

WHO ARE WE?



INTEGRATED COMMUNICATION AGENCY



MCCANNPR +A TEAM. ON TOP OF EVERYTHING.

AFFILIATE MEMBER OF



One of the world's greatest PR networks.

A unit of Interpublic Group of Companies (NYSE: IPG). London based European HQ.







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Integrated communication campaigns
Creative concept, ideas & executions, design
Social media and mobile content
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Consumer brand activations
Shopper experience
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Corporate events
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TECH I health I FMCG I energy I auto I
retail I insurance I financial I entertainment

No 1 PR agency in Romania in 2022



2022 European Excellence Awards – Best campaign in the Balkans Region – Regina Maria, The Private Healthcare Network: "Longing, the only affection transmitted from a distance"

2022 Gold Award for Brand PR - New products and services - Regina Maria, The Private Healthcare Network: "Longing, the only affection transmitted from a distance"

2022 Silver Award for Excellence for Communication in medical sector - Regina Maria, The Private Healthcare Network: "Longing, the only affection transmitted from a distance"

2022 Silver Award for Excellence for Public Affairs, Advocacy, Lobby - Bristol Myers Squibb: "The blood unit"

2022 Silver Award for Excellence for Media Relations & Influencer Relations - Regina Maria, The Private Healthcare Network: "With MOM to MAMO"

2022 Silver Award for Excellence for Brand PR, Existing Product and Services - Regina Maria, The Private Healthcare Network: "You are stronger than you think"

2022 Silver Award for Excellence for Corporate Communications – Nestle Romania: "Good life for all – A Nestle inclusivity campaign"

2022 The award for the annual report – Nestle Romania: "Growing together"

2022

No 1 PR agency in Romania in 2021



Silver for Internet's residency exam, Regina Maria





Silver for the Blood Donation campaign for the Red Cross

Gold (PR) for Bloodcast, 👯 Crucea Rosie



2020-2021











MAFI EUROPE



Allianz (III)





















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City









GlaxoSmithKline

Asigurări

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Be well











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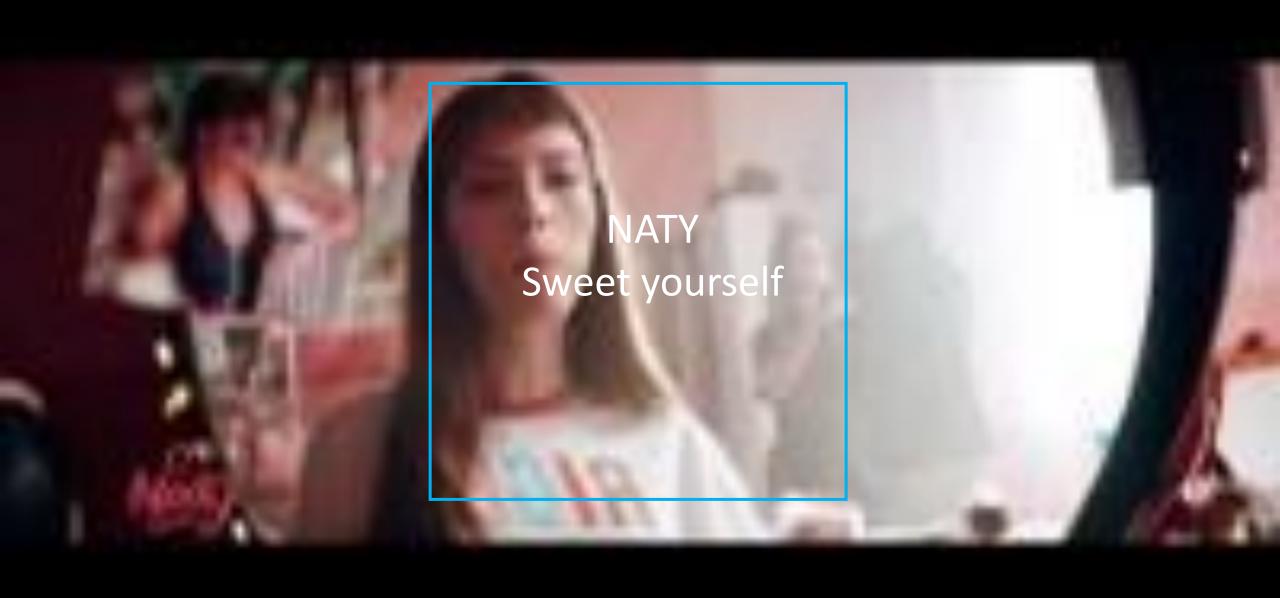






