INTERNETICS

THE INSTITUTE

INTERNETICS 2026 WINNERS & NOMINEES

Category: SOCIAL MEDIA & COMMUNITIES

SOCIAL MEDIA PAGES
SILVER
Work: @netflixro on TikTok
Client: Netflix Romania
Brand: Netflix
Author: Puzzle Onvertising
The Team: Andreia Belțic Cartu, Head of Social Puzzle Onvertising | Alexandra Petcu, Social Media Creative Puzzle Onvertising | Alex Nimurad, Art Director Puzzle Onvertising | Andeea Coteț, Senior Strategist Puzzle Onvertising | Cristian Koma Singiorzan, Edit & Motion Designer Puzzle Onvertising | Tereza Munteanu, Social Media Manager Puzzle Onvertising | Raluca Enache, Senior Copywriter Puzzle Onvertising | Aleksandra Kogan, CEE Social Manager Netflix | Lucja Dzierzak, CEE Social Manager Netflix

SOCIAL MEDIA PAGES
NOMINEE
Work: Regina Maria Instagram channel
Client: Rețeaua de Sănătate Regina Maria
Brand: Rețeaua de Sănătate Regina Maria
Author: Bad Habits
Other credits: United Media
The Team: Adina Militaru, Managing Partner Bad Habits | Maria Secară, Social Media Manager Bad Habits | Ligia Matei, Social Media Executive Bad Habits | Cozmin Dinu, Graphic Designer Bad Habits | Anca Ciobanu, Graphic Designer Bad Habits | Bianca Radu, Graphic Designer Bad Habits | Bianca Sava, Graphic Designer Bad Habits | Andrei Boteanu, Graphic Designer Bad Habits | Elena Luca, Video Editor Bad Habits | Veronica Moraru, Media Director United Media | Claudia Giogan, Performance Media Team Leader Digital United Media | Andra Rădulescu, Social Media Manager Regina Maria | Raluca Stîncescu, Senior Specialist Social Media Regina Maria | Oana Cardaș, Marketing Manager Regina Maria | Greta Redeleanu, Marketing Director Regina Maria

SOCIAL MEDIA SPECIAL MECHANICS
GOLD
Work: GRILL CHAT
Client: REWE România
Brand: PENNY
Author: DIGITAS Romania
Other credits: Starcom Media
The Team: Alexandru Udrea, Art Director Digitas Romania | Lorena Morea, Copywriter Digitas Romania | Daria Vagâi, Junior Art Director Digitas Romania | Ana Mihailidis, Junior Art Director Digitas Romania | Mădălina Trușcă, Senior Account Manager Digitas Romania | Alexandra Bogza, Senior Account Manager Digitas Romania | Bogdan Ivașcu, Digital Video Production Lead Digitas Romania | Alexandra Hașegan, Influence Lead Digitas Romania | Ana Deacu, Digital Experience Planner Digitas Romania | Neagu Loredana, Digital Media Manager Starcom | Cristina Caploiu, Digital Planner Starcom | Daria Mihăilescu, Communication Specialist Publicis Relations | Monica Coman, Marketing Team Leader – Advertising REWE Romania PENNY | Andra Panaitescu, Brand Manager REWE Romania PENNY | Cristina Dogaru, CRM Specialist REWE Romania PENNY | Radu Răclariu, CRM Data Analyst REWE Romania PENNY | Andrei Cismaru, CRM Team Leader REWE Romania PENNY | Lucian Pavel, Marketing Manager REWE Romania PENNY | Dennis Neagu, Digital Project Manager Digitas Romania | Ana-Maria Taralunga, Creative Director Digitas Romania

SOCIAL MEDIA SPECIAL MECHANICS
SILVER
Work: 60 YEARS ANNIVERSARY
Client: PepsiCo
Brand: Pepsi
Author: Leo Bucharest
Other credits: Est.Now, OMD
The Team: Cristina Calotă, Creative Director Leo Bucharest | Bianca Muscalu, Group Creative Director Leo Bucharest | Mara Sabau, Group Creative Director Leo Bucharest | Oana Năstase, Integrated Strategy Director Leo Bucharest | Ioana Adamescu, Art Director Leo Bucharest | Alexandru Silinescu, Art Director Leo Bucharest | Iasmina Voinea, Copywriter Leo Bucharest | Maria Mahfouz, Junior Copywriter Leo Bucharest | Vladimir Trașă, Junior Copywriter Leo Bucharest | Ana Miculescu, Growth & Innovation Director Leo Bucharest | Andreea Cojocariu, Deputy Account Director Leo Bucharest | Adelina Manea, Social Media Content Creator & Producer Leo Bucharest | Ramona Bilic, Beverages Marketing Manager PepsiCo | Roxana Croitoru, Pepsi Lead Romania PepsiCo | Laura Gheorghe, Senior Brand Manager Pepsi | Ioana Tănase, Junior Brand Manager Pepsi | Claudia Brezeanu, Senior Brand Manager Pepsi Flavours Pepsi | Georgiana Dobre, BTL & Events Manager PepsiCo | Ciprian Postelnicu, Media & TCP Manager PepsiCo | Cristina Iliescu, External Communications Manager PepsiCo

SOCIAL MEDIA SPECIAL MECHANICS
NOMINEE
Work: FOR REAL, KOREAN GLAZED CHICKEN?
Client: KFC
Brand: KFC
Author: Leo Bucharest
Other credits: UM
The Team: Oana Nastase, Integrated Strategy Director Leo Bucharest | Ana Miculescu, Growth & Innovation Director Leo Bucharest | Andrei Nica, Creative Director Leo Bucharest | Maria Ilea, Senior Account Manager Leo Bucharest | Vladimir Ciobanu, SM Content Creator & Producer Leo Bucharest | Mara Sabau, Group Creative Director Leo Bucharest | Maria Mahfouz, Copywriter Leo Bucharest | Andra Semciuc, Art Director Leo Bucharest | Alexandru Tunaru, Head of Digital and Social Media Leo Bucharest | Delia Raicu, Art Director Leo Bucharest | Monica Eftimie, CMO KFC | Roxana Matasel, Marketing Director KFC | Ionela C. Vacaru, Marketing Lead KFC | Maria Vasilica, Jr. Brand Manager KFC | Claudia Bodnar, Sr Social Media Manager KFC | Andra Serban, Social Media Specialist KFC | Gina Zgubea, Digital Marketing Lead KFC | Ana Smarandescu, Digital Manager KFC | Dany DINU, Digital Media Manager KFC

SOCIAL MEDIA SPECIAL MECHANICS
NOMINEE
Work: Kinder Crispy - Rhyme Challenge
Client: Ferrero Romania
Brand: Kinder
Author: Publicis Romania
Other credits: Animotion, GroupM (WPP Media)
The Team: Silviu Nedelschi, Executive Creative Officer Publicis Romania | Madalina Buhos, Group Creative Director Publicis Romania | Stefan Postelnicu, Junior Copywriter Publicis Romania | Andrei Paun, Art Director Publicis Romania (former team member) | Vladut Tanase, Group Creative Director Publicis Romania (former team member) | Adina Albu, Senior Client Lead Publicis Romania | Veronica Ciacoveanu, Digital Client Lead Publicis Romania | Lorreyn Ciubotaru, Social Media Manager Publicis Romania | Alexandru Calin, Audio Video Producer Publicis Romania | Alexandra Coltea, Project Manager Lead Animotion | Elena Teodorescu, Senior Cross-Channel Planner GroupM (Romania) | Diana Pasoi, Senior Brand Manager Ferrero Romania | Catalina Dumitru, Senior Brand Manager Ferrero Romania | Alexandra Alexandru, Junior Brand Manager Ferrero Romania | Razvan Matasel, Chief Strategy Officer Publicis Romania | Iulian Barbulescu, Senior Strategic Planner Publicis Romania | Gabriela Stanciu, Junior Strategic Planner Publicis Romania | Marius Farcasanu, Digital Art Director Publicis Romania

BEST COMMUNITY ENGAGEMENT
GOLD
Work: Momsday
Client: Sameday
Brand: Sameday
Author: WOPA
Other credits: FORTUNERS
The Team: Claudiu Dobrita, Executive Creative Director WOPA | Isabela Aciu, Art Director WOPA | Andrei Paun, Art Director WOPA | Irina Serbulea, Copywriter WOPA | Larissa Traistaru, Senior Account Manager WOPA | Andreea Bozoi, Managing Partner Fortuners | Codrin Bădescu, Strategy & Social Media Director Fortuners | Elena Pomarăc, Client Service Director Fortuners | Silviu Clinciu, Account Director Fortuners | Eduard Biciușcă, Senior Social Media Manager Fortuners | Andrei Canea, Social Media Specialist Fortuners | Elena Luca, Junior Graphic Designer Fortuners | Alina Minu, Marketing Manager Sameday | Dana Teodorescu, Brand Manager Sameday | Andreea Predoiu, Social Media Manager Sameday

BEST COMMUNITY ENGAGEMENT
SILVER
Work: 60 YEARS ANNIVERSARY
Client: PepsiCo
Brand: Pepsi
Author: Leo Bucharest
Other credits: Est.Now, OMD
The Team: Cristina Calotă, Creative Director Leo Bucharest | Bianca Muscalu, Group Creative Director Leo Bucharest | Mara Sabau, Group Creative Director Leo Bucharest | Oana Năstase, Integrated Strategy Director Leo Bucharest | Ioana Adamescu, Art Director Leo Bucharest | Alexandru Silinescu, Art Director Leo Bucharest | Iasmina Voinea, Copywriter Leo Bucharest | Maria Mahfouz, Junior Copywriter Leo Bucharest | Vladimir Trașă, Junior Copywriter Leo Bucharest | Ana Miculescu, Growth & Innovation Director Leo Bucharest | Andreea Cojocariu, Deputy Account Director Leo Bucharest | Adelina Manea, Social Media Content Creator & Producer Leo Bucharest | Ramona Bilic, Beverages Marketing Manager PepsiCo | Roxana Croitoru, Pepsi Lead Romania PepsiCo | Laura Gheorghe, Senior Brand Manager Pepsi | Ioana Tănase, Junior Brand Manager Pepsi | Claudia Brezeanu, Senior Brand Manager Pepsi Flavours Pepsi | Georgiana Dobre, BTL & Events Manager PepsiCo | Ciprian Postelnicu, Media & TCP Manager PepsiCo | Cristina Iliescu, External Communications Manager PepsiCo

