxandra // Executive Creative Director McCann Romania

#### **FINALIST**

**Campaign:** When there is a GOSPODINA, there also needs to be a GOSPODIN

**Brand:** Fairy, Procter & Gamble

**Client:** Procter & Gamble Romania

**Lead Agency:** Graffiti PR

**Contributing Companies:** MediaCom | Cult Market Research

Team: Elida Pantea // Senior Brand Manager Home Care, P&G SEE Procter & Gamble Romania, Razvan Resmerita // Communications Director Fabric, Home, Baby and Fem Care, P&G SEE Procter & Gamble



Romania, Alhassan Alkuhlani // Brand Director Home Care, P&G SEE Procter & Gamble Romania, Laura Moisiu // Integrated Communications Director Graffiti PR, Geanina Iamandi // PR Consultant Graffiti PR, Madalina Ghebaru // PR Specialist Graffiti PR, Oana Samit // Jr PR Specialist Graffiti PR, Stefana Lepadatu // Jr PR Specialist Graffiti PR, Paul Kasprovski // Researcher and Brand Strategist Graffiti PR, Mihai Gitu // Head of Video Graffiti PR, Madalina Savulescu // Head of Digital Graffiti PR, Roxana Diaconescu // Senior Digital Content Consultant Graffiti PR, Madalina Radu // Digital Content Specialist Graffiti PR, Iulia Stoicanea // Digital Content Assistant Graffiti PR, Bogdan Ionita // Graphic Designer Graffiti PR, Mihaela Neagoe // Digital Media Specialist MediaCom, Paul Acatrini // Research Manager Cult Market Research

#### **FINALIST**

**Campaign:** Some will hate it. Others will love it.

**Brand:** IAB MIXX Awards

**Client:** IAB

**Lead Agency:** VMLY&R

**Contributing Companies:** Diud

Team: Alex Petrescu // Creative Director VMLY&R, Mihai Titirig // Group Creative Director VMLY&R, Victor Trifan // Senior Art Director, Alexandru Aiv // Senior Art Director VMLY&R, Mina Ionescu // Business Director VMLY&R, Elena Grigore // Account Manager, Mihaela Craciunescu // Strategy

Director VMLY&R, Andrei Dragu // Vice President & Event Director IAB, Ioana Anescu // Managing Director IAB, Anca Gheorghe // Production Executive Diud, Andrei Gheorghe // Director Diud, Andreea Calina // Producer Diud, Deiu Stanciu // Script Consultant Diud, Rares Zimbran // Production Assistant Diud, Octavian Aftanasa // Social Media Manager VMLY&R

#### **FINALIST**

**Campaign:** PLAYON WITH SAMSUNG

**Brand:** Samsung

**Client:** SAMSUNG ROMANIA

**Lead Agency:** Cheil Centrade

**Contributing Companies:** MSL The Practice | Starcom Romania

Team: Simona Panait // Marketing & Online Director SAMSUNG ROMANIA, Ioana Mârzac Sigarteu // Corporate Communications Manager SAMSUNG ROMANIA, Corina Enache // Social Media Specialist SAMSUNG ROMANIA, Oana Mita // MX Campaign & Category Supervisor SAMSUNG ROMANIA, Amelia Rusu // Events Coordinator SAMSUNG ROMANIA, Mihai Gongu // Executive Creative Director Cheil Centrade, Roxana Niță // Creative Director Cheil Centrade, Ionuț Iordache // Senior Copywriter Cheil Centrade, Dragos Botcau // Senior Art Director Cheil Centrade, Ana Constantin // Jr. Graphic Designer Cheil Centrade, Diana Isabell Paduraru // Content Writer Cheil Centrade, Alina Miu // Account Manager Cheil Centrade, Petruța Ciucă // Social Media Manager, Camelia Cucu // Digital Account Manager Cheil Centrade, Ștefan Manole // Art Director Cheil Centrade, Robert Ghiță // Copywriter Cheil Centrade, Cătălin Ancoreanu // Art Director Cheil Centrade



## Branded Utility

### SILVER

**Campaign:** Smart Forest

**Brand:** Vodafone

**Client:** VODAFONE ROMANIA

**Lead Agency:** McCann Worldgroup Romania

**Contributing Companies:** MRM Romania

Team: Stefan Chiritescu // Chief Strategy Officer McCann Romania, Bianca Troncea // Strategy Director McCann Romania, Papuc Ruxandra // Executive Creative Director McCann Romania, Rusu Adrian // Group Creative Director McCann Romania, Ovidiu Juravle // Senior Art Director McCann Romania, Bold Iulia // Art Director McCann Romania, Mircea Tara // Senior Copywriter McCann Romania, Andreea Spilca // Senior Account Director McCann Romania, Stefania Tita // Account Executive McCann Romania, Doina Ionescu // Group Account Director McCann Romania, Tiberiu Munteanu // Head of A/V Production McCann Romania, Valentin Rusu // Senior DTP McCann Romania

### BRONZE

**Campaign:** TRUST THE SPECIALISTS

**Brand:** PAMPERS

**Client:** Procter and Gamble

**Lead Agency:** LEO BURNETT & Graffiti PR

**Contributing Companies:** MediaCom

Team: Corina Bratu // Planning Director LEO BURNETT, Irina Becher // Creative Director LEO BURNETT, Alexandru Savescu // Art Director LEO BURNETT, Silvia Gradinaru // Copywriter LEO BURNETT, Andreea Anghel // Brand Communication Director LEO BURNETT, Julide Omer // Brand Communication Manager LEO BURNETT, Corina Costea // Brand Communication Manager LEO BURNETT, Sorin Deleanu // Senior AV Producer LEO BURNETT, Alexandru Zlavog // AV Producer LEO BURNETT, Ramona Bilic // Pampers Brand Manager Procter & Gamble Romania, Razvan Resmerita // Communication Director Procter & Gamble Romania, Corina Coman // Communication Director Graffiti PR, Mariana Oprea // PR Consultant Graffiti PR, Bianca Talaşman // PR Specialist Graffiti PR, Roxana Diaconescu // Digital Content Consultant Graffiti PR, Adriana Pintilescu // Digital Content Specialist Graffiti PR, Bianca Ranete // Digital Content Assistant Graffiti PR