OUR WORK







COSTA COFFEE STYLE / THE FIRST ONLINE EXCLUSIVE LAUNCH OF A COFFEE BRAND IN THE COCA-COLA HBC GROUP



9

1. THEME & CAMPAIGN CONTEXT

At the beginning of June, Coca-Cola HBC Romania brought England's favorite coffee brand in Romania. The excellent taste of Costa Coffee has arrived in the country during challenging moments, due to the pandemic, entering the market in a time when virtual gatherings over a well-brewed cup of coffee can fill the vacuum of physical interactions and can provide a certain sense of normalcy.

Therefore, we've translated Costa's strong brand attributes into that perfect kind of event that fits in today's sensitive context, through authenticity and human approach.



50 years brand legacy

into 50 minutes of live-streaming to almost 50 journalists, KOLs and Coca-Cola members.

100% RFA certified beans

into 100% attendance rate of top Romanian business & trade media and influencers.

2. PLANNING:

We aimed to get top-level KOLS and biggest mass-media outlets in Romania talking about Costa Coffee and take an active part in the whole launching experience.

First, as an incentive, goodie packs and a save the date invitation were prepared and sent out to relevant media opinion leaders.

Alessandra Stoicescu(one of the most iconic TV anchor), Lucian Mindruta (well-recognized journalist), Ziarul Financiar (No.1 business publication in Romania) or the PRO TV station (leading TV Station) – just to name a few.

For the launching livestreaming event, we've produced high quality video content that had the power to bring dynamism to the whole virtual conference experience. Also, exclusive interviews were planned to be released in the same day with the official launch.

As well, the launching plan included: a mix of intrinsic and extrinsic messages created to inspire consumers to love great coffee, strategic partnership with one of the most known Morning Show in Romania and with relevant lifestyle magazines.









3. IMPLEMENTATION:

A save the date invitation was delivered to a well-selected list of guests. Then, as a reminder, one day before the launching event, the targeted audience received a goodie pack kit containing all Costa Coffee blends, a coffee tree and a short brochure.

The next morning, on 19th of June over 50 journalists, KOLs and Coca-Cola System's partners logged in for a virtual experience.

A short mood video showcasing the most important proof points to believe in Costa Coffee opened the event and triggered the curiosity of participants from the very beginning. Then, attendees witnessed a virtual demonstration with tips & tricks on how to brew the perfect cup of coffee at home, the entire moment being delivered by a Cezara Cartes – Coffee Capabilities Expert at CocaCola Hellenic Bottling Company.

Then, key information on Costa's history and brand proofs were delivered by Jovan Radosavljevic, General Manager Coca-Cola HBC Ro & Mihaela Hoffman, Marketing Manager, Coca-Cola HBC Ro. In a virtual Q&A session, journalists from top business media, trade press and mass-media asked many relevant questions and were provided with real-time feedback.

More, the same day with the event, a series of exclusive interviews with Jovan Radosavljevic & Mihaela Hoffman for Ziarul Financiar (leading business newspaper) BIZ (top outlet featuring marketing topic) and PROTV (TV station with the highest visibility in Romania) highlighted the importance of Costa Coffee for Coca-Cola HBC Romania portfolio and Romania market.



ONLINE GATHERING

STREAMING





After the official launch, for 4 weeks, every Monday and every Friday, Razvan and Dani, the two TV anchors of the most appreciated morning show in the country, talked about Costa's attributes or recreated a mishap context during thei show.

Also, in partnership with lifestyle magazines we presented the Costa Coffee story in written advertorials.