BEST COMMUNITY ENGAGEMENT
NOMINEE
Work: LIDL ON SKIS
Client: Lidl Romania
Brand: Lidl
Author: MRM Romania
Other credits: Initiative Media, Golin Ketchum
The Team: Codrin Vasile, Senior Copywriter McCann Romania | Edward Tomi Toth, Art Director McCann Romania | Bianca Buzilă, Account Executive McCann Romania | Anca Crișan, AV Producer McCann Romania | Doina Ionescu, Group Account Director McCann Romania | Dragoș Vîntu, Group Account Director McCann Romania | Ioana Zamfir, Chief Creative Officer MRM Romania | Luana-Mali Roman, Head of Social Media MRM Romania | Adrian Rusu, Creative Director McCann Romania | Mircea Țara, Group Creative Director McCann Romania | Iulia Bold, Group Creative Director McCann Romania | Teodora Vlad, Social Media Specialist Lidl Romania | Raluca Nistor, Manager Proiect Influencer Marketing Lidl Romania | Irina Petre, Social Media Specialist Lidl Romania | Elena Ene, Social Media Specialist Lidl Romania | Ioana Dumitrescu, Head of Engagement Lidl Romania | Ioana Radu, Head of Marketing Lidl Romania | Figan Memet, PPC Specialist Initiative Media | Cristina Stroiu, Senior Manager Influencer Marketing & Partnerships Golin Ketchum | Ana Puiu, Influencer Marketing Associate Golin Ketchum

BEST COMMUNITY ENGAGEMENT
NOMINEE
Work: LOVE WITH NO COMPROMISE

Client: REWE România
Brand: PENNY
Author: DIGITAS Romania
Other credits: Starcom Media

The Team: Andra Panaitescu, Brand Manager REWE Romania, PENNY | Monica Coman, Marketing Team Leader – Advertising REWE Romania, PENNY | Lucian Pavel, Marketing Manager REWE Romania, PENNY | Ana-Maria Țarălungă, Creative Director Digitas Romania | Alexandru Udrea, Art Director Digitas Romania | Lorena Morea, Copywriter Digitas Romania | Ștefan Munteanu, Copywriter Digitas Romania | Daria Vagâi, Junior Copywriter Digitas Romania | Ana Mihailidis, Junior Art Director Digitas Romania | Claudia Cofaru, Account Director Digitas Romania | Mădălina Drăgan, Junior Account Manager Digitas Romania | Alexandra Bogza, Senior Account Manager Digitas Romania | Alexandra Trofin, Associate Managing Director Digitas Romania | Bogdan Ivașcu, Digital Video Production Lead Digitas Romania | Radu Voicu, Data Analyst Digitas Romania | Ana Deacu, Digital Experience Digitas Romania | Mirela Tomescu, Communication Manager Digitas Romania | Neagu Loredana, Digital Media Manager Digitas Romania | Cristina Caploiu, Digital Planner Digitas Romania

CONTENT CREATORS - BRAND ENDORSEMENT
SILVER
Work: GRANDMA SAVES CHRISTMAS
Client: BCR
Brand: BCR
Author: DIGITAS Romania
Other credits: Publicis, Spark, W Agency, Zet Labs, ButtrWorks Studio
The Team: Cătălin Ioniță, Coorporate Communication Coordinator BCR | Nicoleta Deliu-Pasol, Head of Communication BCR | Andreea Bădin, Head of Social Media BCR | Delia Gafton, Internal Communication Expert BCR | Diana Beldiman, Social Media Planner BCR | Ana Ghican, Community Manager BCR | Ana-Maria Țarălungă, Creative Director Digitas | Lorena-Ella Enache, Copywriter Digitas | Cristina Gheorghe, Art Director Digitas | Daria Văgâi, Jr. Copywriter Digitas | Alexandra Trofin, Associate Managing Director Digitas | Radu Voicu, Data Analyst Digitas | Iulian Bărbulescu, Senior Strategic Planner Publicis | Andrei Luca, Co-founder & Chief Everything Officer ButtrWorks Studio | Matei Florea, Founder Zet Labs | Daniela Eustafievici, Digital Media Lead Spark | Cristina Floroiu, PR Specialist W Agency | Mădălina Drăgan, Junior Account Manager Digitas

CONTENT CREATORS - BRAND ENDORSEMENT
SILVER
Work: Acne puts you on mute. Sebium puts it on hide.
Client: NAOS Skin Care Romania (Bioderma | Institut Esthederm – Etat Pur)
Brand: Bioderma
Author: BBDO România
Other credits: 2activePR, Initiative Media
The Team: Simina Dima, Managing Director Tribal Worldwide Romania | Adina Antonie, Client Service Director Tribal Worldwide Romania | Irina Blansek, Group Creative Director Tribal Worldwide Romania | Ionut Raicu, Group Creative Director Tribal Worldwide Romania | Mihaela Trandafir, Senior Art Director Tribal Worldwide Romania | Cosmina Chelariu, Senior Copywriter Tribal Worldwide Romania | Alina Neagu, Art Director Tribal Worldwide Romania | Camelia Dobre, Senior Account Manager Tribal Worldwide Romania | Cristina Maftei, Senior Account Executive Tribal Worldwide Romania | Florina Puiu, Marketing Manager NAOS Skin Care Romania | Simona Vlad, PR Manager NAOS Skin Care Romania | Gabriela Cioplea, CRM & Digital Content Specialist NAOS Skin Care Romania | Maria Roncea, Social Media Specialist NAOS Skin Care Romania | Madalina Adem, Digital Project Manager & Paid Media Specialist NAOS Skin Care Romania

CONTENT CREATORS - BRAND ENDORSEMENT
NOMINEE
Work: Zalando Summer & Festivals
Client: Zalando CEE
Brand: Zalando

Author: MRM Romania
Other credits: MSL The Practice - PR & IM Agency, Dentsu - Media Agency, Omnicom Production - Post-production studio, Viralnation - Influencer production agency
The Team: Carina Toma, Creative Director MRM Romania | Diana Neagu, Sr. Art Director MRM Romania | Ionut Cioroiu, Sr. Copyrighter MRM Romania | Ioana Zamfir, Chief Creative Officer MRM Romania | Loredana Andrei, Sr. Strategist MRM Romania | Stefan Chiritescu, Chief Strategy Officer MRM Romania | Rocsana Marin, Business Director MRM Romania | Ioana Teodorescu, Director of Client Services & Growth MRM Romania | Daniela Petrescu, Marketing Lead South Eastern Europe Zalando | Nino Maric, Marketing Manager HR/SI/RO/HU Zalando | Yaroslav Kasperovych, Marketing Manager HR/SI/RO/HU Zalando | Dragos Vintu, Activations & Influencer Director MRM Romania | Sabina Smeu, BTL Project Manager MRM Romania | Daniel Solomon, Senior Project Manager Omnicom Production

CONTENT CREATORS - COMMUNITY ENGAGEMENT
GOLD
Work: Real-Life Passwords
Client: Mastercard Romania
Brand: Mastercard
Author: MRM Romania
Other credits: McCann Romania, Golin Ketchum, WPP Media Agency
The Team: Ioana Gorganeanu, Vice President Marketing Mastercard | Diana Tanase, Head of Marketing România and Croația Mastercard | Ada Iftodi, Consumer Marketing Director Mastercard | Bogdan Pustea, Product Marketing Manager Mastercard | Raluca Seucan, Chief Police Commissioner and Director Crime Research and Prevention Institute | Laura Voicu, Deputy Police Commissioner Crime Research and Prevention Institute | Bogdan Ion, Deputy Police Commissioner Crime Research and Prevention Institute | Mihai Rotariu, Communications Director The National Cyber Security Directorate | Gabriela Folcuț, Executive Director The Romanian Association of Banks | Costin Bogdan, Executive Creative Director McCann | Karla Georgescu, Group Creative Director McCann | Olivia Spanu, Group Creative Director McCann | Catalin Dobre, Agency CEO McCann | Maria Ivan, Art Director McCann | Ionut Talos, Copywriter McCann | Maria Trepcea, Regional Account Director McCann | Ana-Maria Tiganus, Senior Account Manager McCann | Gabriela Alexandrescu, Business Director McCann | Anne-Rose Schepp, Senior Planner McCann | Stefan Chiritescu, Strategic Planner McCann

CONTENT CREATORS - COMMUNITY ENGAGEMENT
SILVER
Work: FINANCIAL WEDDING
Client: BCR
Brand: BCR
Author: DIGITAS Romania
Other credits: Publicis, Spark, RAA, Grf+
The Team: Cătălin Ioniță, Coorporate Communication Coordinator BCR | Nicoleta Deliu-Pasol, Head of Communication BCR | Andreea Bădin, Head of Social Media BCR | Delia Gafton, Internal Communication Expert BCR | Diana Beldiman, Social Media Planner BCR | Ana Ghican, Community Manager BCR | Mara Năstase, Content & Video Editor BCR | Ana-Maria Țarălungă, Creative Director Digitas | Cristina Gheorghe, Art Director Digitas | Lorena-Ella Enache, Copywriter Digitas | Alexandra Trofin, Associate Managing Director Digitas | Radu Voicu, Data Analyst Digitas | Mădălina Drăgan, Junior Account Manager Digitas | Iulian Bărbulescu, Senior Strategic Planner Publicis | Daniela Eustafievici, Digital Media Lead Spark | Luana Honig, Sales Executive RAA | Irina Botezatu, Senior Comms Consultant Grf+ | Raluca Nicolae, Comms Consultant Grf+ | Georgiana Cocan, Junior Comms Specialist Grf+ | Loredana Butacu Ianuș, Comms Director Grf+

CONTENT CREATORS - COMMUNITY ENGAGEMENT
NOMINEE
Work: The Orange 5G+ Underground Fest
Client: Orange Romania
Brand: Orange
Author: Publicis Romania
Other credits: Initiative Media
The Team: Monica Popescu, Consumer Communication Manager Orange | Anca Stancov, Media Communication Manager Orange | Dragoș Huian, Sponsorship and Events Specialist Orange | Mihai Dobre, Media Specialist Orange | Andra Dumitrescu, Digital Communication Specialist Orange | Dinu Târnovan, Business Owner Visual Expert Orange | Silviu

