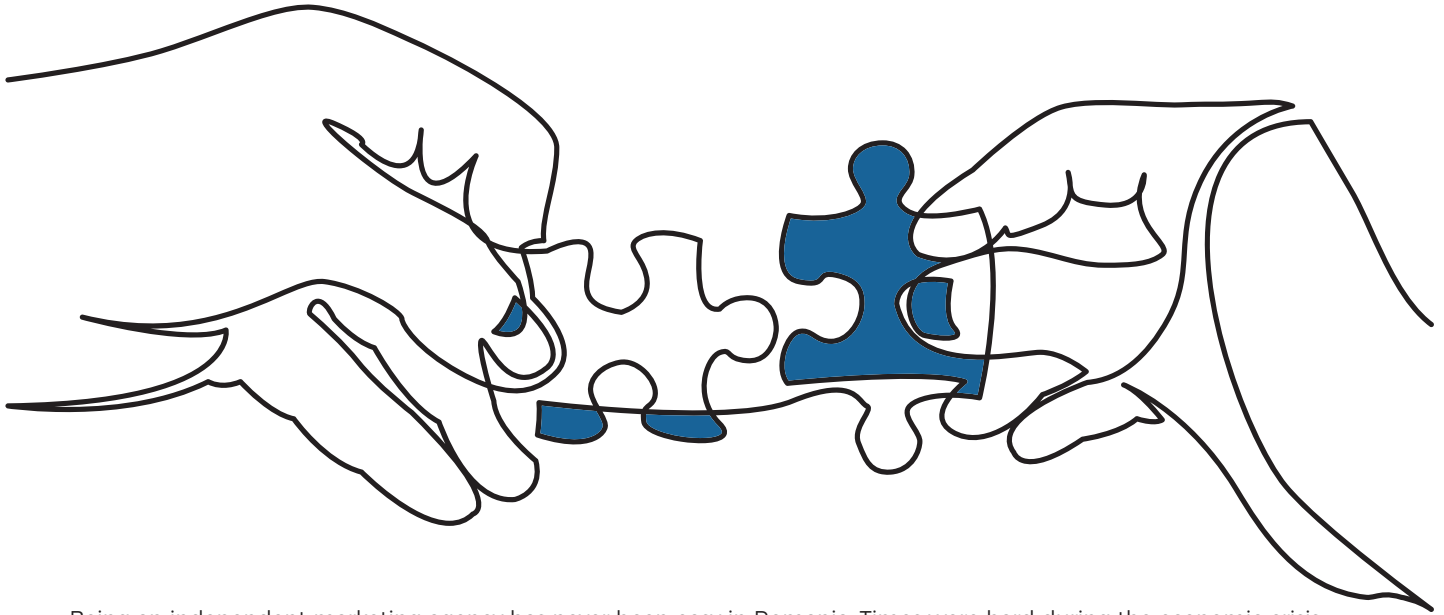




RoCREATIVITY.

Romanian Creators
of Great Ideas



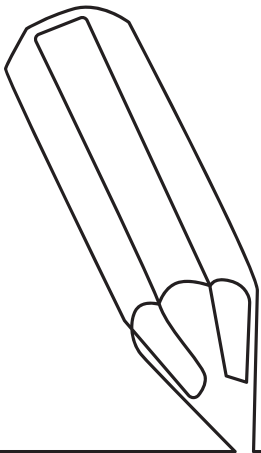
Being an independent marketing agency has never been easy in Romania. Times were hard during the economic crisis, but even today, in the context of the major groups' consolidation of power and resources, surviving isn't easy. Still, Romania is no different than other countries in CEE or the rest of the world, say pundits.

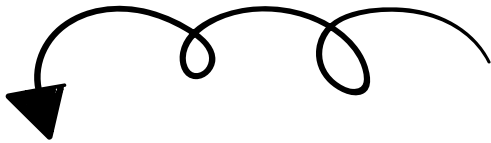
There used to be times, indeed, when opening one's own agency was the normal move after years of experience in a big, multinational company or agency. This is not so common now. The economic situation in recent years has proved to be a good auto-selector of the good from the bad, the talented and creative, strong and determined from the rest of the pack. It has taken a lot for independent agencies to survive and not get "sucked" into big groups or corporations, say players.

