



Nice to meet you!

FRIENDS
VTBWA

– Who are we?

Established in 2003, Friends Advertising is presently an affiliate of TBWA Worldwide, becoming FRIENDS\TBWA as of May 2014.

FRIENDS\TBWA is a unique blend of local talent and consumer knowledge, tested on more than 1.000 projects for companies in virtually all sectors, with relevant work across the marketing mix, from branding to integrated campaigns.



\key facts

- 14 years old
- team of 70 people
- strong local insight-driven
- long-term relationships with clients and partners
- cross-category expertise: from shampoo to tires to wildlife
- proud supporter of Friends for Friends Foundation - the only foundation empowering creative people

adidas



Persil

L&M



Silan



LET'S DO IT ROMANIA!

Chesterfield



Frutti Fresh



IZVORUL MINUNILOR
Apă de legendă

VICHY
LABORATOIRES



Perwoll

pur
Universal

CARPATHIA
European Wilderness Reserve



Agricover

KEY CLIENTS



Locally-won client, full-service collaboration for 2 brands



Network client of 6 years, creative and marketing services



Locally-won client since 2013, creative and BTL services



Regional HUB for 7 countries



Network client, creative, strategy and BTL





Way of working

we believe

in working together, more efficiently, and not on different
“sides”

that a right start delivers a happy end for all

in quick, solution-oriented responses to clear feedback

that asking questions is crucial at every step of the project

that mutual trust can lead to great results

but most of all we believe in
disruption[®]

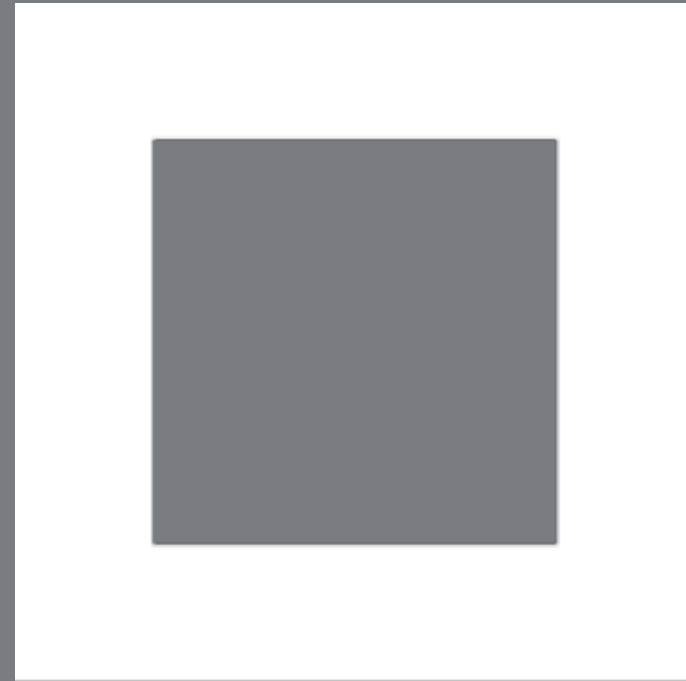


DISRUPTION[®] @ WORK

Rejecting the convention and finding the
big idea for our brands.

It's our starting point and guide post for the
brand.

Disruption Roadmap



Convention

Status quo marketing
for the category



Disruption

An idea and brand
behavior that facilitates that
vision



Vision

A projection of the
company into a more
purposeful and
profitable future

- ① client brief
- ② debriefing
- ③ research
- ④ creative brief with strategic routes
- ⑤ internal creative & digital briefing
- ⑥ work on proposals
- ⑦ internal presentation(s)
- ⑧ fine-tuning
- ⑨ final proposals
- ①⑩ client presentation
- ①① client feedback & debrief
- ①② work on final executions
- ①③ digital production briefing
- ①④ a/v production briefing
- ①⑤ a/v production
- ①⑥ digital production
- ①⑦ DTP
- ①⑧ delivery of materials (a/v, print, digital)

our projects flow



**Some of our
exceptional*
projects**

*exceptional = bringing outstanding results for our clients



McDonalds' Romanian Weeks

McDonald's introduced three Romanian-inspired products in Romanian restaurants, a first for our market.