Nedelschi, Chief Creative Officer Publicis | Mihaela Neațu, Group Creative Director Publicis | Cristian Anton, Group Creative Director Publicis | Ștefan Postelnicu, Junior Copywriter Publicis | Alexandru Macsoda, Art Director Publicis | Alexandru Lazăr, Art Director Publicis | Irene Sandu, Junior Art Director Publicis | Daniel Raicea, Head of Orange Division Publicis | Cristina Timaru, Account Manager Publicis | Ștefania Lupu-Bugan, Senior Strategic Planner Publicis | Evelyne Oichiuz, Data Analyst Publicis | Valentina Chirică, Account Manager Initiative Media | Sinem Okay, Digital Account Manager Initiative Media | Andreea Corbos, Account Director Initiative Media

Category: VIDEO

VIRAL VIDEO
NOMINEE
Work: The FA.I.led Experiment
Client: Nemira Publishing House
Brand: Nemira
Author: Saatchi & Saatchi + The Geeks
The Team: Laura Belc, Executive Creative Director Saatchi & Saatchi + The Geeks | Cătălina Dobre, Copywriter Saatchi & Saatchi + The Geeks | Diana Savin, Art Director Saatchi & Saatchi + The Geeks | Mircea Ceapă, Video Editor Saatchi & Saatchi + The Geeks | Radu Glodeanu-Carata, Video Editor Saatchi & Saatchi + The Geeks | Laurențiu Semeniuc, Head of Strategy Saatchi & Saatchi + The Geeks | Paul Foltache, Senior Web Developer Saatchi & Saatchi + The Geeks | Alexandru Tănase, Head of Social Media Saatchi & Saatchi + The Geeks | Mihaela Prisecaru, Influencer Marketing Specialist Saatchi & Saatchi + The Geeks | Simona Zglimbea, Account Director Saatchi & Saatchi + The Geeks | Vlad Petre, Managing Director Saatchi & Saatchi + The Geeks | Ioana Mușat, Managing Director The Geeks Saatchi & Saatchi + The Geeks | Catalina Nicolau, Director Executive Nemira Publishing House | Ioana Rusu, Director Comunicare Nemira Publishing House | Andreea Staicu, Digital Brand Manager Nemira Publishing House | Florian Ivanica, Senior Social Media Specialist Nemira Publishing House

ONLINE SINGLE VIDEO
GOLD
Work: Years of Nevermore
Client: Netflix
Brand: Netflix
Author: Jam Session Agency
Other credits: Luca's Art Film
The Team: Ioana Zvac, Social Marketing Manager - CEE Netflix | Ada Gheorghiu, Marketing Production Manager Netflix | Gosia Mazur, Title Manager Netflix | Anda Postolache, Account Director Jam Session Agency | Alexandra Lupeanu, Group Account Director Jam Session Agency | Valentin Suciu, Creative Director Jam Session Agency | Felicia Stoica, Group Creative Director Jam Session Agency | Corneliu Dobrea, Senior Art Director Jam Session Agency | Oana Oprea, Strategist Jam Session Agency | Radu Selaru, Executive Producer Luca's Art Film | Razvan Cismigiu, Executive Producer Luca's Art Film | Oana Vintila, Production Manager Luca's Art Film | Filip Petcu, Production Manager Luca's Art Film

ONLINE SINGLE VIDEO
SILVER
Work: URBAN MICULTURE
Client: Smols
Brand: Smols
Author: WOPA
Other credits: VANA ANIMATION STUDIO, DIUD STUDIO, Fortuners
The Team: Claudiu Dobriță, Executive Creative Director WOPA | Alex Gheață, Art Director WOPA | Alex Cazacu, Copywriter WOPA | Mihai Marin, Graphic Designer WOPA | Vlad Lipovanu, Head of Digital WOPA | Andra Țivichi, Client Service Director WOPA | Oana Dănilă, Group Account Director WOPA | Ana Stan, Senior Account Manager WOPA | Andreea Bozoi, Managing Partner FORTUNERS | Elena Pomarac, Client Service Director FORTUNERS | Codrin Bădescu, Head of Social Media FORTUNERS | Cristian Ciripan, Social Media Manager FORTUNERS | Sofia Marin, Junior Social Media FORTUNERS | Andrei Parpalea, Graphic Designer FORTUNERS | Monica De Romeo, Consultant Marketing DIETLIFE (Smols) | Marina Udroiu, Consultant Market & Consumer Insight DIETLIFE (Smols)

ONLINE SINGLE VIDEO
SILVER
Work: It's Only a Matter of Time

Client: Habitat for Humanity
Brand: Habitat for Humanity
Author: v8 interactive
Other credits: Posh Media
The Team: Roberto Pătrășcoiu, National Director Habitat for Humanity | Andreea Dobre, Resource Development & Communication Director Habitat for Humanity | Alexandra Vasile, Individual Giving Manager Habitat for Humanity | Ema Bădângă, Corporate Partnerships Manager Habitat for Humanity | Florentina Pricopie, Corporate Partnerships Manager Habitat for Humanity | Olena Trofimchuk, Marketing Manager Habitat for Humanity | Doina Tudoran, Individual Giving Specialist Habitat for Humanity | Ionut Iordache, Group Creative v8 interactive | Cristian Petre, Copywriter v8 interactive | Andreea Cogianu, Art Director v8 interactive | Alexandra Coancă, Account Director v8 interactive | Camelia Cucu, Head of Strategy v8 interactive | Adriana Paulică, Head of Art v8 interactive | Carla Siminea, Account Manager v8 interactive | Alex Burlac, Producer Production | Iustin Surpanelu, Director/DOP Production | Radu Nechita, Producer Production Team | Anastasia Coda, Producer Production Team | Alexandra Putineanu, Production Designer Production Team | Stefania Techer, Sr Social Media Manager v8 interactive

ONLINE SINGLE VIDEO
NOMINEE
Work: The Guide of Surviving the Upside Down
Client: Netflix
Brand: Netflix
Author: Jam Session Agency
Other credits: Luca's Art Film
The Team: Ioana Zvac, Social Marketing Manager - CEE Netflix | Ada Gheorghiu, Marketing Production Manager Netflix | Gosia Mazur, Title Manager Netflix | Anda Postolache, Account Director Jam Session Agency | Alexandra Lupeanu, Group Account Director Jam Session Agency | Valentin Suciu, Creative Director Jam Session Agency | Alexandra Buligescu, Group Creative Director Jam Session Agency | Andreea Roscan, Head of Art Jam Session Agency | Oana Oprea, Strategist Jam Session Agency | Radu Selaru, Executive Producer Luca's Art Film | Razvan Cismigiu, Executive Producer Luca's Art Film | Oana Vintila, Production Manager Luca's Art Film | Filip Petcu, Production Manager Luca's Art Film

ONLINE VIDEO SERIES
GOLD
Work: Who Ate Christmas?
Client: Kaufland
Brand: Kaufland
Author: v8 interactive
Other credits: UM Romania

ONLINE VIDEO SERIES
SILVER
Work: Real-Life Passwords
Client: Mastercard Romania
Brand: Mastercard
Author: MRM Romania
Other credits: McCann Romania, Golin Ketchum, WPP Media Agency
The Team: Ioana Gorganeanu, Vice President Marketing Mastercard | Diana Tanase, Head of Marketing România and Croația Mastercard | Ada Iftodi, Consumer Marketing Director Mastercard | Bogdan Pustea, Product Marketing Manager Mastercard | Raluca Seucan, Chief Police Commissioner and Director Crime Research and Prevention Institute | Laura Voicu, Deputy Police Commissioner Crime Research and Prevention Institute | Bogdan Ion, Deputy Police Commissioner Crime Research and Prevention Institute | Mihai Rotariu, Communications Director The National Cyber Security Directorate | Gabriela Folcuț, Executive Director The Romanian Association of Banks | Costin Bogdan, Executive Creative Director McCann | Karla Georgescu, Group Creative Director McCann | Olivia Spanu, Group Creative Director McCann | Catalin Dobre, Agency CEO McCann | Maria Ivan, Art Director McCann | Ionut Talos, Copywriter McCann | Maria Trepcea, Regional Account Director McCann | Ana-Maria Tiganus, Senior Account Manager McCann | Gabriela Alexandrescu, Business Director McCann | Anne-Rose Schepp, Senior Planner McCann | Stefan Chiritescu, Strategic Planner McCann

ONLINE VIDEO SERIES
SILVER
Work: The 4th Trimester
Client: Rețeaua de Sănătate Regina Maria
Brand: Rețeaua de Sănătate Regina Maria
Author: Bad Habits
Other credits: McCann Romania, Golin Ketchum, WPP Media Agency
The Team: Adina Militaru, Managing Partner Bad Habits | Cozmin Dinu, Graphic Designer Bad Habits | Anca Ciobanu, Graphic Designer Bad Habits | Bianca Radu, Graphic Designer Bad Habits | Roxana Popescu, Senior Brand Manager Regina Maria | Cristina Vago, Communication Manager Regina Maria | Greta Redeleau, Marketing Director Regina Maria | Andra Radulescu, Brand Manager Regina Maria

ONLINE VIDEO SERIES
SILVER
Work: #SănătosAcasă - The Patient Recovery Diary
Client: Rețeaua de Sănătate Regina Maria
Brand: Rețeaua de Sănătate Regina Maria
Author: Bad Habits
Other credits: Punk, United Media
The Team: Adina Militaru, Managing Partner Bad Habits | Maria Secara, Social Media Manager Bad Habits | Cozmin Dinu, Graphic Designer Bad Habits | Andra Rădulescu, Social Media Manager Regina Maria | Raluca Stîncescu, Senior Specialist Social Media Regina Maria | Bianca Loboda, Senior Brand Manager Inpatient Regina Maria | Cristiana Vago, Communication Manager Regina Maria | Greta Redeleanu, Marketing Director Regina Maria | Miruna Meiroşu, Senior Corporate Brand Manager Regina Maria