### FINALIST

**Campaign:** Book a Vax

**Brand:** Curtea Veche Publishing

**Client:** Curtea Veche Publishing

**Lead Agency:** House of Arrows





Team: Dora Marian // Creative Director Curtea Veche Publishing, Sonia Ciocan // Creative Director House of Arrows, Radu Osaciuc // Creative Director House of Arrows, Cristina Băraităruș // Group Account Director Curtea Veche Publishing, Iren Arsene Mate // General Director Curtea Veche Publishing, Maria Sarivan // Strategic Partner House of Arrows, Cătălin Tabacu // Copywriter, Miruna Meiroșu // PR Manager Curtea Veche Publishing, Marius Motoca // PR Specialist Curtea Veche Publishing, Theodora Petrescu // Account Manager Curtea Veche Publishing, Barna Nemethi // Executive Director House of Arrows, Stefan Chiritescu // Chief Strategy Officer McCann Romania

## Marketing Innovation

### SILVER

**Campaign:** Local ingredients for legendary cravings.

**Brand:** Tazz

**Client:** HCL Online Advertising

**Lead Agency:** Jam Session Agency

**Contributing Companies:** Conversion | Graffiti PR

Team: Valentin Suciuc // Creative Partner & Founder Jam Session Agency, Maria Matei // Copywriter Jam Session Agency, Vio Pintilie // Art Director Jam Session Agency, Alexandra Vestineanu // Co-

Managing Partner Jam Session Agency, Oana Oprea // Head of Digital Planning Jam Session Agency, Emi Chitu // Account Manager Jam Session Agency, Razvan Acsente // Chief Marketing Officer HCL Online Advertising, Cristina Sauciuc // Head of Brand & Communication HCL Online Advertising, Anca Neltersa // Senior Campaign Coordinator HCL Online Advertising, Eva Cosa // Social Media Manager HCL Online Advertising, Alin Serban // CEO HCL Online Advertising, Mihai Brenda // Chief Business Development HCL Online Advertising, Mihnea Ursu // Media Manager HCL Online Advertising, Andi Voicila // Art Director HCL Online Advertising, Catalina Manaila // Events Manager HCL Online Advertising, Iulia Mirica // Copywriter HCL Online Advertising, Irina Pencea // Co-Founder & CEO Jam Session Agency, Bogdan Apalaghiei // Art Director Jam Session Agency, Maria Ilie // Social Media Manager Jam Session Agency, Andrada Farcas // Copywriter HCL Online Advertising

### SILVER

**Campaign:** Elfi Corn Cob. The Romanian Wipe.

**Brand:** ELFI

**Client:** HARTIA ELFI

**Lead Agency:** Mainstage | The Agency

**Contributing Companies:** Sector 7 HUB



## FINALIST

**Campaign:** Smart Forest

**Brand:** Vodafone

**Client:** VODAFONE ROMANIA

**Lead Agency:** McCann Worldgroup Romania

**Contributing Companies:** MRM Romania

Team: Stefan Chiritescu // Chief Strategy Officer McCann Romania, Bianca Troncea // Strategy Director McCann Romania, Papuc Ruxandra // Executive Creative Director McCann Romania, Rusu Adrian // Group Creative Director McCann Romania, Ovidiu Juravle // Senior Art Director McCann Romania, Bold Iulia // Art Director McCann Romania, Mircea Tara // Senior Copywriter McCann Romania, Andreea Spilca // Senior Account Director McCann Romania, Stefania Tita // Account Executive McCann Romania, Doina Ionescu // Group Account Director McCann Romania, Tiberiu Munteanu // Head of A/V Production McCann Romania, Valentin Rusu // Senior DTP McCann Romania

## Marketing Disruptors

### SILVER

**Campaign:** Act For Good

**Brand:** Carrefour

**Client:** Carrefour Romania

**Lead Agency:** Publicis Romania

**Contributing Companies:** Havas Worldwide Bucharest | Graffiti PR | Funnel Agency | Jam Session Agency

Team: Alin Badiu // Group Creative Director Publicis Romania, Sebastian Romano // Group Creative Director Publicis Romania, Carmina Pohontu // Digital Client Manager Publicis Romania, Ilinca Sandor // Client Lead Publicis Romania, Corina Tudor // Senior Client Lead Publicis Romania, Titus Dumitrescu // Executive Creative Director Publicis Romania, Casiana Horobeanu // Digital Copywriter Publicis Romania, Corina Panait // Junior Digital Client Manager Publicis Romania, Sherin Arabo // Art Director Publicis Romania, Miruna Baias // Brand Strategist Publicis Romania, Alina Silvestru // Innovation Manager Publicis Romania, Diana Falan // Brand Manager Carrefour Romania, Mihaela Abagief // Senior Campaign Manager Carrefour Romania, Teodor Gurgui // Mobile, Loyalty & UX Development Manager Carrefour Romania, Elena Carcu // Copywriter Publicis Romania, Andrei Antal // Copywriter Publicis Romania, Andrei Detesan // Art Director Publicis Romania, Nicoleta Baicu // Modern Shopping Brand Manager Carrefour Romania, Bogdan Lupu // Loyalty and Modern Director Carrefour Romania, Mihaela Dinu // Copywriter Publicis Romania



## **SILVER**

**Campaign:** STOP PAYING LIKE IN THE MIDDLE AGES

**Brand:** PAGO

**Client:** Pago

**Lead Agency:** Sector 7 HUB

Team: Alex Cotet // Creative Partner Sector 7 HUB, Raul Gheba // Creative Director Sector 7 HUB, Ileana Ghita // Account Director Sector 7 HUB, Adrian Cighi // Co-Founder Pago App Pago, Adriana Spulber // Marketing Manager Pago, Roxana Andrei // Head of Production Sector 7 HUB