Remaining independent and financially self-sufficient was a demonstration of a lot of skills, including agency teams' effort and motivation. Romania has independent agencies that have passed the ten-year mark and carry on developing campaigns that bring results for their clients. The proof lies in the awards haul, both locally and internationally, as well as in the agencies' revenues and number of clients.

Smart and intuitive companies will always look to hire agencies that offer quality products, in an innovative way, say industry players. So here we are: RoCreativity is a unique blend of well-established Romanian advertising agencies eager to offer innovative services to all you smart and intuitive clients.

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CREATIVE VR

Creative VR does:

- Virtual Reality installations
- 360 video shootings which are later set up into VR installations
- Augmented Reality projects
- Tech solutions for events

Clients / Campaigns

Orange Romania, ING Bank, Pepsi, Kent, Coca Cola, Ellite Models, American Experience, Pfizer, BCR, Danone etc



Accomplishments:

- We were the first to organize a live 360 VR press conference in Romania
- First mixed reality setup
- First VR supermarket trade campaign
- Listed as showcasing @ Cannes (video) for a 360 video project
- First VR setup for the tourism and jobs industries
- First multiplayer in VR



Practically, we always liked being trendsetters, keeping our ideas one step ahead .

Reptatet etustia inte coreper feribus excesti scientus, ut molum ent por sequat lab ilibusam, nihicab orepede earchicim ipsa qui qaborporro et exat iscipsa delia dolendi pitatet ea veliquamus.

Contact Us



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București, Romania

GODMOTHER



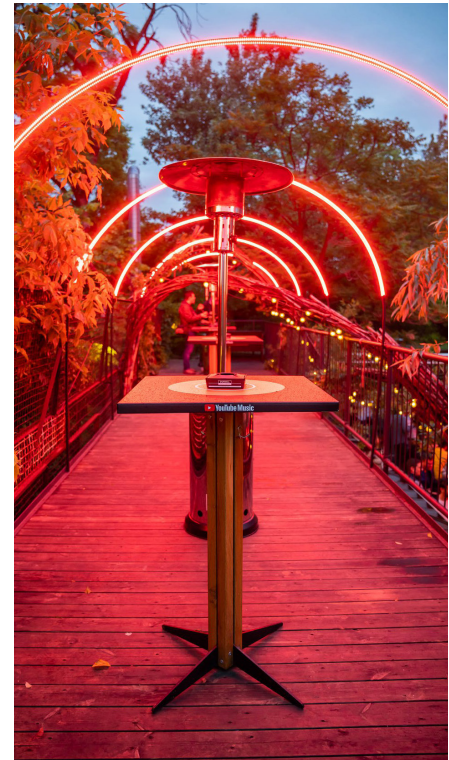
Hello, nice to meet you. We are Godmother, a bunch of brand experience artisans with 10 years experience in activations, events and everything related to creating a special context for the consumer to interact with your brand.

We love challenges and always try to create a meaningful experience, no matter the product. So far, we worked with Henkel on their beauty brands when they attended music festivals but also we specialize in promotions and POSMs. It's fun to work with beer brands especially in the BTL part of advertising. At Neversea, a Romanian electro music festival, we brought the Steampunk genre all the way to the sea, from furniture, activations, games and the design of the bar.

At the opposite end, there are the clients from the technology field, like Google, Youtube and HTC that pose a challenge because their products help create the future. We toned it down a bit when it came to scenery décor but instead we got a chance to shine with our digital installations.

We are a bit different from a normal BTL agency because we love to add a digital touch to events since people nowadays are always connected. We have a palette of digital installations that we use if they fit the concept of the event. Among those are robots, retro arcade games, Instaprinty, Batak, Robo goalkeeper, LED floors, Air Graffiti and so many more.





Contact Us



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0744 374 155



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www.godmother.ro



Dragos Voda, 44-46
Sector 2, Bucuresti, Romania

HERALDIST

Innovation. Branding. Communication.

Heraldist is a partnership between multi-awarded senior creatives & strategists from all around the world. We are Dreamers. Makers. Troublemakers.

Every day we'll push you out of your comfort zone. We'll inspire you to think bigger. We can't promise that it's going to be easy. But we can promise that it will be worth it.