4: RESULTS:

In 24 hours from the kick-off:

news stories @TV, print, online & social media. 70+

The KOLs' channels activated through Costa kits unboxing content reached up to more than

265k & counting

The launch generated an extremely impactful earned media response, leading to more than

media articles and social media posts, shared 105 by top - business media, trade&fmcg press, generalistic mass-media and KOLs.

The press coverage contributed greatly to the reaching of over

+3mil people



Click here to see preview of the eve







Click here to see the morning show section

TV **STORY**



PRINT MEDIA





















CLIENT

Part of the German group Schwarz, Kaufland is the retail leader and one of the largest private employers in Romania: 15.000 Romanians work in the national network of 119 stores.

THE FESTIVAL JOBS

How to start a career in retail by going to a festival? By Kaufland.

THEME / OPPORTUNITY

JOBS, JOBS, JOBS

Annually, the company hires around 5.000 employees, 95% being blue collars acting as commercial workers.

Presently, Romania is facing the hardest workforce crisis in recent history making Kaufland face quite the business and HR challenge – how to get personnel on board even for those easy and low level jobs like store worker. These jobs don't require experience or specializing, yet they have the biggest rate of fluctuation and candidates are really hard to find.

Kaufland had to do something about it – the lack of human resources is a serious threat for any company on the medium and long term. Something had to change in the HR approach and an employer branding campaign was badly needed.

Therefore, the main objective of our campaign was to raise awareness of Kaufland as an employer of choice among the fresh and young generation.





CREATIVE IDEA

SURPRISE, SURPRISE

So, here we are. Untold Festival. Neversea Festival. SummerFest. The biggest festivals in Romania chock-full of party goers looking for awesome experiences.

And in comes Kaufland with an employer branding campaign like no other: **The festival job**.

Fun, interactive, memorable – the experience should only enhance the freedom and good vibes. And although the name is **job**, the game is **festival** – we had 6 jobs available:



IMPLEMENTATION

THE NON-INTERVIEW

All party-goers had to do was come to the Kaufland activation tent, express their desire to get hired and after filling-up the form, they got the job kit: a very cool illustrated badge, a lanyard of their choice, stickers and the equipment (for the jobs that required them – like the Mobile Charger).

THE PAY

The jobs weren't for free of course, certain compensations had to be made – part-time party-going employees got free drinks, fanny packs, portable speakers or fitness wristbands.

THE HASHTAG

The hashtag **#jobdefestivalbykaufland** was used to get the young Kaufland temporary employees share their experience. Photos and comments made the fun activation reach all festival goers and soon enough there was no shortage of people to refresh the dancers or cocktail tasters to ensure the drinks were done right.

Much fun, many work, Kaufland style!

Communication channels used during the campaign:

dedicated careers platform (microsite), Facebook page, Instagram profile, YouTube channel.



EVALUATION ACTIVATING THE WORKFORCE Kaufland was the only company present at the Romanian summer festivals with an employer branding activation this made the company stand out not only as a possible and viable employer for those present but also as an engaged, insightful and fun company. MORE THAN 2000 YOUNGSTERS GOT ONE OF THE **KAUFLAND'S FESTIVAL JOBS.** Following our campaign, the number of candidates applying for a position at Kaufland increased by 25%, which exceeded our expectations. We also noticed a perception improvement related to Kaufland's part-time job openings. Candidates started perceiving them as an opportunity to start a career or earn an extra income.



THEME/OPPORTUNITY

NEW PEOPLE, NEW ENERGY

"Model-actress-blogger", "Stylist-yogi-cake baker", "Entrepreneur-New Dad-DJ" - these are the business cards of the future. People are starting to lead multi-hyphenate lives which go beyond the 9 to 5 grind.

With a job, a side-hustle and lots of passion, you need all the positive energy you can get. And now, there's a new drink in town just for that: Coca-Cola Energy – a new entry in Coca-Cola's portfolio - is the champion of all those who have a side-hustle, helping them keep their batteries full, stay bright and spread #positiveenergy around the world.

RESEARCH

THE HUSTLE NEVER ENDS! (stats box)

11 HOURS/WEEK spent side-hustling
76% LOVE their hustle more than their jobs
25 \$/HOUR earned hustling*

These are the numbers in the US. But the local scenery doesn't look much different, as young adults are diversifying their activities and occupations, in search for more meaning, more fun or just more income sources.