## **BRONZE**

**Campaign:** TO WASH OR NOT TO WASH MY HAIR?

**Brand:** Head & Shoulders

**Client:** Procter & Gamble Romania

**Lead Agency:** LEO BURNETT

**Contributing Companies:** Graffiti PR | MediaCom

Team: Irina Becher // Creative Director LEO BURNETT, Alexandru Savescu // Art Director LEO BURNETT, Silvia Gradinaru // Copywriter LEO BURNETT, Andreia Anghel // Brand Communication Director LEO BURNETT, Nicoleta Pena // Brand Communication Manager LEO BURNETT, Bianca Naumovici-Bella // AV Producer LEO BURNETT, Laura Moisiu // Communication Director Graffiti PR, Ioana Ciobanu // PR Consultant Graffiti PR, Teodora Cirstea // PR Specialist Graffiti PR, Delia Sucher // Digital Content Consultant Graffiti PR, Denisa Dumitru // Jr. Digital Content Specialist Graffiti PR, Monica Petricica // Strategic & Activation Planning Lead MediaCom, Mihaela Neagoe // Digital Media Specialist MediaCom,

Elena Teodorescu // Campaign Manager MediaCom, Giulia Tudor // Digital Content Specialist Graffiti PR, Valentin Olteanu // Hair Care Brand Manager Procter & Gamble Romania, Evangelos Tselentis // Hair Care Brand Director South East Europe Procter & Gamble Romania

## **BRONZE**

**Campaign:** LOVE YOURSELF // BLACK FRIDAY CAMPAIGN

**Brand:** FASHION DAYS

**Client:** Fashion Days

**Lead Agency:** Leo Burnett Romania

**Contributing Companies:** MSL The Practice Romania | Conversion

Team: Fulvia Olaru // Deputy Brand Communication Director LEO BURNETT, Raluca Monac // Head of Brand Marketing Fashion Days, Raluca Acuculitei // Brand Communication Manager LEO BURNETT, Denisa Cojocariu // Brand Manager Fashion Days, Andrei Nica // Group Creative Director LEO BURNETT BUCHAREST, Oana Nastase // Senior Planner LEO BURNETT, Oana Sandru // Copywriter LEO BURNETT,



Eduar Cirstea // Art Director LEO BURNETT, Laura Moisa // AV Producer LEO BURNETT, Maria Toma // Social Media Manager Fashion Days, Andrei Petrea // Art Director LEO BURNETT, Ionut Radu // Media Manager Conversion Media Romania, Andrei Chirila // Marketing Director Fashion Days, Alexandra Badita // Social Media Specialist Fashion Days, Alexandra Gabriela Mateescu // Visual Content Manager Fashion Days, Andra Pecingina // Copywriter Fashion Days, Diana Alexa // Managing Director LEO BURNETT, Robert Berza // General Manager Fashion Days

## FINALIST

**Campaign:** Alistotel

**Brand:** Bringo

**Client:** Carrefour Romania

**Lead Agency:** Publicis Romania

**Contributing Companies:** Havas Worldwide Bucharest

Team: Cosmin Anghel // Senior Copywriter Publicis Romania, Vlad Socianu // Senior Art Director Publicis Romania, Miruna Dumitrescu // Group Creative Director Publicis Romania, Alin Marghidanu // Digital Creative Director Publicis Romania, Titus Dumitrescu // Chief Creative Officer Publicis Romania, Sherin Arabo // Digital Art Director Publicis Romania, Ciprian Frunzeanu // Senior Art Director Publicis Romania, carmina Pohontu // Digital Client Manager Publicis Romania, Ilinca Sandor // Client Lead Publicis Romania, Miruna Baias // Strategic Planner Publicis Romania, Corina Tudor // Senior Client Lead Publicis Romania, Alina Silvestru // Innovation Manager Publicis Romania, Corina Seler // Brand Manager Carrefour Romania, Nicoleta Baicu // Modern Shopping Brand Manager Carrefour Romania, Evelina Albici // Marketing Responsible Carrefour Romania, Diana Falan // Brand Manager Carrefour Romania, Ana Trif // Head of PR Carrefour Romania, Theodor Sandu // Senior Art Director Publicis Romania, Amalia Nanu // Junior Copywriter Publicis Romania, Martha Ionescu // Digital Executive Publicis Romania

## FINALIST

**Campaign:** LISTEN TO YOUR INNER BEAR

**Brand:** URSUS

**Client:** Ursus Breweries

**Lead Agency:** LEO BURNETT & Media Investment

**Contributing Companies:** MSL Practice

Team: Ana Miculescu // Business Director LEO BURNETT, Victor Bratu // Head of Planning & Associate Director LEO BURNETT, Corina Bratu // Strategy Director LEO BURNETT, Vasilije Corluka // Chief Creative Officer LEO BURNETT, Adriana Pascan // Executive Creative Director LEO BURNETT, Cristina Calota // Group Creative Director LEO BURNETT, Laura Moisa // Sr Digital Account Manager LEO BURNETT, Ana Stefan // Account Manager LEO BURNETT, Oana Nastase // Sr Digital Planner LEO BURNETT, Anca Calugaritoiu // Senior Brand Manager Ursus Breweries, Victor Teiosanu // Head of Premium Brands Ursus Breweries, Andrei Uta // Brand Manager Ursus Breweries, Virginia Nutuloiu // Media Director Media Investment, Zoltan Barti // Digital Media Manager Media Investment, Vanda Clain-Stratulat // Brand Manager Ursus Breweries, Ana-Maria Popa // Consumer Insights Manager



Ursus Breweries, Victor Popa // Head of Integrated Communications Ursus Breweries, Alina Jijau // Communication Director MSL Practice, Dora Parfene // Media Manager Media Investment, Corina Zamfir // Digital Media Specialist Media Investment