ONLINE VIDEO SERIES
NOMINEE
Work: Master Păreritsu
Client: ING Bank
Brand: ING Bank
Author: Saatchi & Saatchi + The Geeks
The Team: Laura Belc, Executive Creative Director Saatchi & Saatchi + The Geeks | Cristiana Petre, Senior Copywriter Saatchi & Saatchi + The Geeks | Diana Dalimon, Senior Art Director Saatchi & Saatchi + The Geeks | Miruna Antonescu, Head of Strategy Saatchi & Saatchi + The Geeks | Alexandru Tanase, Head of Social Media Saatchi & Saatchi + The Geeks | Raluca Tudorache, Social Media Manager Saatchi & Saatchi + The Geeks | Francesca Roscolodicu, Senior Client Manager Saatchi & Saatchi + The Geeks | Narcisa Luft, Account Director Saatchi & Saatchi + The Geeks | Camelia Efrimov, AV Production Director Saatchi & Saatchi + The Geeks | Diana Mihai, Marketing and Communication Director ING Bank | Corina Rusu, Head of Brand and Marketing ING Bank | Romeo Bunescu, Senior Brand Management Expert ING Bank | Silvia Jalea, Head of Corporate Communication ING Bank | Daniela Marin, Senior PR Expert ING Bank | Dana Nacu, Social Media & Content Lead ING Bank | Arina Lazar, Senior Social Media Manager ING Bank | Teodora Nitu, Social Media Specialist ING Bank

ONLINE VIDEO SERIES
NOMINEE
Work: The Room of Stories: Connecting Generations
Client: Dr. Max
Brand: Dr. Max
Author: Ogilvy Romania
The Team: Radulescu Monica, Client Marketing Director Dr. Max | Oanta Diana, Client Senior Brand Manager Dr. Max | Troncea Bianca, Head of Strategy Ogilvy Romania | Diac Adrian, Executive Creative Director Ogilvy Romania | Ionita Vlad, Head of Digital Art Ogilvy Romania | Serban Ana, Senior Copywriter Ogilvy Romania | Albu Lidia, Social Media Director Ogilvy Romania | Sisu Ana, Head of PR & Influence Ogilvy Romania | Neculaes Ana, Senior PR Manager Ogilvy Romania | Munteanu Diana, Account Director Ogilvy Romania | Serban Cristian, Primary Production Senior Producer Ogilvy Romania

ONLINE VIDEO SERIES

NOMINEE
Work: Queen of the Night
Client: PepsiCo
Brand: Pepsi
Author: Leo Bucharest
Other credits: Est.Now, OMD
The Team: Oana Nastase, Integrated Strategy Director Leo Bucharest | Cristina Calota, Creative Director Leo Bucharest | Ana Miculescu, Growth & Innovation Director Leo Bucharest | Andreea Cojocariu, Deputy Account Director Leo Bucharest | Alexandra Slotea, Senior Account Manager Leo Bucharest | Mara Sabau, Group Creative Director Leo Bucharest | Bianca Muscalu, Group Creative Director Leo Bucharest | Vladimir Trasa, Copywriter Leo Bucharest | Alexandru Silinescu, Art Director Leo Bucharest | Ioana Adamescu, Art Director Leo Bucharest | Iasmina Voinea, Copywriter Leo Bucharest | Adelina Manea, SM Content Creator & Producer Leo Bucharest | Bianca Naumovici-Bella, Creative Director – Influencers, Creators | Maria Porcisteanu, Junior Producer Est.Now | Laura Gheorghe, Senior Brand Manager Pepsi | Mihaela Precup, Junior Brand Manager Pepsi | Roxana Croitoru, CSD Lead Pepsi | Ciprian Postelnicu, Media & Communication Strategy Manager Pepsi

BRAND PODCAST
SILVER
Work: ”Ascultă-ți corpul” Podcast
Client: Rețeaua de Sănătate Regina Maria
Brand: Rețeaua de Sănătate Regina Maria
Author: Rețeaua de Sănătate Regina Maria
Other credits: Bad Habits, United Media, CAP, Lightaholic Studio
The Team: Oana Cardas, Medical Marketing Manager Rețeaua de Sănătate Regina Maria | Silvia Dumitru, Jurnalist & Moderator Rețeaua de Sănătate Regina Maria | Andra Rădulescu, Social Media Manager Rețeaua de Sănătate Regina Maria | Raluca Stîncescu, Senior Social Media Specialist Rețeaua de Sănătate Regina Maria | Greta Redeleanu, Marketing Director Rețeaua de Sănătate Regina Maria

Category: DIGITAL BRAND EXPERIENCE & ACTIVATION

DIGITAL BRAND EXPERIENCE
NOMINEE
Work: The Orange 5G+ Underground Fest
Client: Orange Romania
Brand: Orange
Author: Publicis Romania
Other credits: Initiative Media
The Team: Monica Popescu, Consumer Communication Manager Orange | Anca Stancov, Media Communication Manager Orange | Dragoș Huian, Sponsorship and Events Specialist Orange | Mihai Dobre, Media Specialist Orange | Andra Dumitrescu, Digital Communication Specialist Orange | Dinu Târnovan, Business Owner Visual Expert Orange | Silviu Nedelschi, Chief Creative Officer Publicis | Mihaela Neațu, Group Creative Director Publicis | Cristian Anton, Group Creative Director Publicis | Ștefan Postelnicu, Junior Copywriter Publicis | Alexandru Macsoda, Art Director Publicis | Alexandru Lazăr, Art Director Publicis | Irene Sandu, Junior Art Director Publicis | Daniel Raicea, Head of Orange Division Publicis | Cristina Timaru, Account Manager Publicis | Valentina Chirică, Account Manager Initiative Media | Sinem Okay, Digital Account Manager Initiative Media | Andreea Corbos, Account Director Initiative Media | Ștefania Lupu-Bugan, Senior Strategic Planner Publicis | Evelyne Oichiuz, Data Analyst Publicis

AI-POWERED EXPERIENCE
SILVER
Work: Kari Era
Client: Kaufland România
Brand: Kaufland România
Author: Kaufland România
Other credits: Digital Nation, The M Works, iZi Data, Machina Events

The Team: Estera Anghelescu, Director de Recrutare & Employer Branding Kaufland România | Karla Riskovics, Employer Branding Coordinator Kaufland România | Raluca Boldescu, Employer Branding Specialist Kaufland România | Oana Roșu, Employer Branding Specialist Kaufland România | Alex Glodeanu, Employer Branding Analyst Kaufland România | Teodor Hedeșiu, Head of Consumer Lifestyle Department The M Works | Diana Mocanu, Senior Account Manager The M Works | Ana Toma, Senior Account Executive The M Works | Ana Maria Lincan, Junior Account Executive The M Works | Paul Apostol, Founder Digital Nation | Silvia Luican, Founder iZi Data | Oana Chira, Founder Machina Events

AI-POWERED EXPERIENCE
NOMINEE
Work: FOR REAL, KOREAN GLAZED CHICKEN?
Client: KFC
Brand: KFC
Author: Leo Bucharest
Other credits: UM
The Team: Oana Nastase, Integrated Strategy Director Leo Bucharest | Ana Miculescu, Growth & Innovation Director Leo Bucharest | Maria Ilea, Senior Account Manager Leo Bucharest | Andrei Nica, Creative Director Leo Bucharest | Vladimir Ciobanu, SM Content Creator & Producer Leo Bucharest | Mara Sabau, Group Creative Director Leo Bucharest | Maria Mahfouz, Copywriter Leo Bucharest | Andra Semciuc, Art Director Leo Bucharest | Alexandru Tunaru, Head of Digital and Social Media Leo Bucharest | Delia Raicu, Art Director Leo Bucharest | Monica Eftimie, CMO KFC | Roxana Matasel, Marketing Director KFC | Ionela C. Vacaru, Marketing Lead KFC | Maria Vasilica, Jr. Brand Manager KFC | Claudia Bodnar, Sr Social Media Manager KFC | Andra Serban, Social Media Specialist KFC | Gina Zgubea, Digital Marketing Lead KFC | Ana Smarandescu, Digital Manager KFC | Dany DINU, Digital Media Manager UM

AI-POWERED EXPERIENCE
NOMINEE
Work: The FA.I.led Experiment
Client: Nemira Publishing House
Brand: Nemira
Author: Saatchi & Saatchi + The Geeks
The Team: Laura Belc, Executive Creative Director Saatchi & Saatchi + The Geeks | Cătălina Dobre, Copywriter Saatchi & Saatchi + The Geeks | Diana Savin, Art Director Saatchi & Saatchi + The Geeks | Mircea Ceapă, Video Editor Saatchi & Saatchi + The Geeks | Radu Glodeanu-Carata, Video Editor Saatchi & Saatchi + The Geeks | Laurențiu Semeniuc, Head of Strategy Saatchi & Saatchi + The Geeks | Paul Foltache, Senior Web Developer Saatchi & Saatchi + The Geeks | Alexandru Tănase, Head of Social Media Saatchi & Saatchi + The Geeks | Miahela Prisecaru, Influencer Marketing Specialist Saatchi & Saatchi + The Geeks | Simona Zglimbea, Account Director Saatchi & Saatchi + The Geeks | Vlad Petre, Managing Director Saatchi & Saatchi + The Geeks | Ioana Mușat, Managing Director The Geeks Saatchi & Saatchi + The Geeks | Catalina Nicolau, Director Executive Nemira Publishing House | Ioana Rusu, Director Comunicare Nemira Publishing House | Andreea Staicu, Digital Brand Manager Nemira Publishing House | Florian Ivanica, Senior Social Media Specialist Nemira Publishing House