SEARĂ DE MUSICAL LA IULIUS MALL
DUMINICĂ 14.02.2016 / 19:00

IN PROGRAM SELECȚIUNI DIN
THE PHANTOM OF THE OPERA / MY FAIR LADY / MISS SAIGON
CATS / THE SOUND OF MUSIC / CHICAGO / LES MISÉRABLES

OPERA
NAȚIONALĂ
ROMÂNĂ
Cluj-Napoca

**IN
LOVE
WITH
OPERA**

INTRARE LIBERĂ

PAULA IANCIC (INVITATĂ) / IULIA MERCA
TIBERIUS SIMU (INVITAT) / VLAD MORAR (INVITAT)
MARIUS HRISTESCU (INVITAT) - DIRIJOR
SILVIA PAPADOPOULOS - REGIE SCENĂ CULISE

CORUL, BALETUL ȘI ORCHESTRA
OPEREI NAȚIONALE ROMÂNE CLUJ-NAPOCA

TIBERIU SCARE (Invitat) Corpur
MIHAELA BOGDAN Regie artistică
VIORICA PETROVICI (Invitat) Scenografie

OPERA
NAȚIONALĂ
ROMÂNĂ
Cluj-Napoca

18.01.2016 ora 18:30 PREMIERĂ
20.01.2016 ora 18:30

Corul și baletul
Spectacol adaptat după scenariul

**Evgheni
Oneghin**

PIOTR ILICI CEAIKOVSKI

FEDRIN ESTERAN Legături Oneghin
MADEIRA CERBICREZ (Invitat) Sotora
CRISTIAN MOGOSAN Lăcăși
LIZA KADIELNIK Opa
MARIUS BILCȘI (Invitat) Crăciun
FREDRINA BARE Lăcăși
ANDRIANA IGARNA BOȘU Păpăruș
SERGIU COLBAN (Invitat) Străznic
CORNELIU HUSANU Zăvoiaș / Căpitănel
DAN DUMITRIANA Călugăr

Lighting/Design: MĂDĂLINA MĂDĂLĂ (Invitată), Projeții: MIHAILA LUCIAN DUȘA,
DIVER MIHAILONIAN, LILIA ȘERBĂNȚĂȘI, Costumuri: Irigoiela, NATALIA COȘCĂȘAN, Diferenț
CORNELIU FLESCAN, Compozitor: MIHAIL SOLOMOV, Muzicant: ANCA CRIST
POPOAN, Regia scenică: DAN LUPĂȘĂ, Sulfon: FLAVIU MOGOSAN, MONICA DENEFU

SPECTACOL ANIVERSAR:
200 DE ANI DE LA PREMIERĂ

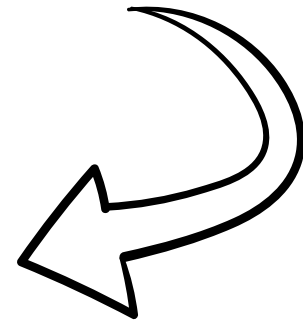
CORUL DE BĂRBAȚI ȘI
ORCHESTRA OPEREI
NAȚIONALE ROMÂNE
CLUJ-NAPOCA

GIOACCHINO ROSSINI

**Bărbii
din Se...**

MIHAELA CESA-ȘOȘI
ANDREI SCHIMBĂ
INA HUDEA - PROJEȚIUNI

It will completely reinvent your business. Heraldist is the only advertising group in Europe to commit 10% of time to pro-bono, creating social campaigns that can make our little blue planet a better place.



Contact Us



+40-757-244-290



office@heraldist.com
www.heraldist.com



2 Barbu Stefanescu Delavrancea Street,
Cluj-Napoca, Romania



L2 AGENCY

L2 is a creative and strategy oriented agency, focused on digital native projects and creative development of brand manifestations, in different contexts.

Amongst others we create genuine, relatable content, manage communities, curate social media presences.

Our portfolio consists of clients like: Halewood – part of Alexandrion Group Romania – Iconic Estate, Jacobs 3in1, Mentoring Generations by Brâncoveanu, Orange România, E-twow, Lelograms, Odysea Sailing, American Experience, Whitley Neill Gin, Crabbie's Ginger Beer etc.

Contact Us



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hey@l2.agency
www.l2.agency



68A, Logofătul Tăutu
București, Romania





LE SQUAD

Influencers' management and campaigns.