Source: www.sidehustlenation.com/

MOCAMPR FORESIGHT, INSIGHT, EXCITE.

CREATIVE IDEA YOUR WORK, YOUR PASSION, YOUR ATTITUDE they are all expressions of your positive energy. To celebrate, motivate and encourage people with multi-careers to keep up the good work, the new kid on the block - Coca-Cola Energy - brings a PR approach focusing on PRODUCT, PEOPLE and PLACES, under the concept SPREAD YOUR POSITIVE ENERGY. When you let your #positiveenergy come through, you inspire others to do same and create meaningful connections, for greater good.

PLANNING & AUDIENCE

OUR GOALS

to launch Coca-Cola Energy in Romania by introducing the product to the most visible of its target audience representatives: the restless, the creative, the multitaskers, the busy bees always on the go - young adults and adults (25-45 y.o.) who are pros at both their jobs and their passions

reach selected influencers with a meaningful, personalized approach and enable a rewarding first encounter with the new product

illustrate the SPREAD YOUR POSITIVE ENERGY concept through memorable experiences

OUR APPROACH

PRODUCT - POSITIVE ENERGY TASTES GREAT

Power-up your life with the same taste and the #samefeeling of classic Coke and the added kick from naturally derived sources, guarana extracts, B vitamins and no taurine. This is Coca-Cola Energy.

PEOPLE - THE ENERGY FOR BUSY LIVES

Coca-Cola and people with multi-faceted lives have a lot in common: positivity, optimism and great taste. Coca-Cola Energy boosts their busy lives, inspiring others and creating connections.

PLACES - ON THE GO AND HUNGRY FOR MORE ENERGY

Coca-Cola Energy is the pick-me-up of choice when you're on commute, at work, at play, at a workshop or conference.

IMPLEMENTATION

LAUNCH INCOMING

Coca-Cola Energy was ready for take off in Romania. We plotted a course and hit all marks:

OFFICIAL ANNOUNCEMENT WITH A BANG get the news of new #positive energy to media and KOLs.

GATHER & GROW seed Coca-Cola Energy with a first taste experience targeting influencers and media.

BUZZ IN THE HIVE drive excitement with an activation at Brand Minds.

IN CASE OF ENERGY, CRACK A PR KIT

Side-hustling, multi-hyphenated influencers received a kit made especially for them. A customized box containing Coca-Cola Energy, a red, can-shaped speaker and a phone charger kickstarted a wave of excitement among media, influencers and their audiences. But what really made their encounter with Coca-Cola Energy meaningful was the customized message, praising their ability to juggle with all of their activities throughout the day and spread positive energy all around. How we did it?

IN MY TIME OF ENERGY

We gave them an exclusive first taste of Coke Energy when they need it most, exactly between activities.

TAKES ONE TO KNOW ONE

We spoke to our audience heart to heart with a personalized card that shows we understand them and their lifestyle.

ENERGY LEVEL OVER 9000

We let our influencers go on a #positiveenergy spree with fun gadgets.

DARE TO SHARE

We challenged influencers to share the extra Coke Energy can with a person who inspires #positiveenergy.

BRAND MINDS THINK ALIKE

Having made its social media entrance through the recommendation of top influencers, Coca-Cola Energy took on a new challenge: spread some more positive energy with the help of technology. Because the brightest minds in business need the best energy, we infused #posivitiveenergy at Brand Minds 2019, at the brand's interactive corner.

We invited people to take a sip of
Coca-Cola Energy and then visualize
their #positiveenergy on a kinect
screen that would reflect their body
moves. The fun visual effects
generated through this interaction
could be saved as a short animation
and then shared by email. All those
people making funny dance moves
with no music?

They had good vibes to spread.

EVALUATION

Influencers' first encounter with the product, enabled by a #positiveenergy delivery

social media posts from influencers with over 8k followers each: MORE THAN 70% OF TARGETED INFLUENCERS posted at least one Insta Story about the kit. Others published a post on Instagram or Facebook.



25% mentioned a friend and/or posted a picture of them.