SEASONAL & CULTURAL MOMENTS
GOLD
Work: Zalando Summer & Festivals
Client: Zalando CEE
Brand: Zalando
Author: MRM Romania
Other credits: MSL The Practice - PR & IM Agency, Dentsu - Media Agency, Omnicom Production - Post-production studio, Viralnation - Influencer production agency
The Team: Carina Toma, Creative Director MRM Romania | Diana Neagu, Sr. Art Director MRM Romania | Ionut Cioroiu, Sr. Copywriter MRM Romania | Ioana Zamfir, Chief Creative Officer MRM Romania | Loredana Andrei, Sr. Strategist MRM Romania | Stefan Chiritescu, Chief Strategy Officer MRM Romania | Rocsana Marin, Business Director MRM Romania | Ioana Teodorescu, Director of Client Services & Growth MRM Romania | Daniela Petrescu, Marketing Lead South Eastern Europe Zalando | Nino Maric, Marketing Manager HR/SI/RO/HU Zalando | Yaroslav Kasperovych, Marketing Manager HR/SI/RO/HU Zalando | Dragos Vintu, Activations & Influencer Director MRM Romania | Sabina Smeu, BTL Project Manager MRM Romania | Daniel Solomon, Senior Project Manager Omnicom Production | Anca Petrescu, PR Manager MSL The Practice

SEASONAL & CULTURAL MOMENTS
SILVER
Work: Health Serenades
Client: REȚEAUA REGINA MARIA
Brand: REȚEAUA REGINA MARIA
Author: CAP
Other credits: United Media Services
The Team: Codin Caradimu, Creative Director CAP | Catalin Rulea, Art Director CAP | Sanziana Serbanescu, Account Director CAP | Cristina Purcarea, Managing Partner CAP | Andra Radulescu, Social Media Manager Reteaua Regina Maria | Oana Cardas, Medical Marketing Manager Reteaua Regina Maria | Cristiana Vago, Marketing Manager Reteaua Regina Maria | Greta Redeleanu, Marketing Director Reteaua Regina Maria | Veronica Moraru, Media Director United Media Services | Claudia Giogan, Performance Media Team Leader Digital United Media Services

SEASONAL & CULTURAL MOMENTS
NOMINEE
Work: Coca-Cola On Tour
Client: The Coca-Cola Company
Brand: Coca-Cola
Author: MRM Romania
Other credits: Godmother, WPP Media Agency
The Team: Iuliana Nedelcu, Senior Director Marketing Romania The Coca-Cola Company | Rodica Nedelcu, Coca-Cola Director The Coca-Cola Company | Raluca Frumuselu, Senior Manager Coca-Cola The Coca-Cola Company | Andra Balan, Senior Manager Coca-Cola The Coca-Cola Company | Corina Iordache, Media Director The Coca-Cola Company | Miruna Dedu, Influencer Manager The Coca-Cola Company | Alexandru Lacatusu, Senior Social Media Manager The Coca-Cola Company | Andreea Cindea, Director Strategic Communications The Coca-Cola Company | Adela Cioroianu, Events Manager The Coca-Cola Company | Cristian Calinescu, Executive Business Director & Chief Growth Officer McCann Worldgroup Romania | Bianca Negre, Global Group Account Director McCann Worldgroup Romania | Andrada Ionescu, Strategic Planner MRM Romania | Adina Crutu, Account Manager McCann Worldgroup Romania | Alexandra Hotea, Senior Account Executive McCann Worldgroup Romania | Ioana Cliza, Creative Director MRM Romania | Vlad Socianu, Creative Director MRM Romania | Ioana Zamfir, Chief Creative Officer MRM Romania | Delia Lepadatu, Senior Art Director MRM Romania | Alexandru Ilie, Copywriter MRM Romania | Cosmin Hritcu, AV Producer McCann Worldgroup Romania

SEASONAL & CULTURAL MOMENTS
NOMINEE
Work: LIDL ON SKIS
Client: LIDL Romania
Brand: LIDL
Author: MRM Romania
Other credits: Initiative Media, Golin Ketchum
The Team: Codrin Vasile, Senior Copywriter McCann Romania | Edward Tomi Toth, Art Director McCann Romania | Bianca Buzilă, Account Executive McCann Romania | Anca Crișan, AV Producer McCann Romania | Doina Ionescu, Group Account Director McCann Romania | Dragoș Vîntu, Group Account Director McCann Romania | Ioana Zamfir, Chief Creative Officer MRM Romania | Luana-Mali Roman, Head of Social Media MRM Romania | Adrian Rusu, Creative Director McCann Romania | Mircea Țara, Group Creative Director McCann Romania | Iulia Bold, Group Creative Director McCann Romania | Teodora Vlad, Social Media Specialist Lidl Romania | Raluca Nistor, Manager Proiect Influencer Marketing Lidl Romania | Irina Petre, Social Media Specialist Lidl Romania | Elena Ene, Social Media Specialist Lidl Romania | Ioana Dumitrescu, Head of Engagement Lidl Romania | Ioana Radu, Head of Marketing Lidl Romania | Figan Memet, PPC Specialist Initiative Media | Cristina Stroiu, Senior Manager Influencer Marketing & Partnerships Golin Ketchum | Ana Puiu, Influencer Marketing Associate Golin Ketchum

REAL TIME RESPONSE
SILVER
Work: The FA.I.led Experiment

Client: Nemira Publishing House
Brand: Nemira
Author: Saatchi & Saatchi + The Geeks
The Team: Laura Belc, Executive Creative Director Saatchi & Saatchi + The Geeks | Cătălina Dobre, Copywriter Saatchi & Saatchi + The Geeks | Diana Savin, Art Director Saatchi & Saatchi + The Geeks | Mircea Ceapă, Video Editor Saatchi & Saatchi + The Geeks | Radu Glodeanu-Carata, Video Editor Saatchi & Saatchi + The Geeks | Laurențiu Semeniuc, Head of Strategy Saatchi & Saatchi + The Geeks | Paul Foltache, Senior Web Developer Saatchi & Saatchi + The Geeks | Alexandru Tănase, Head of Social Media Saatchi & Saatchi + The Geeks | Mihaela Prisecaru, Influencer Marketing Specialist Saatchi & Saatchi + The Geeks | Simona Zglimbea, Account Director Saatchi & Saatchi + The Geeks | Vlad Petre, Managing Director Saatchi & Saatchi + The Geeks | Ioana Mușat, Managing Director The Geeks Saatchi & Saatchi + The Geeks | Catalina Nicolau, Director Executive Nemira Publishing House | Ioana Rusu, Director Comunicare Nemira Publishing House | Andreea Staicu, Digital Brand Manager Nemira Publishing House | Florian Ivanica, Senior Social Media Specialist Nemira Publishing House

Category: DIGITAL CAMPAIGNS

FMCG - FOOD
GOLD
Work: Get used to Luxury
Client: Orkla Foods Romania
Brand: LaMinut
Author: Orkla Foods Romania
Other credits: Zenith Romania, Blindspot, Griffin, Black Maria Film, Circo Visual
The Team: Andreea Stoenică, Brand Manager Orkla Foods Romania | Amalia Teodorescu, Marketing Exec Orkla Foods Romania | Adrian Păsărică, Head of Marketing Orkla Foods Romania | Andreea Toloacă, Director comercial Orkla Foods Romania | Andrei Stoleru, Photographer/ Art Direction Circo Visual | Dragoș Coman, Photographer/ Art Direction Circo Visual | Lulu de Hillerin, Producer Black Maria Production | Alex Coteț, Director Black Maria Production

FMCG - FOOD
SILVER
Work: Pofticios - Free Your Cravings
Client: Friesland Campina Romania
Brand: Napolact
Author: Cohn & Jansen Creative Network
Other credits: ZWPP Media Romania, DIUD, Antișcoala de muzică: Călin Marcu
The Team: Eliza Calciu-Șerban, Marketing Director FrieslandCampina România | Gabriela Nicuț-Runcan, Marketing Manager FrieslandCampina România | Laura Gheorghiu, Brand Manager FrieslandCampina România | Mihai Fetcu, Creative Director Cohn & Jansen | Laura Leonte, Group Creative Director Cohn & Jansen | Ana Vasilache, Senior Copywriter Cohn & Jansen | Vio Pintilie, Senior Art Director Cohn & Jansen | Andrei Cohn, Creative Director Cohn & Jansen | Raluca Diaconu, Senior Strategic Planner Cohn & Jansen | Diana Crâșmariu, General Manager Cohn & Jansen | Arina Stoenică, Client Service Director Cohn & Jansen | Diana Minculescu, Group Account Director Cohn & Jansen | Silvia Fetcu, Account manager Cohn & Jansen | Ilinca Dumitrescu, A/V Production Director Cohn & Jansen | Virgil Ghelmici, DTP Cohn & Jansen | Ramona Petu, Account Manager WPP Media Romania | Georgiana Stanescu, Senior Expert Cross-Channel Planner WPP Media Romania | Andreea Totolici, Media Planner WPP Media Romania | Mihaela Stancescu, Group Account Director WPP Media Romania | Ana Udriste, Digital Partner WPP Media Romania

FMCG - DRINKS
GOLD
Work: Queen of the Night
Client: PepsiCo
Brand: Pepsi
Author: Leo Bucharest
Other credits: Est.Now, OMD
The Team: Oana Nastase, Integrated Strategy Director Leo Bucharest | Cristina Calota, Creative Director Leo Bucharest | Ana Miculescu, Growth & Innovation Director Leo Bucharest | Andreea Cojocariu, Deputy Account Director Leo Bucharest |

Alexandra Slotea, Senior Account Manager Leo Bucharest | Mara Sabau, Group Creative Director Leo Bucharest | Bianca Muscalu, Group Creative Director Leo Bucharest | Vladimir Trasa, Copywriter Leo Bucharest | Alexandru Silinescu, Art Director Leo Bucharest | Ioana Adamescu, Art Director Leo Bucharest | Iasmina Voinea, Copywriter Leo Bucharest | Adelina Manea, SM Content Creator & Producer Leo Bucharest | Bianca Naumovici-Bella, Creative Director – Influencers, Creators | Maria Porcisteanu, Junior Producer Est.Now | Laura Gheorghe, Senior Brand Manager Pepsi | Mihaela Precup, Junior Brand Manager Pepsi | Roxana Croitoru, CSD Lead Pepsi | Ciprian Postelnicu, Media & Communication Strategy Manager Pepsi