LeSquad is the agency that reunites the community of content creators - to be more precise that of micro influencers - in a business structure which implies the creation of a campaign, proposing it to the client on a given brief and the follow up step of matching the influencers with the brief.

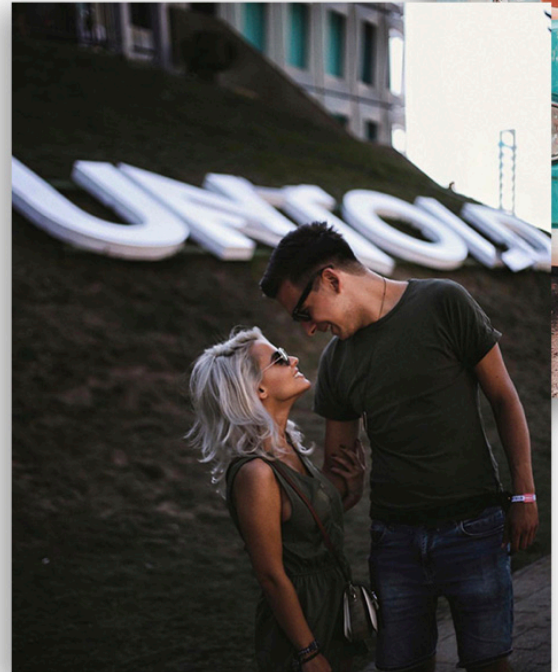
Our influencers are the people we activate in order to promote various brands, products or events. They have a great number of followers, a huge reach and engagement on social media platforms but also authenticity.

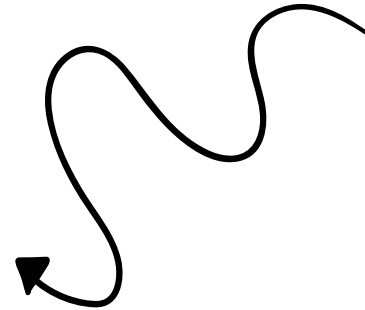
In the past 12 months we managed over 100 influential marketing campaigns.

From campaigns with Nestle Romania for their own brands to other brands which can be found in our portfolio like Jacobs, Orange, Peroni, Pepco, Lensa, HBO, Johnny Walker up to Tommy Hilfinger image in Romania, we do it all.

We don't work exclusively with brands, but also with PR, digital, media agencies which accomplish their KPIs throughout our people, influencers that vary so much in style and content that they can cover pretty much every niche possible.

Our focus is on INSTAGRAM , YOUTUBE (vlogs) and BLOGS.





Contact Us



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www.lesquad.ro



68A, Logofătul Tăutu
București, Romania

RETINA FILM

Retina Film Production is a young, but experienced company born out of passion. We pride ourselves on our love for cinematography, for a good script, for a big idea. We put all of this love, along with our great attention to detail, at your service.

The heart and brains behind Retina is Alexandru Balta, a young director who has also been successfully producing short features, commercial advertisements and music videos in recent years. The soon to be doctor in game design often imports concepts from his second love, gaming, onto the movie set or into the studio.

Our first long feature film, "Once upon never", is in the final stages of post production, and our most recent short film, "The birthday boy" has been selected for "Psychiatry and Film" festival.

We are also co-producing a feature film directed by Alecs Năstoiu called "The Secret of Pin-Up Island" (inspired by the famous "Monkey Island" franchise) with GAT Transilvania Films.

We're interested in expanding our portfolio with long/short feature films, documentaries, publicity or corporate films. We provide state of the art equipment, we will be with you every step of the way, through pre, filming and post production, we can make your story happen and we're ready to be a part of it.