## FINALIST

**Campaign:** When cravings hit, Tazz delivers.

**Brand:** Tazz

**Client:** HFCL Online Advertising

**Lead Agency:** Jam Session Agency

**Contributing Companies:** Conversion

Team: Valentin Suciuc // Creative Partner & Founder Jam Session Agency, Andrei Ruxanda // Former team member Jam Session Agency, Serban Mocanu // Former team member Jam Session Agency, Alexandra Vestineanu // Co-Managing Partner Jam Session Agency, Oana Oprea // Head of Digital Planning Jam Session Agency, Emi Chitu // Account Manager Jam Session Agency, Razvan Acseste // Chief Marketing Officer HCL Online Advertising, Anca Nelersa // Senior Campaign Coordinator HCL Online Advertising, Alin Serban // CEO HCL Online Advertising, Mihai Brenda // Chief Business Development HCL Online Advertising, Mihnea Ursu // Media Manager HCL Online Advertising, Eva Cosa // Social Media Manager HCL Online Advertising, Andi Voicila // Art Director HCL Online Advertising, Irina Pencea // Co-Founder & CEO Jam Session Agency, Bogdan Apalaghiei // Art Director Jam Session Agency, Luca Costea // Copywriter Jam Session Agency, Maria Ilie // Social Media Manager Jam Session Agency

## Timely Opportunity

### GOLD

**Campaign:** WASHING THE BAD AWAY | #CeleRele să se spele

**Brand:** ARIEL

**Client:** Procter & Gamble Romania

**Lead Agency:** LEO BURNETT

**Contributing Companies:** Graffiti PR | MediaCom

Team: Irina Becher // Creative Director LEO BURNETT, Corina Bratu // Planning Director LEO BURNETT, Andreia Anghel // Brand Communication Director LEO BURNETT, Irina Constantin // Brand Communication Manager LEO BURNETT, Bianca Naumovici-Bella // AV Producer LEO BURNETT, Barna Nemethi // Producer LEO BURNETT, Ruxandra Staneci // Laundry Senior Brand Manager SEE Procter & Gamble Romania, Elia Cazanbulacu // Fabric Care Brand Director SEE Procter & Gamble Romania, Razvan Resmerita // Communication Director Procter & Gamble Romania, Mariuca Tiron // Planning



Lead for P&G Laundry category MediaCom, Mihaela Neagoe // Digital Media Specialist MediaCom, Liviu Radu // Digital Biddable Specialist MediaCom, Madalina Savulescu // Head of Digital Graffiti PR, Roxana Diaconescu // Digital Content Consultant Graffiti PR, Iulia Stoicanea // Digital Content Assistant Graffiti PR, Laura Moisiu // Communication Director Graffiti PR, Geanina Iamandi // PR Consultant Graffiti PR, Madalina Ghebaru // PR Specialist Graffiti PR, Oana Samit // Jr PR Specialist Graffiti PR

## **GOLD**

**Campaign:** When the Chef judges, Tazz delivers.

**Brand:** Tazz

**Client:** HCL Online Advertising

**Lead Agency:** Jam Session Agency

Team: Razvan Acsentu // Chief Marketing Officer HCL Online Advertising, Cristina Sauciu // Head of Brand & Communication HCL Online Advertising, Anca Nelersa // Senior Campaign Coordinator HCL Online Advertising, Catalina Manaila // Events Manager HCL Online Advertising, Eva Cosa // Social Media Manager HCL Online Advertising, Madalina Patachia // Former team member Jam Session Agency, Amalia Jakab // Business Unit Leader Jam Session Agency, Luca Costea // Copywriter Jam Session Agency, Andreea Cotet // Former team member Jam Session Agency, Bogdan Apalaghiei // Art Director Jam Session Agency, Alin Serban // CEO HCL Online Advertising, Mihai Brenda // Chief Business Development HCL Online Advertising, Catalin Georgescu // Senior Creative Lead HCL Online Advertising, Andi Voicila // Art Director HCL Online Advertising, Mihnea Ursu // Media Manager HCL Online Advertising, Valentin Suci // Creative Partner & Founder Jam Session Agency, Stefan Talos // Dark Kitchen & Virtual Brands Director HCL Online Advertising

## **BRONZE**

**Campaign:** Home Menu - Anchoring McDonald's in the New Reality

**Brand:** McDonald's

**Client:** McDonald's Romania

**Lead Agency:** DDB Romania

**Contributing Companies:** Tribal Romania | OMD Romania

Team: Ioana Dobrinescu // Senior Strategic Planner DDB Romania, Mihai Calotă // Senior Art Director DDB Romania, Alex Tocilescu // Senior Copywriter DDB Romania, Georgiana Rotaru // Account Director DDB Romania, Ștefan Vasilachi // Creative Director DDB Romania, Luciana Cucoaneș // Head of Strategy DDB Romania, Georgiana Nica // Strategic Planner DDB Romania, Simina Zidaru // Creative Director Tribal Romania, Luana Roman // Social Media Manager Tribal Romania, Irina Angelescu // Marketing Director McDonald's Romania, George Romanescu // Marketing Manager McDonald's Romania, Claudia Călin // Account Director OMD Romania, Andrei Albu // Media Director OMD Romania, Mircea Bodolan // Digital Manager OMD Romania, Anca Roșu // Media Executive OMD Romania,



## FINALIST

**Campaign:** Book a Vax

**Brand:** Curtea Veche Publishing

**Client:** Curtea Veche Publishing

**Lead Agency:** House of Arrows

Team: Dora Marian // Creative Director Curtea Veche Publishing, Sonia Ciocan // Creative Director House of Arrows, Radu Osaciuc // Creative Director House of Arrows, Cristina Băraităruș // Group Account Director Curtea Veche Publishing, Iren Arsene Mate // General Director Curtea Veche Publishing, Maria Sarivan // Strategic Partner House of Arrows, Cătălin Tabacu // Copywriter, Miruna Meiroșu // PR Manager Curtea Veche Publishing, Marius Motoca // PR Specialist Curtea Veche Publishing, Theodora Petrescu // Account Manager Curtea Veche Publishing, Barna Nemethi // Executive Director House of Arrows