FMCG - DRINKS
SILVER
Work: 60 YEARS ANNIVERSARY
Client: PepsiCo
Brand: Pepsi
Author: Leo Bucharest
Other credits: Est.Now, OMD
The Team: Cristina Calotă, Creative Director Leo Bucharest | Bianca Muscalu, Group Creative Director Leo Bucharest | Mara Sabau, Group Creative Director Leo Bucharest | Oana Năstase, Integrated Strategy Director Leo Bucharest | Ioana Adamescu, Art Director Leo Bucharest | Alexandru Silinescu, Art Director Leo Bucharest | Iasmina Voinea, Copywriter Leo Bucharest | Maria Mahfouz, Junior Copywriter Leo Bucharest | Vladimir Trașă, Junior Copywriter Leo Bucharest | Ana Miculescu, Growth & Innovation Director Leo Bucharest | Andreea Cojocariu, Deputy Account Director Leo Bucharest | Adelina Manea, Social Media Content Creator & Producer Leo Bucharest | Ramona Bilic, Beverages Marketing Manager PepsiCo | Roxana Croitoru, Pepsi Lead Romania PepsiCo | Laura Gheorghe, Senior Brand Manager Pepsi | Ioana Tănase, Junior Brand Manager Pepsi | Claudia Brezeanu, Senior Brand Manager Pepsi Flavours Pepsi | Georgiana Dobre, BTL & Events Manager PepsiCo | Ciprian Postelnicu, Media & TCP Manager PepsiCo | Cristina Iliescu, External Communications Manager PepsiCo

FMCG - DRINKS
NOMINEE
Work: Bergenbier 30th: Do you remember when…?
Client: Molson Coors
Brand: Bergenbier
Author: Ogilvy Romania
Other credits: OMD Romania
The Team: Alexandru Constantin, Senior Copywriter Ogilvy Romania | Bianca Milea, Art Director Ogilvy Romania | Adrian Diac, Executive Creative Director Ogilvy Romania | Ioana Trăistaru, Senior Strategic Planner Ogilvy Romania | Bianca Troncea, Head of Strategy Ogilvy Romania | Larisa Bunea, Social Media Manager Ogilvy Romania | Lidia Albu, Social Media Director Ogilvy Romania | Andreea Abel, Account Director Ogilvy Romania | Cristi Lupu, Account Manager Ogilvy Romania | Ana Neculăeș, PR Manager Ogilvy Romania | Ana Sișu, PR Director Ogilvy Romania | Bogdan Jianu, Senior Brand Manager Bergenbier | Elena Ion-Balescu, Brand manager Bergenbier | Alina Buzatu, Media & Digital Manager Bergenbier | Carmen Privache, Media Director OMD Romania | Cristina Siminea, Digital Senior Media Manager OMD Romania

FMCG - NON FOOD
SILVER
Work: Acne puts you on mute. Sebium puts it on hide.
Client: NAOS Skin Care Romania (Bioderma | Institut Esthederm – Etat Pur)
Brand: Bioderma
Author: BBDO România
Other credits: 2activePR, Initiative Media
The Team: Simina Dima, Managing Director Tribal Worldwide Romania | Adina Antonie, Client Service Director Tribal Worldwide Romania | Irina Blansek, Group Creative Director Tribal Worldwide Romania | Ionut Raicu, Group Creative Director Tribal Worldwide Romania | Mihaela Trandafir, Senior Art Director Tribal Worldwide Romania | Cosmina Chelariu, Senior Copywriter Tribal Worldwide Romania | Alina Neagu, Art Director Tribal Worldwide Romania | Camelia Dobre, Senior Account Manager Tribal Worldwide Romania | Cristina Maftei, Senior Account Executive Tribal Worldwide Romania | Florina

Puiu, Marketing Manager NAOS Skin Care Romania | Simona Vlad, PR Manager NAOS Skin Care Romania | Gabriela Cioplea, CRM & Digital Content Specialist NAOS Skin Care Romania | Maria Roncea, Social Media Specialist NAOS Skin Care Romania | Madalina Adem, Digital Project Manager & Paid Media Specialist NAOS Skin Care Romania

SERVICES
SILVER
Work: (Save a) Life Insurance
Client: Generali
Brand: Generali
Author: VML
Other credits: DENTSU
The Team: Ana Maria Pocora, Marketing & CRM Director Generali Romania | Diana Firon-Gherman, Senior Marketing Coordinator Generali Romania | Anca Copoiu, Brand Manager Generali Romania | Ionuț Gabroveanu, CRM Coordinator Generali Romania | Atoussa Bassiri, Business Director VML Romania | Lucia Rusu & Mihaela Ştirbu, Account Director & Account Manager VML Romania | Bogdan Teodorescu, Executive Creative Director VML Romania | Irina Szelellki, Copywriter VML Romania | Miruna Belgun & Bianca Solymosi, Art Director VML Romania | Mihaela Craciunescu, Head of Strategy VML Romania | Dinu Gutu, Senir Strategic Planner VML Romania | Denissa Mic, PR Director VML Romania | Diana Marculescu & Marius Simionescu, Social Media Manager & Head of Digital VML Romania | Manuel Borde, Global Chief Creative Officer Commerce | David Cofrancesco, Global Director Creative Commerce Operations | Oswaldo Sá, Executive Creative Director VML | Guilherme Grossi & Gabriel Gama, Group Creative Directors VML | Catarina Barcala, Associate Creative Director VML | Lucas Pimenta, Creative Director Motion & Editing | Dariel Bogota, Motion & Content Designer VML

SERVICES
NOMINEE
Work: The Orange 5G+ Underground Fest
Client: Orange Romania
Brand: Orange
Author: Publicis Romania
Other credits: Initiative Media
The Team: Monica Popescu, Consumer Communication Manager Orange | Anca Stancov, Media Communication Manager Orange | Dragoș Huian, Sponsorship and Events Specialist Orange | Mihai Dobre, Media Specialist Orange | Andra Dumitrescu, Digital Communication Specialist Orange | Dinu Târnovan, Business Owner Visual Expert Orange | Silviu Nedelschi, Chief Creative Officer Publicis | Mihaela Neațu, Group Creative Director Publicis | Cristian Anton, Group Creative Director Publicis | Ștefan Postelnicu, Junior Copywriter Publicis | Alexandru Macsoda, Art Director Publicis | Alexandru Lazăr, Art Director Publicis | Irene Sandu, Junior Art Director Publicis | Ștefania Lupu-Bugan, Senior Strategic Planner Publicis | Evelyne Oichiuz, Data Analyst Publicis | Daniel Raicea, Head of Orange Division Publicis | Cristina Timaru, Account Manager Publicis | Valentina Chirică, Account Manager Initiative Media | Sinem Okay, Digital Account Manager Initiative Media | Andreea Corbos, Account Director Initiative Media

BANKING & FINANCIAL
SILVER
Work: Money for Mishaps
Client: Viva Credit IFN
Brand: Viva Credit
Author: WOPA
Other credits: Brand Architects, DIUD STUDIO
The Team: Claudiu Dobriță, Executive Creative Director WOPA | Daniel Hărmănescu, Creative Director WOPA | Alex Gheață, Senior Art Director WOPA | Alex Cazacu, Senior Copywriter WOPA | Vlad Lipovanu, Head of Digital WOPA | Andra Țivichi, Client Service Director WOPA | Monica Iosif, Account Director WOPA | Irina Radu, Senior Account Executive WOPA | Nineta Balazs, Digital Project Manager WOPA | Florin Pantazi, Marketing and Sales Director Viva Credit | Alexandru Radu, Head of Digital Marketing Viva Credit | Andreea Ciribașa, Social Media Specialist Viva Credit | Georgiana Doloc, Performance Marketing Specialist Viva Credit | Alexandru Gojnea, Email Marketing Specialist Viva Credit

BANKING & FINANCIAL

SILVER
Work: Real-Life Passwords
Client: Mastercard Romania
Brand: Mastercard
Author: MRM Romania
Other credits: McCann Romania, Golin Ketchum, WPP Media Agency
The Team: Ioana Gorganeanu, Vice President Marketing Mastercard | Diana Tanase, Head of Marketing România and Croația Mastercard | Ada Iftodi, Consumer Marketing Director Mastercard | Bogdan Pustea, Product Marketing Manager Mastercard | Raluca Seucan, Chief Police Commissioner and Director Crime Research and Prevention Institute | Laura Voicu, Deputy Police Commissioner Crime Research and Prevention Institute | Bogdan Ion, Deputy Police Commissioner Crime Research and Prevention Institute | Mihai Rotariu, Communications Director The National Cyber Security Directorate | Gabriela Folcuț, Executive Director The Romanian Association of Banks | Costin Bogdan, EXECUTIVE CREATIVE DIRECTOR McCann | Karla Georgescu, Group Creative Director McCann | Olivia Spanu, Group Creative Director McCann | Catalin Dobre, Agency CEO McCann | Maria Ivan, ART DIRECTOR McCann | Ionut Talos, COPYWRITER McCann | Maria Trepcea, Regional Account Director McCann | Ana-Maria Tiganus, Senior Account Manager McCann | Gabriela Alexandrescu, Business Director McCann | Anne-Rose Schepp, SENIOR PLANNER McCann | Stefan Chiritescu, STRATEGIC PLANNER McCann

BANKING & FINANCIAL
NOMINEE
Work: Cucuieții Credit Card
Client: ING Bank
Brand: ING Bank
Author: Saatchi & Saatchi + The Geeks
Other credits: Dentsu, Rogalski, Cronicarii Digitali
The Team: Diana Mihai, Marketing and Communication Director ING Bank | Corina Rusu, Head of Brand & Marketing Department ING Bank | Raisa Beicu, Senior Brand Manager ING Bank | Alina Plătică, Brand Expert ING Bank | Silvia Jalea, Head of Internal and External Communications ING Bank | Daniela Marin, Senior PR Manager ING Bank | Dana Nacu, Digital Marketing Manager ING Bank | Arina Lazăr, Senior Social Media Manager ING Bank | Laura Belc, Chief Creative Officer Saatchi Creative Hub | Raluca Eftimie, Group Creative Director Saatchi Creative Hub | Diana Dalimon, Senior Art Director Saatchi Creative Hub | Catalina Dobre, Copywriter Saatchi Creative Hub | Diana Savin, Art Director Saatchi Creative Hub | Anca Iuhas, Senior Strategic Planner Saatchi Creative Hub | Alexandru Tanase, Head of Social Media Saatchi Creative Hub | Francesca Roscolodicu, Senior Account Manager Saatchi Creative Hub | Narcisa Luft, Account Director Saatchi Creative Hub | Cosmin Mandricel, Digital Media Manager Dentsu | Alexandra Lupu, Communication Consultant Rogalski Damaschin