EMOTIONAL REACTIONS & PERSONAL STORIES – CHECKED: "Today I got really emotional and blushed while reading the note that came along with this gift" // "These guys really got me! They already know my day has more than 24 hours, so they sent me two cans of #cocacolaenergy so I can handle it. Now ... you also know that energy can be two ways, but I always choose to be surrounded only by people who inspire me with #positiveenergy. And then, here I am, with my friend, our well-deserved energy and sharing a refreshing moment." // "Coca-Cola, you made me so emotional!"

SENTIMENT 100% POSITIVE

Nearly 100 participants interacted with the installation during the event's breaks, while hundreds of others received a can of Coca-Cola Energy at the brand's area.

#positiveenergy shared with 4000 attendees @Brandminds



Users interacting with the device drew the attention of many other visitors who were exposed to the activation and messages, stopped to watch or asked details.







Mega Image / Gastro / Mega Apetit



CONTEXT

With over 700 stores,

Mega Image is one of the top players
in the supermarket sector in

Romania. Their stores are well
designed with several activation areas
like: Mega Apetit (prepacked food),
Ready for Meal (Sandwiches) and
Gastro (cooked food).

THE BRIEF

In 2019 Mega Image wanted to merge the Apetit, Ready and Gastro areas into one big area.









redefine the Gastro area with a new concept with INNOVATION, AUTHENTICITY and MINIMAL BRANDING in mind.



make it RELEVANT for the shopper and DISRUPTIVE



FOCUS on shopper freedom to combine "any" beverage with "any" Gastro product and educate them on healthy lifestyle.



LOYALIZE shoppers with subscriptions, Mega Image card, promos.

OBJECTIVES



DIGITALIZE the Gastro area with LED TV's, Menu Machines and Waze integration of Gastro offers.



Create 24/7 occasion COMBO **MENUS**



INTEGRATE Coke & Meal into the Gastro area with a tailored campaign



shopper profile

INDIVIDUAL

LEGAL ENTITIES 109

CORPORATE 10%

MEN (which tend to buy more)

WOMEN

AGE

OF SHOPPERS HAVE HIGHER **EDUCATION**

MBA



OUR SOLUTION

We bring

APETIT + READY + GASTRO

together organically with the

COMBO PACKAGE

by offering Mega customers



CHOICE TO EAT ON SPOT



DIGITAL SHOPPING



DIGITAL FOTAINMEN

HOW?

COMBO PACKAGE let's you drop in, shop and take away you favorite food combo:



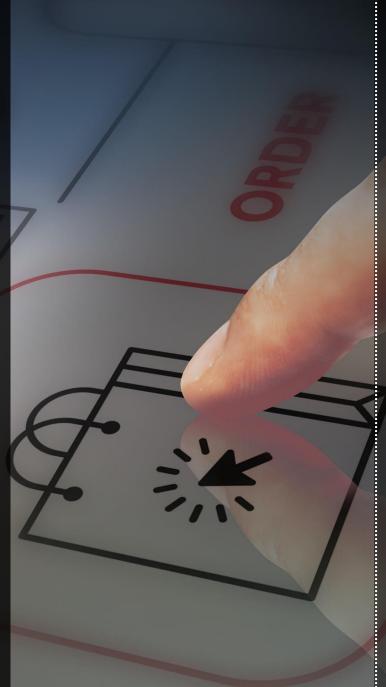
SANDWICH x BEVERAGE



SOUP X



HOT X



STAY & EAT

for a digital treat with our smart tables equipped with:

INFO TOOLS

display nutritional values, recipes and food infographics.

COMMUNICATION TOOL

show in store promos & food pairings.

SHOPPING TOOLS

fill your cart while you enjoy your meal. You can pick it up and pay when you're done

SELF-CHECKOUT

or schedule a delivery @home.



COFFEE LIKE AN URBAN JOURNEY

by Nespresso & Mihaela Glavan

THEME

Coffe aficionados and design lovers will love the new CitiZ by *Nespresso* machine: the retro-modern design, the latest technology, the unmistakable *Nespresso* taste. Iconic and pioneering, catering to the complete range of *Nespresso*'s encapsuled indulgence, CitiZ is a classic *Nespresso* innovation created to the city by storm.