The communication focused on the Romanian humor and culture. The pride of Romanian people and the way we present our country to foreigners were big insights that set the tone for the communication. Romanias' specific culture and flavor was portrayed in various executions, including a TV commercial starring Mihai Bobonete, an acclaimed local comedian, OOH, online and in-store.

TVC: <https://www.youtube.com/watch?v=MGSznp1YRIE>

One of the two sandwiches was sold out in restaurants before the end of the campaign. The TV commercial was the 2nd most viewed commercial on Youtube in May, as ranked in YouTube Romania Ads Leaderboard.



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Bergenbier - “Refreshing Romania”



For Bergenbier, 2017 brought a new positioning and a new mission: to refresh Romania, on 3 distinct pillars

EQUITY: National image campaign

REGIONAL ACTIVATION: summer BTL nationwide project

TRADE: retail dedicated activations



For the summer our task was to translate the promise “THE MOST REFRESHING BEER ON THE MARKET” into experiences for the consumers.

Make it big, national, but very relevant locally through the amazing BTL project & trade activations.

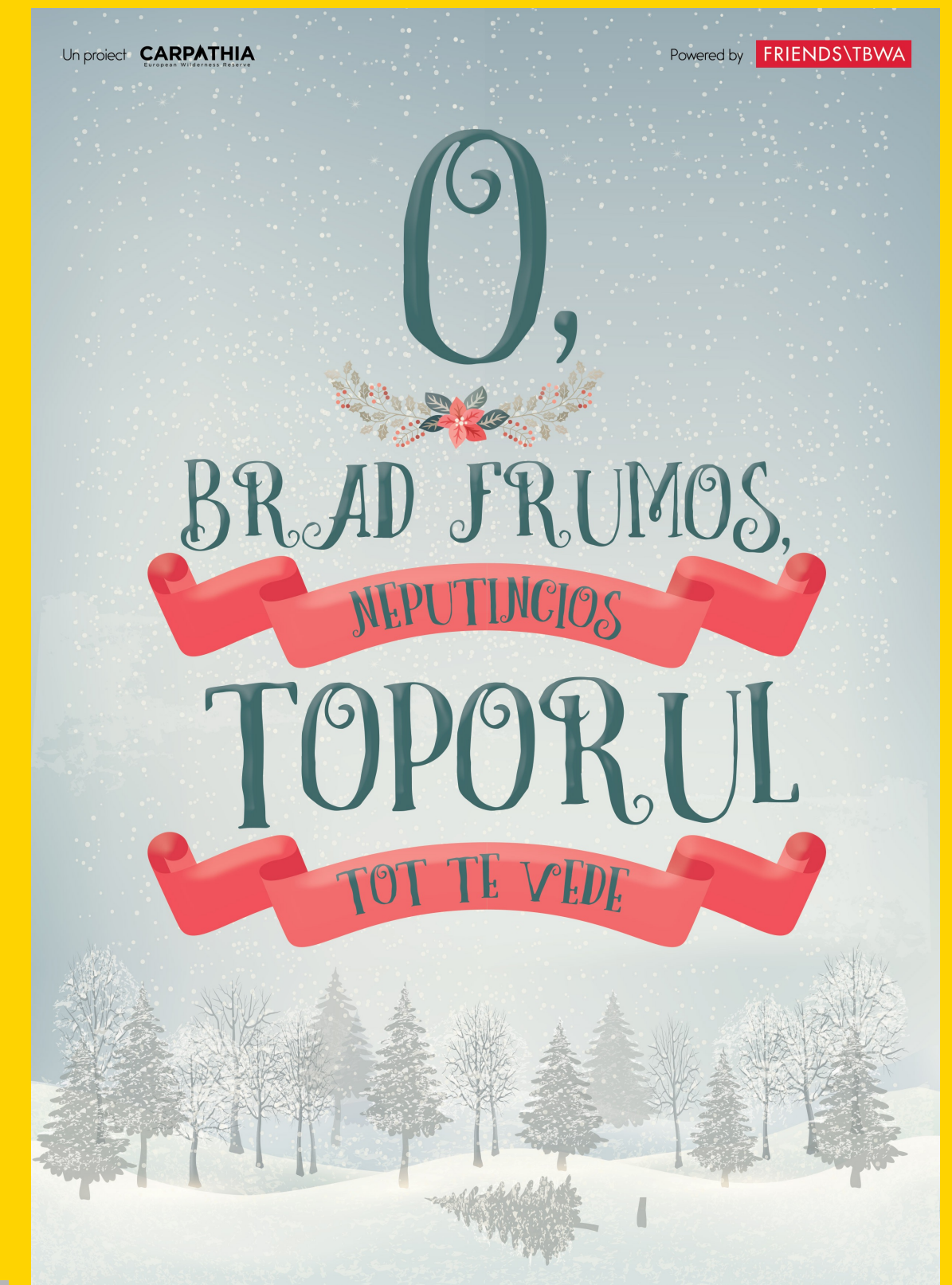
Conservation Carpathia Foundation

Large numbers of fir trees are being cut down for Christmas. We needed a campaign to raise awareness on the massive deforestation happening in Romania.

Our creative solution was to rewrite the 'Oh, Christmas Tree' carol in four different languages, so as to speak about fir tree deforestations. The modified carol was sung by a renowned national choir in their traditional Christmas Carol Concert, on the stage of a sold-out Romanian Athenaeum.

<https://www.youtube.com/watch?v=HE7mcKX00FY>

The carol was widely covered on national TV stations, radio stations, printed and online press. It was also featured in national radio channel playlists and resung online by mainstream artists, bring the issue to general attention.



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adidas Ultra Boost Camp

adidas is the technical sponsor of the International Bucharest Marathon and Half-Marathon.

In order to highlight their best running shoe, the adidas Ultra Boost, with its innovative BOOST sole we've created for them a 900 sqm camp where runners could try, test and run in the new Ultra Boost.





**Relevant
work**

Bergenbier - Refreshing Modern Trade