## FINALIST

**Campaign:** Open the Romanian Wine to the World

**Brand:** Carrefour

**Client:** Carrefour Romania

**Lead Agency:** Publicis Romania

**Contributing Companies:** Graffiti PR | Havas Worldwide Bucharest

Team: Sebastian Romano // Group Creative Director Publicis Romania, Ana Maria Taralunga // Group Creative Director Publicis Romania, Catalin Grigore // Senior Art Director Publicis Romania, Alexandra Jitarel // Copywriter Publicis Romania, Sherin Arabo // Art Director Publicis Romania, Titus Dumitrescu // Executive Creative Director Publicis Romania, Miruna Baias // Senior Strategic Planner Publicis Romania, Raluca Kovacs // Chief Strategy Officer Publicis Romania, Corina Tudor // Senior Client Lead Publicis Romania, Corina Panait // Junior Digital Client Manager Publicis Romania, Camelia Efrimov //

AV Producer Publicis Romania, Cornelia Ghita // Corporate Programs Manager Carrefour Romania, Oana Pascu // Project Manager Corporate Causes Carrefour Romania, Ana Trif // Head of PR Carrefour Romania, Mircea Tomescu // Direct Brand Communications Carrefour Romania, Alina Silvestru // Innovation Manager Publicis Romania, Alexandra Caciur // Head Of Data & Business Intelligence Publicis Romania, Ilinca Sandor // Senior Account Manager Publicis Romania, Mira Sura // PR Consultant Graffiti PR, Iulia Botar // Communications Director Graffiti PR

## FINALIST

**Campaign:** Savior of love

**Brand:** First Bank

**Client:** First Bank

**Lead Agency:** Centrade | Cheil

**Contributing Companies:** Chainsaw Europe Studio | Cyclops Gilms | OMD Romania



Team: Viorel Ruse // Marketing & Communication Director First Bank, Mihai Tănase // Senior Marketing Specialist First Bank, Mihai Terecoasă // BTL & Production First Bank, Alina Petcu // Marketing Specialist First Bank, Mihai Gongu // ECD SEE Cheil Centrade, Roxana Niță // Creative Director Cheil Centrade, Ana-Maria Tanasă // Art Director Cheil Centrade, Alexandru Iliescu // Copywriter Cheil Centrade, Monica Garbur // AV Producer Cheil Centrade, Carmen Miruță // Client Service Director Cheil Centrade, Bianca Cauc // Account Director Cheil Centrade, Cristina Drașoveanu // Senior PR & CSR Specialist First Bank, Daniela Baraitaru // Marketing Specialist Insights & Social Media First Bank, George Gugulici // Director Cyclops Films, Mircea Lăcătuș // Senior video editor Chainsaw Europe Studio, Hasan Nasser // Sound engineer Chainsaw Europe Studio, Oana Maria Ursachi // Producer Cyclops Films, Maria Tanasoff // Digital Manager OMD Romania, Mădălina Borcea // Media Director OMD Romania

## Sustained Success

### SILVER

**Campaign:** The first intelligent banking

**Brand:** George

**Client:** BCR

**Lead Agency:** Cohn & Jansen Creative Network

**Contributing Companies:** Wavemaker (Romania) | Grapefruit | Mainstage The Agency | L2 Agency

Team: Andrei Beșliu // Group Creative Director Cohn & Jansen Creative Network, Cătălina Ceparu // Copywriter Cohn & Jansen Creative Network, Arina Stoenică // Group Account Director Cohn & Jansen

Creative Network, Delia Bârsan // Account Manager Cohn & Jansen Creative Network, Oana Știrbu // Account Director Cohn & Jansen Creative Network, Mihaela Coman // Copywriter Cohn & Jansen Creative Network, Francisc Zinz // Art Director Cohn & Jansen Creative Network, Ionuț Stanimir // Executive Director of Marketing and Communication BCR, Laura Andrei // Head of Marketing BCR, Katerina Todorovski // Head of Brand Marketing BCR, Adrian Săveanu // Brand Manager BCR, Ana Maria Ghiurcă // Head of Digital Marketing BCR, Andrei Cohn // Creative Partner Cohn & Jansen Creative Network, Alex Negoescu // Group Creative Director Cohn & Jansen Creative Network, Cristina Abdel // Strategic Planner Cohn & Jansen Creative Network, Diana Crâșmariu // Head of Strategy Cohn & Jansen Creative Network, Alexandru Ilie // Junior Brand Manager BCR, Ovidiu Popa // Online Expert BCR, Gabriel Daniel Stanciu // Online Specialist BCR, Andreea Blejan // Online Communication Expert BCR

### SILVER

**Campaign:** TUC SUCCESS STORY

**Brand:** TUC

**Client:** MONDELEZ Romania

**Lead Agency:** Minio Studio





**Contributing Companies:** Carat Romania | STARCOM | The Good Company

Team: Ioana Mucenic // CEO Minio Studio, Cristiana Pana // Head of Strategy and Growth Minio Studio, Paul Cotor // Head of Creatives Minio Studio, Andreea Vergelea // Junior Brand Manager MONDELEZ Romania, Ioana Pana // Senior Brand Manager Biscuits Category RO MONDELEZ Romania, Monica Zeciu // Senior Category Manager Macromex, Otilia Pandelescu // Client Director Carat Romania, Daniela Eustafievici // Digital Client Lead STARCOM, Tudor Petremarin // Film Director Fulg Media, Bogdan Alexandrescu // Executive Chef Independent, Iustin Vadana // Web Developer Land of Web, Marius Cioroaba // Director New Frame, Ana Stănel // Managing Partner The Good Company