Contact Us



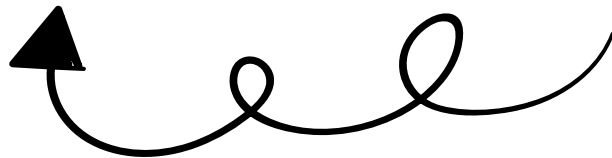
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+40 721.366.086



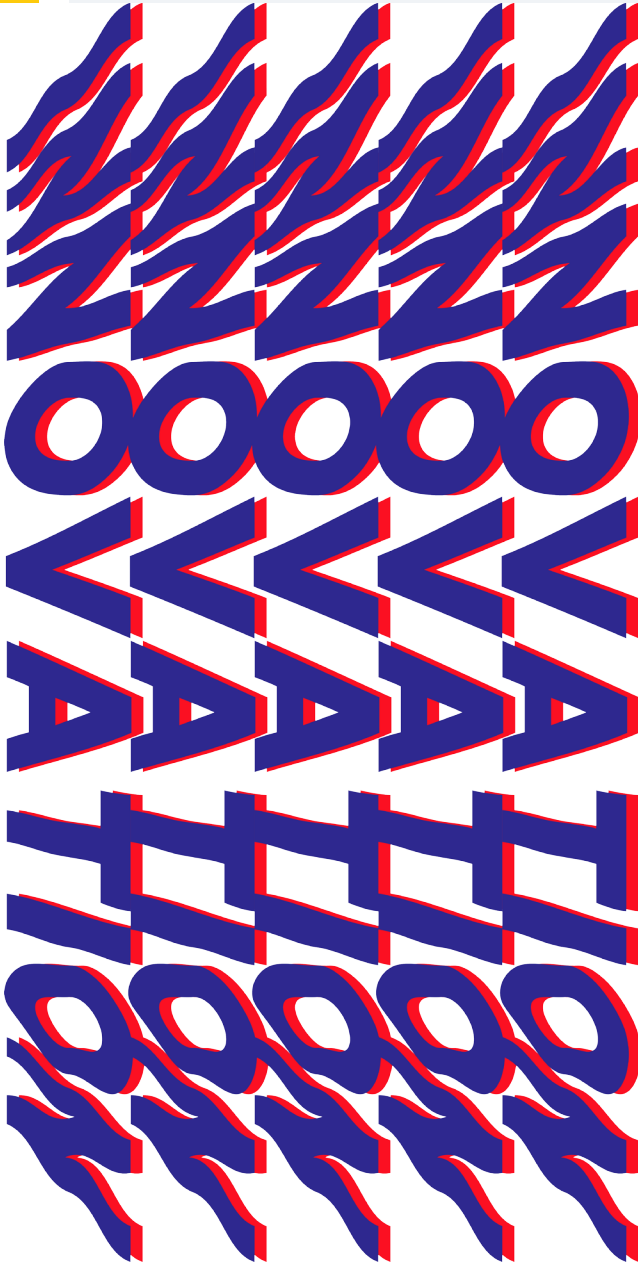
contact@retinafilmproduction.com
www.retinafilmproduction.com



63 Carol Knappe street, District 1,
Bucharest, Romania







WONDERMARKS

Startups that can change the world

Wondermarks is a European startup farm, located in Transylvania. We create projects that can make our world a little better. We identify problems that can be solved through creativity.

We created the first school of innovation in Eastern Europe. We made the first regional brand in Europe that was not made by a government, but by the community. It's just the beginning.

We are Dreamers. Makers. Troublemakers.

Contact Us



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www.wondermarks.com



2 Barbu Stefanescu Delavrancea Street,
Cluj-Napoca, Romania

Let Nigel & Boris complain about rain

Transylvania
Beyond

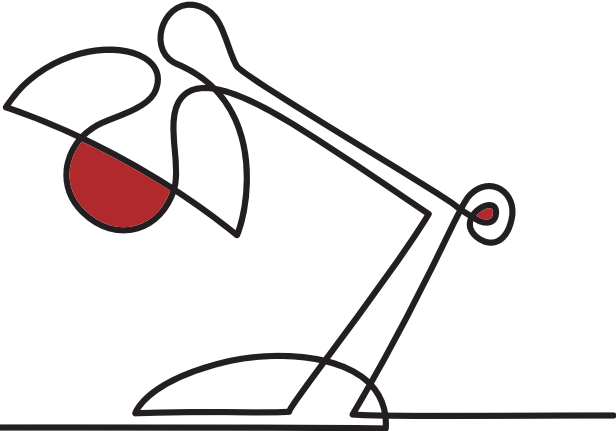


we're not under the weather.
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www.transylvaniabeyond.com

YOUR OPINION







romania2019.eu

Romanian Presidency of the Council of the European Union



Romanian Creative Industries
Business Federation

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