For the summer in-store activation, our goal was to Create a Refreshing Experience for Modern Trade Shoppers. We achieved that by bringing the experience to life through technology and lots of refreshing prizes, with a special Kinect activation and also a dedicated SMS promo in Kaufland.



Persil @ TIFFF 2017

As a no. 1 brand on the liquid detergents market, Persil decided to Support performance and quality entertainment during TIFFF 2017:

- at Bontida during the event Weekend at the the Castle - fun and relaxing corner for entire family
- at CineConcert - photobooth activations for both kids and adults
 - at Piata Unirii - Persil offered a film music moment with Cristina Kiseleff interpreting Pirates of the Caribbean, Mission Impossible and Game of Thrones musical themes at an electric violin



Knorr Salad Dressing Launch

Extensive in-store communication for the launch of Knorr's new range of instant salad dressings, under the idea "Dress your veggies in a tasty way."

The campaign focused on innovative tasting sessions (the Salad Delivery Service), heavy retail presence and online special projects.



McDonalds - Smmiles Promo



The Smile after Smile promo first debuted in 2015 and ever since McDonalds rewarded the consumers with products and prizes for every maxi menu bought.

The mechanics we proposed centered around the “Smmmile” idea which symbolizes the consumers’ culinary satisfaction. We turned these smmmiles into coupons which the consumers need to collect in order to win prizes.

Danone Disney Promo

For Danone's new Disney flavoured kids yogurts we developed a colourful and attractive store presence, in order to communicate the summer promotion with a Euro Disneyland trip prize.



Dero Varadero Ltd. Edition

For Dero's summer special edition promo we found the perfect destination for a dream holiday – in Varadero, Cuba. Since Varadero literally means 'the Dero Summer', we knew right away we had the perfect ingredients for a colorful and exciting story....

A story with scents of coconut and tropical flowers, a story about sunny beaches, clear waters, wise parrots and Cuban sounds, all brought to life accross retail, TV outdoor and digital



Napoca Ice-cream relaunch



Napoca, a well-know Romanian ice-cream brand, was enjoyed by children and nostalgic adults alike but in 2013 the time had come for a refresh in its communication.

So we turned this exciting opportunity into an exploration. A journey into the fantasy world of Napoca Ice-Cream Factory. With the help of the Italian director Kobaiashy, we crafted a whimsical, colourful and all-around delicious TVC any many other executions.