**BRONZE**

**Campaign:** Eduard by Edenia

**Brand:** Edenia Foods

**Client:** Macromex

**Lead Agency:** Saatchi & Saatchi + The Geeks

**Contributing Companies:** STARCOM

Team: Teodora Ionica // Group Creative Director Saatchi & Saatchi + The Geeks, Bogdan Costin // Creative Director Saatchi & Saatchi + The Geeks, Andreea Moise // Senior Art Director Saatchi & Saatchi + The Geeks, Madalina Stoica // Account Director Saatchi & Saatchi + The Geeks, Oana Stincel // Marketing Director Macromex, Vlad Petre // Managing Director Saatchi & Saatchi + The Geeks, Camelia Manoil // Senior Brand Manager Macromex, Silvia Braileanu // Junior Brand Manager Macromex, Daniela Eustafievici // Digital Client lead STARCOM, Georgiana Modoran // Brand Manager, Ana Ocnaru // Communication & Digital Manager, Octavian Catana // Art Director, Adrian Vladut // Media Communication Manager STARCOM, Manuela Tutunica // Media Performance Specialist STARCOM, Andreea Ivanov // Performance Media Consultant STARCOM

**FINALIST**

**Campaign:** House Rules

**Brand:** Carrefour

**Client:** Carrefour Romania

**Lead Agency:** Publicis Romania

**Contributing Companies:** Havas Worldwide Bucharest | Funnel Agency

Team: Alin Badiu // Group Creative Director Publicis Romania, Sebastian Romano // Group Creative Director Publicis Romania, Irina Stoleru // Senior Art Director Publicis Romania, Otilia Coman // Senior Copywriter Publicis Romania, Mihaela Dinu // Copywriter Publicis Romania, Roberta Schuster // Art Director Publicis Romania, Casiana Horobeanu // Copywriter Publicis Romania, Sherin Arabo // Art Director Publicis Romania, Titus Dumitrescu // Executive Creative Director Publicis Romania, Miruna Baias // Senior Strategic Planner Publicis Romania, Ilinca Sandor // Senior Account Manager Publicis Romania, Corina Tudor // Group Account Director Publicis Romania, Elena Tanase // Account Executive Publicis Romania, Mihaela Abagief // Senior Campaign Manager Carrefour Romania, Liliana Baclea //



Responsabil Comunicare ATL și Trafic Carrefour Romania, Diana Falan // Head of Brand Communication Carrefour Romania, Mircea Tomescu // Director Brand Communications Carrefour Romania, Elena Manolache // Account Manager Publicis Romania, Carmina Pohontu // Account Manager Publicis Romania, Camelia Efrimov // AV Producer Publicis Romania

## Positive Change: Social Good - Brands

### GOLD

**Campaign:** Book a Vax  
**Brand:** Curtea Veche Publishing  
**Client:** Curtea Veche Publishing  
**Lead Agency:** House of Arrows

Team: Dora Marian // Creative Director Curtea Veche Publishing, Sonia Ciocan // Creative Director House of Arrows, Radu Osaciuc // Creative Director House of Arrows, Cristina Băraităruș // Group Account Director Curtea Veche Publishing, Iren Arsene Mate // General Director Curtea Veche Publishing, Maria Sarivan // Strategic Partner House of Arrows, Cătălin Tabacu // Copywriter former member, Miruna Meiroșu // PR Manager Curtea Veche Publishing, Marius Motoca // PR Specialist Curtea Veche Publishing, Theodora Petrescu // Account Manager Curtea Veche Publishing, Barna Nemethi // Executive Director House of Arrows

### SILVER

**Campaign:** Act For Good  
**Brand:** Carrefour  
**Client:** Carrefour Romania  
**Lead Agency:** Publicis Romania  
**Contributing Companies:** Havas Worldwide Bucharest | Graffiti PR | Funnel Agency | Jam Session Agency

Team: Alin Badiu // Group Creative Director Publicis Romania, Sebastian Romano // Group Creative Director Publicis Romania, Carmina Pohontu // Digital Client Manager Publicis Romania, Ilinca Sandor // Client Lead Publicis Romania, Corina Tudor // Senior Client Lead Publicis Romania, Titus Dumitrescu // Executive Creative Director Publicis Romania, Casiana Horobeanu // Digital Copywriter Publicis Romania, Corina Panait // Junior Digital Client Manager Publicis Romania, Sherin Arabo // Art Director Publicis Romania, Miruna Baias // Brand Strategist Publicis Romania, Alina Silvestru // Innovation Manager Publicis Romania, Diana Falan // Brand Manager Carrefour Romania, Mihaela Abagief // Senior Campaign Manager Carrefour Romania, Teodor Gurgui // Mobile, Loyalty & UX Development Manager Carrefour Romania, Elena Carcu // Copywriter Publicis Romania, Andrei Antal // Copywriter Publicis Romania, Andrei Detesan // Art Director Publicis Romania, Nicoleta Baicu // Modern Shopping Brand Manager Carrefour Romania, Bogdan Lupu // Loyalty and Modern Director Carrefour Romania, Mihaela Dinu // Copywriter Publicis Romania



## **BRONZE**

**Campaign:** LOVE YOURSELF // BLACK FRIDAY CAMPAIGN

**Brand:** FASHION DAYS

**Client:** Fashion Days

**Lead Agency:** Leo Burnett Romania

**Contributing Companies:** MSL The Practice Romania | Conversion

Team: Fulvia Olaru // Deputy Brand Communication Director LEO BURNETT, Raluca Monac // Head of Brand Marketing Fashion Days, Raluca Acuculitei // Brand Communication Manager LEO BURNETT, Denisa Cojocariu // Brand Manager Fashion Days, Andrei Nica // Group Creative Director LEO BURNETT BUCHAREST, Oana Nastase // Senior Planner LEO BURNETT, Oana Sandru // Copywriter LEO BURNETT, Eduar Cirstea // Art Director LEO BURNETT, Laura Moisa // AV Producer LEO BURNETT, Maria Toma // Social Media Manager Fashion Days, Andrei Petrea // Art Director LEO BURNETT, Ionut Radu // Media Manager Conversion Media Romania, Andrei Chirila // Marketing Director Fashion Days, Alexandra Badita // Social Media Specialist Fashion Days, Alexandra Gabriela Mateescu // Visual Content Manager Fashion Days, Andra Pecingina // Copywriter Fashion Days, Diana Alexa // Managing Director LEO BURNETT, Robert Berza // General Manager Fashion Days