CONTEXT THE FOUNDATION

In its second year in Romania, *Nespresso* was already established on the market, with its brand fundamentals firmly in place (from its brand universe to its state-of-the-art innovation system and sustainable coffee practice). It was time for the individual personalities of the *Nespresso* machines to take center stage.



CLIENT

Nestlé *Nespresso* SA is the pioneer and reference for highest -quality portioned coffee. The company works with more than 70,000 farmers in 12 countries through its AAA Sustainable Quality™ Program to embed sustainability practices on farms and the surrounding landscapes.

Nespresso opened its commercial operations in Romania in 2015 and operates offline via Nespresso Boutique, an iconic flagship store in Dorobanti Street, a pop-up store in Baneasa Shopping City, via selected partners and online through the dedicated portal and webstore.

OBJECTIVES THE FOUNDATION

CitiZ, the epitome of *Nespresso*'s promise to coffeeloving urban dwellers was the perfect novelty to take a step further into the *Nespresso* philosophy. Our mission was clear as a morning after a cup of *Nespresso*: Create the valuable premises for the adoption of the CitiZ machine range in the Romanian market

- Drive awareness and visibility for the new product
- Ensure *Nespresso* favorability and generate word of mouth



AUDIENCE HELLO, URBANITES!

"I love the city, its mixture of classic iconic design and modern intervention. Walking about feels like an inspiration, each step opening up new possibilities, creativity is in the air, electrifying. A *Nespresso* coffee is the perfect complement to the experience: inspiring, stimulating, sophisticated".

Liberal, daring, open to new experiences, fans of modern design yet aware of the classics, our coffee aficionados are reluctant to being pinned down. Timepoor, media-literate, trend-sensitive and culturally-aware, these survivors create the new mantra of luxury and are always keen on trying out new products and services.

They influence those around them and will stop at nothing to satisfy their curiosity for the best and the latest. Their confidence speaks of an understated authority that needs to be appreciated and indulged.



PLANNING URBANITES AND THEIR CITY

CitiZ by *Nespresso*, a coffee machine inspired by the cities of the world, was the perfect pretext for a conversation long overdue: the relationship between the people and their cities. A conversation about style, about the things that define us – both man and the city, inspired and motivated by a machine that's standing at the intersection between design and technology, aesthetics and performance.

This is a conversation about how urbanites face the city, with

ENTER MIHAELA GLĂVAN

"It may sound strange, but I need two secret weapons to face the city: my shoes and my coffee."

its up and down, its always charming, ever-changing moods.

This struck a cord with us and we knew we had to take her on board. Fashion designer, coffee lover and design buff, Mihaela Glavan was the final missing piece in our conversation with the city.





CREATIVE IDEA

CITIZ, FASHION AND THE CITY: THE PERFECT DESIGNATROIS

The creative idea was shaping: we would challenge Mihaela Glavan, one of the most prominent Romanian designers, to dramatize the urbanites' journey through the city: with its contrasts, charm, beauty and aspirations.

This experience - like a journey, step by step, through the urban landscape - would result in an original, one of a kind, design object crafted to mirror both the city and the CitiZ machine that inspired it.

WE GIVE YOU: THE CONCEPT CITIZ SHOES.

IMPLEMENTATION

Honored by the challenge, Mihaela created the most exquisite piece of design, inspired by the precise, curved edges of the machine and the personality of Bucharest, a city as creative and diverse as the people who inhabit it.

LOCATION, LOCATION

An exclusive industrial-chic loft right in the heart of Bucharest was chosen to be the venue of a manifesto event that redefined the urbanites' experience in the city. We presented the CitiZ Shoes alongside Mihaela Glavan's Fall Winter shoe collection and surfaced the new CitiZ by Nespresso machine center stage as the main inspiration piece. The urban micro-universe created with specific decors emphasized the designer's leitmotifs: love, freedom and evolution in the city.

A FASHION DISTRICT

KOLs, business partners and Mihaela Glavan's distinguished customers became part of the conversation we've opened about the city and its people. They've also had the exclusive chance to experience first-hand the exquisite indulgence of a Nespresso coffee extracted by the one and only CitiZ machine.



