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BRAND COMMUNICATION





/ Image Campaign

CEC BANK

IT'S YOUR TIME





Name: "It's Your Time"

/ Image Campaign

CEC Bank

"It's your time!" is the new communication platform by CEC BANK, coined in 2025 as a bridge through generations past, present and future.

The first bank founded in Romania, CEC BANK shares its view on the value of money as something worth what you make of it, a belief proven time and time again through generations, and encourages Romanians to believe in their own values, destiny and their power to shape the future.

COMPONENTS: TV, digital campaign, social media, 360° communication platform



Name: "It's Your Time"

/ Image Campaign

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TO SEE
THE CAMPAIGN





/ Image Campaign

VIVA CREDIT

MONEY FOR MISHAPS



Name: “Money for Mishaps”

/ Image Campaign

VIVA CREDIT

You know those moments when one mishap follows another in an unfortunate chain of events? It's not a curse, it's life.

That's the idea behind “Money for Mishaps”, a campaign set in Bl. L, a fictional apartment block full of relatable characters and their everyday troubles.

With humor and empathy, the campaign reminds us: when life breaks down, don't panic—log on to Viva Credit. From TV and radio to digital and an interactive landing page, the story unfolds with the same witty, down-to-earth tone across every channel.

COMPONENTS: TV, radio, digital campaign, social media, interactive website



Name: "Money for Mishaps"

/ Image Campaign

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THE CAMPAIGN





Name: "Bucatari Necelebri"

/ Image Campaign

AGRICOLA





Name: “Bucatari Necelebri”

/ Image Campaign

AGRICOLA

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

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

COMPONENTS: TV, digital campaign, social media





Name: "Bucatari Necelebri"

/ Image Campaign

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THE CAMPAIGN





Name: "Cine mananca impreuna ramane impreuna"

/ Image Campaign

AGRICOLA





Name: “Cine mananca impreuna ramane impreuna”

/ Image Campaign

AGRICOLA

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

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

COMPONENTS: TV, digital campaign, social media





Name: "Cine mananca impreuna ramane impreuna"

/ Image Campaign

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THE CAMPAIGN





Name: "Cutremurator de Crocante"

/ Product Campaign

ALFERS





Name: “Cutremurator de Crocante”

/ Product Campaign

ALFERS

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

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

ALFERS: Tremendously crunchy

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





Name: "Cutremurator de Crocante"

/ Product Campaign

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THE CAMPAIGN





Name: "Care e faza cu pompele de caldura"

/ Digital Campaign

ARISTON





Name: “Care e faza cu pompele de caldura”

/ Digital Campaign

ARISTON

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

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

COMPONENTS: digital campaign, social media, influencers





Name: "Care e faza cu pompele de caldura"

/ Digital Campaign

CLICK HERE TO SEE THE CAMPAIGN





Name: "Also effective against paranoia"

/ Product Campaign

AROXOL





Name: "Also effective against paranoia"

/ Product Campaign

AROXOL

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

COMPONENTS: TV, digital campaign, social media





Name: "Also effective against paranoia"

/ Product Campaign

CLICK HERE
TO SEE
THE CAMPAIGN





Name: "Mama la nevoie se cunoaste"

/ Content Campaign

ABR*

*Brewers Association of Romania





Name: “Mama la nevoie se cunoaste”

/ Content Campaign

ABR

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

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

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

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





Name: "Mama la nevoie se cunoaste"

/ Content Campaign

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THE CAMPAIGN





Name: "Alcoolul nu te face mare"

/ Content Campaign

ABR*

*Brewers Association of Romania





Name: "Alcoolul nu te face mare"

/ Content Campaign

ABR

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

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





Name: "Alcoolul nu te face mare"

/ Content Campaign

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Name: "Magnum X Jurjak"

/ Content Campaign

MAGNUM

MAGN





Name: "Magnum X Jurjak"

/ Content Campaign

MAGNUM

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

COMPONENTS: digital campaign, social media, special projects





Name: "Magnum X Jurjak"

/ Content Campaign

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THE CAMPAIGN





Name: "Nu-ti mai face filme"

/ Content Campaign

SAMEDAY





Name: "Nu-ti mai face filme"

/ Content Campaign

SAMEDAY

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

COMPONENTS: digital campaign, social media





Name: "Nu-ti mai face filme"

/ Image Campaign

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THE CAMPAIGN





Name: "Top Fres"

/ Image Campaign

SPARTAN





Name: "Top Fres"

/ Image Campaign

SPARTAN

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

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





Name: "Top Fres"

/ Image Campaign

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THE CAMPAIGN**





Name: "Superpasiuni turate la Maxim"

/ Content Campaign

SUPERBET





Name: "Superpasiuni turate la Maxim"

/ Content Campaign

SUPERBET

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

COMPONENTS: digital campaign, social media, influencers





Name: "Superpasiuni turate la Maxim"

/ Content Campaign

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TO SEE
THE CAMPAIGN





Name: "Invata cum se face"

/ Digital Campaign

URA*

*Romanian-American University





Name: "Invata cum se face"

/ Digital Campaign

URA

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

COMPONENTS: digital campaign, social media.





Name: "Invata cum se face"

/ Digital Campaign

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Name: "Shot on 12Pro"

/ Content Campaign

XIAOMI



au fost rea



Name: "Shot on 12Pro"

/ Content Campaign

XIAOMI

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

COMPONENTS: digital campaign, social media, launch event





Name: "Shot on 12Pro"

/ Content Campaign

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