HEALTHCARE
GOLD
Work: The 4th Trimester
Client: Rețeaua de Sănătate Regina Maria
Brand: Rețeaua de Sănătate Regina Maria
Author: Bad Habits
Other credits: Punk, Talo, CreaZYX, United Media, McCann Health Brain & Heart
The Team: Adina Militaru, Managing Partner Bad Habits | Cozmin Dinu, Graphic Designer Bad Habits | Anca Ciobanu, Graphic Designer Bad Habits | Bianca Radu, Graphic Designer Bad Habits | Popescu Roxana, Senior Brand Manager Regina Maria | Greta Redeleanu, Marketing Director Regina Maria | Cristiana Vago, Communication Director Regina Maria | Andra Radulescu, Brand Manager Regina Maria

HEALTHCARE
SILVER
Work: The Invisible Inheritance
Client: MedLife
Brand: MedLife
Author: NOMAZI Advertising
Other credits: Nexus Gaming

The Team: Monica De Romeo, Head of Marketing MedLife | Ioana Tufa, Senior Brand Manager MedLife | Mihnea Brasoveanu, Digital Marketing Manager MedLife | Costin Martin, Digital Marketing Specialist MedLife | Elena Dumitru, Brand Manager MedLife | Ina Bădărău, Head of Brand & Communications MedLife | Irina Nazat, PR Manager MedLife | Călin Drob, Sr. Copywriter NOMAZI Advertising | Alexandra Radu, Sr. Art Director NOMAZI Advertising | Teodora Gheorghe, Social Media Exec NOMAZI Advertising | Patricia Popescu, Art Director NOMAZI Advertising | Adrian Anghel, Head of Digital Communication NOMAZI Advertising | Iulia Boloca, Founder & Creative Director NOMAZI Advertising | Andrei Stănișteanu, Co-Founder & Managing Partner NOMAZI Advertising | Octav George Crețu, Founder Nexus Gaming | Liviu Vulpescu, Edit Nexus Gaming | Radu Chitaru, Director Nexus Gaming | Paul Dovan, DOP & Color Nexus Gaming | Alexandra Chinzăruc, Client Service NOMAZI Advertising

HEALTHCARE
NOMINEE
Work: #SănătosAcasă - The Patient Recovery Diary
Client: Rețeaua de Sănătate Regina Maria
Brand: Rețeaua de Sănătate Regina Maria
Author: Bad Habits
Other credits: Punk, United Media, McCann Health Brain & Heart
The Team: Adina Militaru, Managing Partner Bad Habits | Maria Secara, Social Media Manager Bad Habits | Cozmin Dinu, Graphic Designer Bad Habits | Andra Rădulescu, Social Media Manager Regina Maria | Raluca Stîncescu, Senior Specialist Social Media Regina Maria | Bianca Loboda, Senior Brand Manager Inpatient Regina Maria | Cristiana Vago, Communication Manager Regina Maria | Greta Redeleanu, Marketing Director Regina Maria | Miruna Meirosu, Senior Corporate Brand Manager Regina Maria

RETAIL
SILVER
Work: Who Ate Christmas?
Client: Kaufland
Brand: Kaufland
Author: v8 interactive
Other credits: UM Romania

RETAIL
NOMINEE
Work: Froo's open for prizes - Răpirea din FrooRai
Client: Froo Romania
Brand: Froo
Author: Oxygen
Other credits: Media Agency: WPP Media, Social media agency: Bad Habits
The Team: Cosmin Baba, Creative Director Oxygen | Denisa Armasu, Group Creative Director Oxygen | Vlad Pasca, Art Director Oxygen | Stefan Georgescu, Strategy Director Oxygen | Alina Margarit, Account Director Oxygen | Alexandra Ciobanu, Account Coordinator Oxygen | Catalin Tudor, New Business Manager Oxygen | Andreea Filip, Chief Business Officer Oxygen | Andrei Fatu, Social Media Manager Oxygen | Jennifer Bonanno, Senior Social Media Manager Oxygen | Luiza Cernica, Social Media Director Oxygen | Mihaela Mineu, Head of BTL Oxygen | Violeta Nicula, BTL Account Manager Oxygen | Ioana Micu-Iorgulescu, Digital Account Manager WPP Media | Lavinia Goia, Digital CDT Lead WPP Media | -, - Bad Habits | Simona Bucur, Marketing and Communication Manager Froo | Królikowska Marta, Marketing Director Froo | Florea Anca, Digital Manager Froo | Olteanu Gabriela, Marketing Specialist Froo

RETAIL
NOMINEE
Work: FROOROSCOPE
Client: Froo Romania
Brand: Froo
Author: Oxygen

Other credits: Media Agency: WPP Media, Social media agency: Bad Habits
The Team: Cosmin Baba, Creative Director Oxygen | Denisa Armasu, Group Creative Director Oxygen | Elis Iaia, Strategy Director Oxygen | Bianca Gurzu, Account Director Oxygen | Catalin Tudor, New Business Manager Oxygen | Andreea Filip, Chief Business Officer Oxygen | Rebeca Maresescu, Video editor Oxygen | Ioana Micu-Iorgulescu, Digital Account Manager WPP Media | Lavinia Goia, Digital CDT Lead WPP Media | -, - Bad Habits | Królikowska Marta, Marketing Director Froo | Bragaru Andreea, Trade Marketing Manager Froo | Florea Anca, Digital Manager Froo | Olteanu Gabriela, Marketing Specialist Froo

RETAIL
NOMINEE
Work: Check Your Avocados
Client: Lidl România
Brand: Lidl România x Regina Maria
Author: Ogilvy Romania
The Team: Andreea Abel, Account Director Ogilvy Romania | Cristina Gavrila, Senior Account Manager Ogilvy Romania | Alexandru Constantin, Senior Copywriter Ogilvy Romania | Bianca Milea, Art Director Ogilvy Romania | Oana Bechir, Graphic Designer Ogilvy Romania | Adrian Diac, Executive Creative Director Ogilvy Romania | Bianca Troncea, Head of Strategy Ogilvy Romania | Casandra Murarasu, TikTok Content Creator Ogilvy Romania | Cristina Tudose, Social Media Manager Ogilvy Romania | Lidia Albu, Social Media Director Ogilvy Romania | Ilinca Bantas, Manager Proiect Marketing Strategie - Strategie de Marketing Lidl Romania | Bianca Elena Cenusescu, Consultant Comunicare Externa Corporate Communication | Teodora Vlad, Specialist Social Media Engagement

RESTAURANTS
SILVER
Work: URBAN MICULTURE
Client: Smols
Brand: Smols
Author: WOPA
Other credits: VANA ANIMATION STUDIO, DIUD STUDIO, Fortuners
The Team: Claudiu Dobriță, Executive Creative Director WOPA | Alex Gheață, Art Director WOPA | Alex Cazacu, Copywriter WOPA | Mihai Marin, Graphic Designer WOPA | Vlad Lipovanu, Head of Digital WOPA | Andra Țivichi, Client Service Director WOPA | Oana Dănilă, Group Account Director WOPA | Ana Stan, Senior Account Manager WOPA | Andreea Bozoi, Managing Partner FORTUNERS | Elena Pomarac, Client Service Director FORTUNERS | Codrin Bădescu, Head of Social Media FORTUNERS | Cristian Ciripan, Social Media Manager FORTUNERS | Sofia Marin, Junior Social Media FORTUNERS | Andrei Parpalea, Graphic Designer FORTUNERS | Monica De Romeo, Consultant Marketing DIETLIFE (Smols) | Marina Udroiu, Consultant Market & Consumer Insight DIETLIFE (Smols)

E-COMMERCE
SILVER
Work: Prepare to want more
Client: eMAG
Brand: eMAG
Author: Jam Session Agency
Other credits: Starcom Romania, Selly Media Network, SmartPoint PR, Global Records
The Team: Razvan Acsente, Chief Marketing Officer eMAG | Catalin Bindea, Head of Brand Mk RO, Hu | Alexandra Vestineanu, Client Service Director & Partner Jam Session Agency | Alexandra Lupeanu, Group Acocunt Director Jam Session Agency | Alexandra Stancu, Former Employee Jam Session Agency | Andreea Ghenoiu, Creative Director & Partner Jam Session Agency | Adina Basag, Group Creative Director Jam Session Agency | Corneliu Dobrea, Former Employee Jam Session Agency | Ana Andrei, Strategic Communication Integrator Jam Session Agency | Oana Oprea, Former Employee Jam Session Agency | Ciprian Surdu, Creative Marketing Manager eMAG | Aura Potlog, Marketing Project Manage eMAG | Dan Bercaru, Group Online Media Director eMAG | Mihnea Pana, PR Manager eMAG | Anca Negraru, Former Employee Jam Session Agency | Dragos Craciun, Former Employee Jam Session Agency | Matei Popescu, Copywriter Jam Session Agency | Luminita Bercea, Art Director Jam Session Agency | Luiza Mihailescu, Copywriter Jam Session Agency | Denisa Patru, Former Employee Jam Session Agency

ART, CULTURE, MEDIA AND ENTERTAINMENT
NOMINEE
Work: The Half That Makes Us Whole
Client: Run In Bucharest
Brand: Run In Bucharest
Author: NOMAZI Advertising
Other credits: Creative Cat
The Team: Mădălina Ciobanu, Project Manager Run In Bucharest | Antonia Dincă, Client Service & Production Run In Bucharest | Mihaela Preda, PR Manager Run In Bucharest | Laurențiu Mihai, International Partnerships Run In Bucharest | Teodora Gheorghe, Social Media Exec NOMAZI Advertising | Patricia Popescu, Art Director NOMAZI Advertising | Alexandra Chinzăruc, Client Service NOMAZI Advertising | Adrian Anghel, Head of Digital Communications NOMAZI Advertising | Alexandra Radu, Sr. Art Director NOMAZI Advertising | Iulia Boloca, Founder & Creative Director NOMAZI Advertising | Andrei Stănișteanu, Co-Founder & Managing Partner NOMAZI Advertising | Cătălin Chiriac, DOP Creative Cat | Ștefan Beșu, DOP Creative Cat