INNOVATION & CREATIVITY

It's not often that a brand goes beyond its corporate message about functional attributes and product benefits, yet with the CitiZ launch, Nespresso created a breeding ground for a local conversation about much more than just coffee. The relationship between the people and the city, a theme more relevant now than ever, took Nespresso out of its comfort zone and inspired a project with a unique personality that enabled the product to find its way organically on the Romanian market, at the intersection between fashion design, urban lifestyle and technology.

This sets Nespresso apart from its competition.

CAMPAIGN RESULTS

The solution we've crafted not only creates an individual brand story, but paves the way for a long term communication in association established with our star designer, Mihaela Glavan: each pair of CitiZ shoes has naturally become a communication vehicle for *Nespresso*!

- Event metrics over 300 participants (media, KOLs, designer clients) have directly engaged with CitiZ machines
- Brand visibility over 150 direct brand referrals in print, online, TV and radio media -70% earned media
- 100% positive tone of voice
- Project PR value 66k EU

The PR campaign acted complementary to the ATL and online media campaign, together to an overall exposure of over 10 million impressions.



IN A WORLD FULL OF LEMONS, TRY Coca Cola. LIME

Context:

On October, Coca-Cola Lime entered the Romanian market under the motto In a world full of lemons, be more lime. This means: In a world full of conventions, dare to express in a distinctive way. So we looked for the best & daring way to surprise bloggers & popular vloggers in Romania.

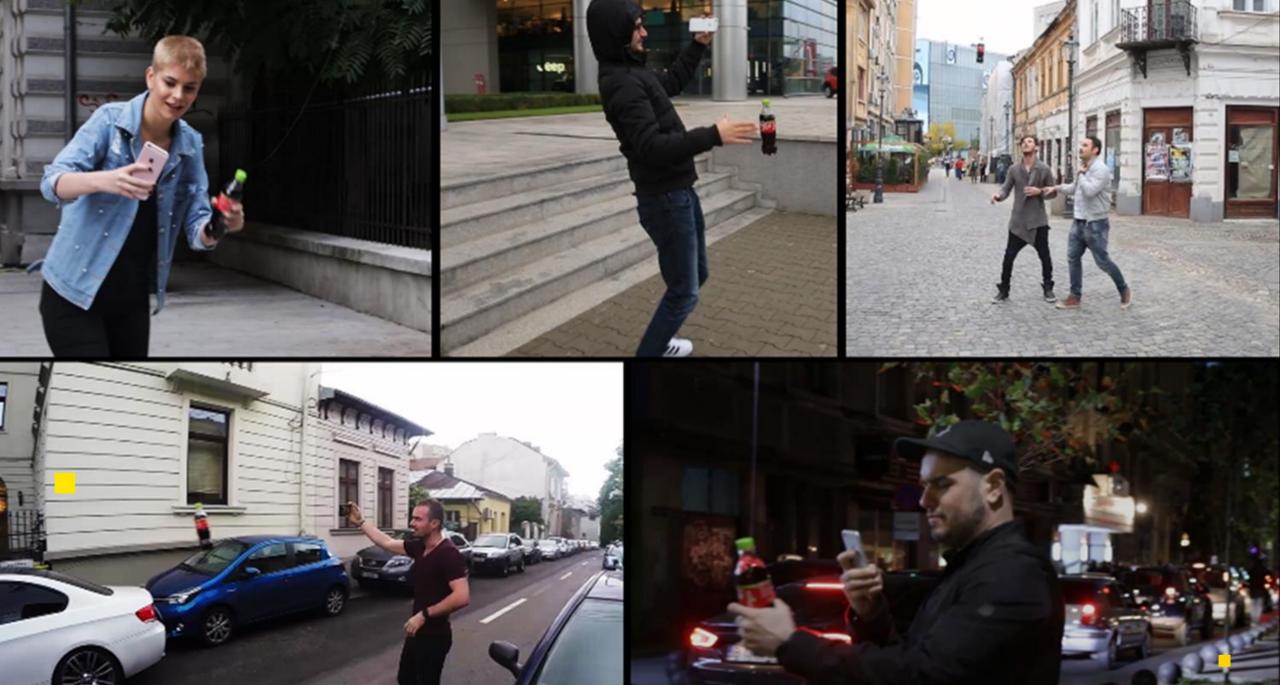
Idea: A special DRONE DELIVERY.