The campaign helped the brand increase sales and paved the way for the new Napoca communication, confirming once again the great power that lies in ideas and embracing transformation.

Colour Catcher - Innovative outdoor



Henkel launched on the Romanian market a revolutionary product that eliminates the problem of colours migrating from one fabric to another, while washing. A product in the additives segment that captures the colours in the water, like a magnet.

We communicated the launch through a special project: an intriguing outdoor and activations around it.



A special constructed outdoor in a central area, showing an oversized product box. A powerful light cannon lights one side of the box. On the other side, the white light is transformed into a rainbow, showing that with CC the colours remain intact.

Delikat: the taste of stories

For Delikat's new objective of penetrating the main dish category, we developed a promo, aimed to gather the best chicken recipies in all the land.

The promotion had exceptional results and brought a Bronze Effie prize in the food category.



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Delikat: the dance of prizes



For Delikat's 20 years anniversary we came up with a special promotional object, plates design by Una ca Luna, with traditional Romanian patterns. The campaign had a heavy in-store presence, special projects on TV and also online communication.

Mega Mall - Anniversary Campaign

The Anniversary campaign for Mega Mall - was their first image campaign centered around party atmosphere. Through it we had to revive the tone and also bring a new look and feel to the brand.

We needed to communicate to a street-smart costumer, without talking just about fashion and entertainment, and we did so by using a fresh, digitally-flavoured lingo, paired with dynamic, surprising images.



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Say Shops: telecom retail communication

For Say Shops we developed seasonal and monthly in-store campaigns, aimed to attract customers and boost the special telco offers promoted in collaboration with Orange.

We developed TV campaigns and in-store communication, with significant sales boost results for every new promotion.



Sensiblu: pharma retail communication

We worked for Sensibly for over 4 years, developing the ATL and in-store communication of the largest pharmacy retail chain in Romania.

Multe seamănă, dar nu-s la fel

Minim 10% discount garantat și cele mai mari beneficii

www.sensiblu.com

SENSI *blue*
SFATURI SĂNĂTOASE

Detailed description: This advertisement features a large lion on the left and a small tabby cat on the right, both sitting on a white surface against a light blue background. A red banner at the top contains the text 'Multe seamănă, dar nu-s la fel'. A red banner at the bottom left contains the text 'Minim 10% discount garantat și cele mai mari beneficii'. The Sensibly logo and website URL are at the bottom.

O DULCE ALINARE
PENTRU DIABET

Sensiblu îți aduce o bomboană de reducere: 20% pentru suplimentele de diabet*.

În plus, primești un glucometru gratuit** pentru un control mai sigur al glicemiei.

* consultă în farmacie lista de produse
** conform regulamentului companiei

SENSI *blue*

Detailed description: The advertisement has a dark red background. At the top, it says 'O DULCE ALINARE' and 'PENTRU DIABET'. In the center is a green and blue capsule shaped like a candy. Below it, text offers a 20% discount on diabetes supplements and a free glucometer. The Sensibly logo is at the bottom right.

2008

Renăște-te

Purifică-ți organismul. Ziile acestea, Sensiblu te stătuiește cum să aduci din nou primăvara în sufletul tău.

SENSI *blue*

Detailed description: The advertisement shows a man in a meditative pose against a dark, atmospheric background. The text 'Renăște-te' is written in a glowing font. A '2008' badge is in the bottom left. The Sensibly logo is in the bottom right.



**Regional roll-out
support &
experience**

TBWA collective



11,300
people

305
offices

98
countries

FRIENDS\ TBWA\ BUCHAREST

- Michelin - regional coordination hub for 7 countries
- UPC - creative direction for CEE, working accross markets with multiple TBWA agencies
- Henkel & McDonalds - creative collaboration with regional HUB, working closely with regional TBWA agencies

Why work with us

we have a good understanding of retail category through extensive FMCG experience

our team has long-term expertise in local retail: Sensiblu - leading pharmacy chain, McDonalds, Say Shops, Mega Mall - biggest shopping mall in Bucharest, iCentre

we have strong regional roll-out expertise & support

we've got a history of successful long-term relationships with brands on the expansion path

we have experience with quick-response large-scale accounts and can set-up efficient teams tailored to the clients' need

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\ THANK YOU

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