## **BRONZE**

**Campaign:** Villages

**Brand:** Vodafone

**Client:** VODAFONE ROMANIA

**Lead Agency:** McCann Worldgroup Romania

**Contributing Companies:** MRM Romania

Team: Stefan Chiritescu // Chief Strategy Officer McCann Romania, Mircea Tara // Senior Copywriter McCann Romania, Papuc Ruxandra // Executive Creative Director McCann Romania, Doina Ionescu // Group Account Director McCann Romania, Tiberiu Munteanu // Head of A/V Production McCann Romania, Anca Mihalache // Art Director McCann Romania, Valentin Rusu // Head of DTP McCann Worldgroup Romania

## **BRONZE**

**Campaign:** Smart Forest

**Brand:** Vodafone

**Client:** VODAFONE ROMANIA

**Lead Agency:** McCann Worldgroup Romania

**Contributing Companies:** MRM Romania

Team: Stefan Chiritescu // Chief Strategy Officer McCann Romania, Bianca Troncea // Strategy Director McCann Romania, Papuc Ruxandra // Executive Creative Director McCann Romania, Rusu Adrian // Group Creative Director McCann Romania, Ovidiu Juravle // Senior Art Director McCann Romania, Bold Iulia // Art Director McCann Romania, Mircea Tara // Senior Copywriter McCann Romania, Andreea



Spilca // Senior Account Director McCann Romania, Stefania Tita // Account Executive McCann Romania, Doina Ionescu // Group Account Director McCann Romania, Tiberiu Munteanu // Head of A/V Production McCann Romania, Valentin Rusu // Senior DTP McCann Romania

## **BRONZE**

**Campaign:** When there is a GOSPODINA, there also needs to be a GOSPODIN

**Brand:** Fairy, Procter & Gamble

**Client:** Procter & Gamble Romania

**Lead Agency:** Graffiti PR

**Contributing Companies:** MediaCom | Cult Market Research

Team: Elida Pantea // Senior Brand Manager Home Care, P&G SEE Procter & Gamble Romania, Razvan Resmerita // Communications Director Fabric, Home, Baby and Fem Care, P&G SEE Procter & Gamble

Romania, Alhassan Alkuhlani // Brand Director Home Care, P&G SEE Procter & Gamble Romania, Laura Moisiu // Integrated Communications Director Graffiti PR, Geanina Iamandi // PR Consultant Graffiti PR, Madalina Ghebaru // PR Specialist Graffiti PR, Oana Samit // Jr PR Specialist Graffiti PR, Stefana Lepadatu // Jr PR Specialist Graffiti PR, Paul Kasprovschi // Researcher and Brand Strategist Graffiti PR, Mihai Gitu // Head of Video Graffiti PR, Madalina Savulescu // Head of Digital Graffiti PR, Roxana Diaconescu // Senior Digital Content Consultant Graffiti PR, Madalina Radu // Digital Content Specialist Graffiti PR, Iulia Stoicanea // Digital Content Assistant Graffiti PR, Bogdan Ionita // Graphic Designer Graffiti PR, Mihaela Neagoe // Digital Media Specialist MediaCom, Paul Acatrini // Research Manager Cult Market Research

## **FINALIST**

**Campaign:** Storysingning riddles

**Brand:** Kinder Felie de Lapte

**Client:** Ferrero Romania

**Lead Agency:** Saatchi & Saatchi + The Geeks

**Contributing Companies:** Starcom Romania | MSL The Practice

Team: Bogdan Costin // Creative Director Saatchi & Saatchi + The Geeks, Tiberiu Coman // Group Creative Director Saatchi & Saatchi + The Geeks, Ani Mina // Art Director Saatchi & Saatchi + The Geeks, Laurentiu Semeniuc // Senior Strategic Planner Saatchi & Saatchi + The Geeks, Simona Zglimbea // Senior Account Director Saatchi & Saatchi + The Geeks, Emil Mititelu // Digital Client Manager STARCOM, Andreea Ivanciu // Senior Performance Media Specialist STARCOM, Cristina Chicus // Senior Project Manager MSL The Practice, Daniela Marin // Communications Director MSL The Practice, Delia Danu // Project Lead Saatchi & Saatchi + The Geeks, Irina Ivanet // Junior Strategic Planner Saatchi & Saatchi + The Geeks, Anca Geana // Brand Manager Kinder Kinder Romania, Diana Pasoi // Senior Brand Manager Kinder Kinder Romania, Paul Foltache // Senior Web Developer Saatchi & Saatchi + The Geeks, Alexa Balaskas // Communication Manager MSL The Practice



## Positive Change: Social Good - Non-Profit

### GOLD

**Campaign:** GUILT GIFTS PUPPETRY

**Brand:** ANAIS

**Client:** ANAIS

**Lead Agency:** Cheil Centrade

Team: Roxana Nita // Group Creative Director Centrade | Cheil, Alexandru Iliescu // Copywriter Centrade | Cheil, Ana-Ramona Tanasă // Art Director Centrade | Cheil, Maria Trepcea // Account Director Centrade | Cheil, Ana-Maria Radulescu // Senior Account Manager Centrade | Cheil, Monica Garbur // AV Director Centrade | Cheil, Veronica Bratu // Social Media Manager Centrade | Cheil, Mihai Gongu // Executive Creative Director SEE Centrade | Cheil, Carmen Miruță // Client Service