ART, CULTURE, MEDIA AND ENTERTAINMENT
NOMINEE
Work: Every Heist Is A Work of Art
Client: Netflix
Brand: Netflix
Author: Jam Session Agency
Other credits: Puzzle, MSL the Practice, Luca's Art Film, Bread
The Team: Stefania Bercu, Title Manager Netflix | Ada Gheorghiu, Marketing Production Manager Netflix | Ioana Zvac, Social Marketing Manager - CEE Netflix | Anda Postolache, Account Director Jam Session Agency | Alexandra Lupeanu, Group Account Director Jam Session Agency | Alexandra Buligescu, Group Creative Director Jam Session Agency | Andreea Roscan, Head of Art Jam Session Agency | Valentin Suciu, Creative Director Jam Session Agency | Oana Oprea, Former Employee Jam Session Agency | Marcin Lipowski, PAVs manager Netflix | Paulina Godlewska, Publicity Manager Netflix | Ola Iwasiewicz-Mikorzewska, PR Specialist Netflix | Radu Selaru, Executive Producer Luca's Art Film | Sabrina Canea, Senior Communication Manager MSL The Practice | Andreia Cartu, Head of Social Puzzle Onvertising | Aleksandra Aleksander, Producer Bread | Dorota Szulc, Photographer Netflix | Andeea Coteț, Senior Strategist Puzzle Onvertising | Sabrina Aldea, Communication manager MSL The Practice | Alex Nimurad, Art Director Puzzle Onvertising

SOCIAL CAMPAIGNS
GOLD
Work: Orphanages are History
Client: Hope and Homes for Children
Brand: Hope and Homes for Children
Author: Kubis Interactive
Other credits: Saga Film, Chainsaw Europe
The Team: Alina Zaharescu, Senior Art Director Kubis Interactive | Alexandra Vogel, Art Director & SoMe Creative Kubis Interactive | Felicia Stoica, Executive Creative Director Kubis Interactive | Carmen Miruță, Chief Operations Officer Kubis Interactive | Miruna Baias Nae, Brand Strategisy Kubis Interactive | Camelia Matei, Group Account Director Kubis Interactive | Alexandra Dinu, Account Manager Kubis Interactive | Nicoleta Marcu, Communication and Fundraising Director Hope and Homes for Children | Iulia Pocol, Head of Communication Hope and Homes for Children | George Dăscălescu, Director and Cinematography Saga Film | Alex Teodorescu, Executive Producer Saga Film | Eduard Drăghici, Producer Saga Film | Cristiana Popescu, Production Coordinator Saga Film | Anamaria Rusu & Vlad Urzică, Production Assistants Saga Film | Monica Garbur, Creative Advertising Producer Chainsaw Europe | Silvia Matei, Video Editor Chainsaw Europe | Andrei Vasilache, Sound Editor Chainsaw Europe | Laurent Morel, Colorist Chainsaw Europe | Oana Manea & Raluca Iuțeș, Postproduction Coordinators Chainsaw Europe | Marius Manole, Narrator Ambassador

SOCIAL CAMPAIGNS
SILVER
Work: It's Only a Matter of Time
Client: Habitat for Humanity
Brand: Habitat for Humanity
Author: v8 interactive

Other credits: Posh Media
The Team: Roberto Patrascoiu, National Director (CEO) Habitat for Humanity | Andreea Dobre, Resource Development & Communication Director Habitat for Humanity | Alexandra Vasile, Individual Giving Manager Habitat for Humanity | Ema Badanga, Corporate Partnerships Manager Habitat for Humanity | Florentina Pricopie, Corporate Partnerships Manager Habitat for Humanity | Doina Gabriela Tudoran, Junior Individual Fundraiser Habitat for Humanity | Olena Trofimchuk, Communication & PR Assistant Habitat for Humanity | Ionut Iordache, Group Creative Director v8 interactive | Adriana Paulica, Head of Art v8 interactive | Camelia Cucu, Head of Digital Strategy v8 interactive | Cristian Petre, Copywriter v8 interactive | Andreea Cogianu, Art Director v8 interactive | Stefania Techer, Senior Social Media Manager v8 interactive | Alexandra Coanca, Account Director v8 interactive | Laura Ionescu, Creative Director v8 interactive | Carla Siminea, Account Manager v8 interactive | Liviu Isop, AV Producer v8 interactive | Ionut Andrei, CEO v8 interactive | Iustin Surpanelu, Director/DOP Production | Alex Burlac, Producer Production

BEST DIGITAL CAMPAIGN
Work: Get used to Luxury
Client: Orkla Foods Romania
Brand: LaMinut
Author: Orkla Foods Romania
Other credits: Zenith Romania, Blindspot, Griffin, Black Maria Film, Circo Visual
The Team: Andreea Stoenică, Brand Manager Orkla Foods Romania | Amalia Teodorescu, Marketing Exec Orkla Foods Romania | Adrian Păsărică, Head of Marketing Orkla Foods Romania | Andreea Toloacă, Director comercial Orkla Foods Romania | Andrei Stoleru, Photographer/ Art Direction Circo Visual | Dragoș Coman, Photographer/ Art Direction Circo Visual | Lulu de Hillerin, Producer Black Maria Production | Alex Coteț, Director Black Maria Production

Category: INTERNETICS DIGITAL FOR GOOD

INTERNETICS DIGITAL FOR GOOD
GOLD
Work: Real-Life Passwords
Client: Mastercard Romania
Brand: Mastercard
Author: MRM Romania
Other credits: McCann Romania, Golin Ketchum, WPP Media Agency
The Team: Ioana Gorganeanu, Vice President Marketing Mastercard | Diana Tanase, Head of Marketing România and Croația Mastercard | Ada Iftodi, Consumer Marketing Director Mastercard | Bogdan Pustea, Product Marketing Manager Mastercard | Raluca Seucan, Chief Police Commissioner and Director Crime Research and Prevention Institute | Laura Voicu, Deputy Police Commissioner Crime Research and Prevention Institute | Bogdan Ion, Deputy Police Commissioner Crime Research and Prevention Institute | Mihai Rotariu, Communications Director The National Cyber Security Directorate | Gabriela Folcuț, Executive Director The Romanian Association of Banks | Costin Bogdan, CREATIVE DIRECTOR McCann | Karla Georgescu, Group Creative Director McCann | Olivia Spanu, Group Creative Director McCann | Catalin Dobre, Agency CEO McCann | Maria Ivan, ART DIRECTOR McCann | Ionut Talos, COPYWRITER McCann | Maria Trepcea, Regional Account Director McCann | Ana-Maria Tiganus, Senior Account Manager McCann | Gabriela Alexandrescu, Business Director McCann | Anne-Rose Schepp, SENIOR PLANNER McCann | Stefan Chiritescu, STRATEGIC PLANNER McCann

INTERNETICS DIGITAL FOR GOOD
SILVER
Work: 911201: Cleaning has no gender
Client: Interstar
Brand: Vileda
Author: Ogilvy Romania & Asociația ANAIS
Other credits: WPP Media
The Team: Diana Mitrică, Senior Copywriter Ogilvy Romania | Bogdan Anghel, Senior Art Director Ogilvy Romania | Oana Bechir, Graphic Designer Ogilvy Romania | Adrian Diac, Executive Creative Director Ogilvy Romania | Ioana Trăistaru, Senior Strategic Planner Ogilvy Romania | Dana Carauș, Digital Account Director Ogilvy Romania | Cristina Tudose, Social

Media Manager Ogilvy Romania | Lidia Albu, Social Media Director Ogilvy Romania | Ana Neculăeș, Senior PR Manager Ogilvy Romania | Ana Sișu, PR Director Ogilvy Romania | Georgiana Stănescu, Senior Expert Cross-Channel Planner WPP Media | Andreea Dobrescu, Media Strategist WPP Media | Cotfaș Alexandra Elena, Content Project Specialist WPP Media | Mihaela Mangu, Project manager/co-founder Asociația ANAIS | Carmen Nemeș, President Asociația ANAIS | Daniela Plăcintaru, Strategic Marketing Manager Interstar | Nicoleta Preda, Group Category Manager Interstar

INTERNETICS DIGITAL FOR GOOD
SILVER
Work: Easy To Help
Client: Sameday
Brand: Sameday
Author: WOPA
Other credits: Zitec, Data Revolt Agency
The Team: Andrei Paun, Art Director WOPA | Irina Serbulea, Copywriter WOPA | Daniel Harmanescu, Creative Director WOPA | Larissa Traistaru, Senior Account Manager WOPA | Raluca Gheorghe, Group Account Director WOPA | Alina Minu, Marketing Manager SAMEDAY | Alina Stroe, Employer Branding & Internal Communication SAMEDAY | Adina Verdeș, Project Manager SAMEDAY | Andreea Predoiu, Social Media Specialist SAMEDAY | Elena Stoica, VP Marketing & Growth SAMEDAY | Georgia Paciu, Senior CX Specialist SAMEDAY | Iulian Brujban, Product Manager SAMEDAY | Nina Cepraga, PR & CSR Specialist SAMEDAY | Victoria Cirstescu, Growth Consumer Specialist SAMEDAY

INTERNETICS DIGITAL FOR GOOD
NOMINEE
Work: The 4th Trimester
Client: Rețeaua de Sănătate Regina Maria
Brand: Rețeaua de Sănătate Regina Maria
Author: Bad Habits
Other credits: Punk, Talo, CreaZYX, United Media, McCann Health Brain & Heart
The Team: Militaru Adina, Managing Partner Bad Habits | Dinu Cozmin, Art Director Bad Habits | Ciobanu Anca, Art Director Bad Habits | Radu Bianca, Graphic Designer Bad Habits | Popescu Roxana, Senior Brand Manager Regina Maria | Redeleanu Greta, Marketing Director Regina Maria | Vago Cristiana, Communication Manager Regina Maria

DIGITAL CLIENT OF THE YEAR:
Rețeaua de Sănătate Regina Maria

AGENCY OF THE YEAR:
MRM ROMANIA