Director Centrade | Cheil, Mihaela Mangu // Director Executiv ANAIS, Carmen Nemes // Presedinte ANAIS, Petru Stratulat // Actor, Lightwave Theatre Company Independent Romania, Cristina-Andreea Ion // Coordonator, Lightwave Theatre Company Independent Romania, Alex Petrosanu // Creative Director, Les Ateliers Nomad Independent Romania, Adi Bulboaca // DOP & FOTOGRAF Independent Romania, Razvan Rotaru // Coregraf, Mike's School of Dance Independent Romania, Corina Platon // Coregraf, Mike's School of Dance Independent Romania, Mircea Lăcătuș // Editor, Chainsaw Europe Independent Romania, Medeea Marinescu // Actor Independent Romania

### SILVER

**Campaign:** Come out with me

**Brand:** Accept

**Client:** ACCEPT

**Lead Agency:** Publicis Romania

**Contributing Companies:** Global Records | TikTok

Team: Matei Florea // Content & Community Specialist TikTok, Miruna Dumitrescu // Group Creative Director Publicis Romania, Ioana Mihai // Strategy Director Publicis Romania, Tudor Toma // Client Manager Publicis Romania, Ioana Dumitrascuta // Client Lead Publicis Romania, Catalina Preda // Art

Director Publicis Romania, Bianca Barsan // Copywriter Publicis Romania, Cosmin Anghel // Copywriter Publicis Romania, Ciprian Frunzeanu // Digital Art Director Publicis Romania, Vanesa Panait // Junior Copywriter Publicis Romania, Andreea Roscan // Art director, Patrik Barila // Co-Director & trans activist Asociatia Accept, Ana Ciutu // Campaign Coordinator Asociatia Accept, Diana Dragomir // Communication Coordinator Asociatia Accept, Gabriel Gherman // Trans Activist Asociatia Accept, Luca Istodor // Bucharest Pride co-organizer Asociatia Accept, Alex Zorila // Bucharest Pride co-organizer Asociatia Accept, Andreea Pietrosel // Content Creator & PR Asociatia Accept, Teodora Roseti Ion Rotaru // Executive Director Asociatia Accept, Laura Savu // Global Community Manager TikTok



## **SILVER**

**Campaign:** The Institute

**Brand:** Autism Voice

**Client:** Autism Voice

**Lead Agency:** Pastel Age

**Contributing Companies:** Canopy | Music Gear | Glome Studio

Team: Manuela Silica // Client service director Pastel Age, Laura Iane // Creative director Pastel Age, Roxana Sava // Group creative director/ Copywriter Pastel Age, Raluca Gorjanu-Radu // Art director/ Editor Pastel Age, Vlad Giogu // Editor / Graphic designer Pastel Age, Loredana Pogonescu // Account manager Pastel Age, Ana Doaga // PR Manager Pastel Age

## **BRONZE**

**Campaign:** Real Life Estate

**Brand:** Samusocial Romania

**Client:** Samusocial din România

**Lead Agency:** Tribal Worldwide

**Contributing Companies:** OLX Group

Team: Simina Zidaru // Deputy Managing Director & Creative Director Tribal Worldwide, Mădălina Pop // Senior Copywriter Tribal Worldwide, Ionuț Raicu // Senior Art Director Tribal Worldwide, Andreea Apostoliu // Head of Social Media Tribal Worldwide, Claudiu Ioniță // Social Media Manager Tribal Worldwide, Bianca Vișinescu // Social Media Executive Tribal Worldwide, Marie-Claire Borcan // Influencers Manager, Ruxandra Popescu // Client Service Director Tribal Worldwide, Alexandra Mesaroș // Account Manager, Andrei Soare // Development Director Tribal Worldwide, Andrei Crăciun // Communication Manager Samusocial din România, Sabina Nicolae // Executive Director

## **FINALIST**

**Campaign:** Unwanted Touches

**Brand:** Asociația Telefonul Copilului

**Client:** Asociația Telefonul Copilului

**Lead Agency:** Mercury360

**Contributing Companies:** Romanian Police - Prevention Division

Team: Liviu Turcanu // Creative Director Mercury360, Roxana Paduraru // Art Director Mercury360, Ana Serban // Group Creative Director Mercury360, Mihaela Bourceanu // Client Service Director Mercury360, Madalina Gheorghe // Sr. Account Manager Mercury360, Georgiana Bumbu // Account Executive Mercury360, Catalina Surcel // Executive Director Asociația Telefonul Copilului, Ramona Dabija // Chief Commissioner ROMANIAN POLICE – PREVENTION DIVISION, Sorin Stanica // Chief Commissioner ROMANIAN POLICE – PREVENTION DIVISION, Andrei Busuioc // Head of Digital Design Outbox, Andrian Munteanu // Managing Director Outbox, Razvan Cliza // Executive Producer



Avanpost, Alex Galmeanu // Photographer & Director Alex Galmeanu, Dana Pascu // Communication Strategy Mercury360, Alexandra Coltea // Post Production Manager Animation, Robert Iulian // Video Editor Animation

### **GRAND EFFIE 2022**

**Campaign:** Book a Vax

**Brand:** Curtea Veche Publishing

**Client:** Curtea Veche Publishing

**Lead Agency:** House of Arrows

Team: Dora Marian // Creative Director Curtea Veche Publishing, Sonia Ciocan // Creative Director House of Arrows, Radu Osaciuc // Creative Director House of Arrows, Cristina Băraităruș // Group Account Director Curtea Veche Publishing, Iren Arsene Mate // General Director Curtea Veche

Publishing, Maria Sarivan // Strategic Partner House of Arrows, Cătălin Tabacu // Copywriter, Miruna Meiroșu // PR Manager Curtea Veche Publishing, Marius Motoca // PR Specialist Curtea Veche Publishing, Theodora Petrescu // Account Manager Curtea Veche Publishing, Barna Nemethi // Executive Director House of Arrows