Opportunity:

We targeted top relevant Stakeholders: M&A journalists and v/bloggers sending them some Coke Lime Bottles via a unique drone delivery. We had an excellent team of v/bloggers that have joined this experiment: Mikey Hash (the first vlogger in Romania over 1 Million Youtube Subscribers); Bromania (a pupular vlogger in Romania with over 1 Million Facebook Fans); Laura Giurcanu (a popular video vlogger in Romania with large communities on Snapchat

& more that 240k FB fans); Noaptea Tarziu (popular vloggers with over 689K Youtube Subscribers); Cristian Florea & Ionut Bunescu (well-known bloggers and Coca-Cola fans).

Discover more: https://www.facebook.com/cocacolaromania/videos/1331454713554763/



MOCAMPR XDUO TEAL EDITION LAUNCH

According to a recent study*, 23% of the Romanian adult smokers know about smoke free alternatives, but only 40% of them have tried it and about 38% intend to do it in the near future. This means that education on alternatives and smoke free benefits is still needed in the local landscape.

With IQOS DUO TEAL 3, we wanted to build further on the Iqos promise and encourage a fresh, smoke free perspective.

With a more compact design, faster charging process and cutting edge technology, the new device was launched in limited edition this summer as something more than a product - a statement of personal style and personal choices, of fresh experiences and customizable journeys.

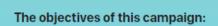
*Reveal Marketing Research, 2020

PLANNIN

Launching a new product in full summer, when the overall engagement is rather low, brought the challenge to have a new perspective on communication also - from product based content to memorabilia and experiential.

So we turned the IQOS prop into a fashion icon: an oversize statement bag that was inspired by the attributes of the new device.

The innovation brought by this new launch was that we moved the focus from product to content and packaged the new version via a new perspective: a creative spin-off memorabilia, **an oversize statement bag** that was inspired by the attributes of the new device: fresh, customizable, personal, freedom.





BUILD HYPE AROUND THE LAUNCH;



BUILD BRAND EQUITY AND AWARENESS WITHIN THE LAUNCH;



Position IQOS as a TRENDSETTER, an INSPIRATIONAL BRAND for the local scene.





/ TEASING THE LAUNCH: IQOS Teal installation @Kube Musette

- •An experiential installation vibrant, refreshing and instagrammable teasing the IQOS 3 DUO Teal between the 1st and 15th of July on one of the most transited boulevards of Bucharest.
- @Calea Victoriei 114 soon became an attraction point for art lovers, with UGC in social media from local KOLs and endorsement from going out magazines through articles mentioning it in the 'weekend activities section'.

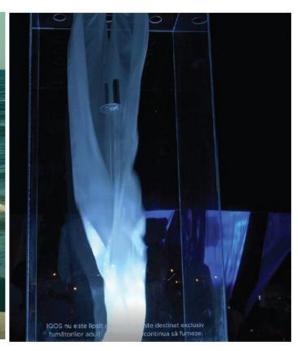


/ PRE-LAUNCH EVENT @SHUT-UP BEACH, MAMAIA

- •On the 12th of July, Mamaia was the place that gathered (all sanitary norms applied), a few but very important guests, KOLs and IQOS partners at an exclusive dinner event at the seaside.
- •The capsule event brought in the center of attention the new IQOS 3 DUO Teal edition launch, marked by the reveal of the product in a spectacular totem and created buzz around the new launch and UGC from all of its 50 guests.
- •In the given context, due to Coronavirus outbreak, IQOS pioneered a new approach in terms of events: the delimitation of the space with special lights, in order to be compliant with all the available norms at that time.







STIRRING CONVERSATION: BIG IDEA/BIG BAG

The focus here was on the new bag launch, rather than the device.

Developed in partnership with McCann PR, the iqonic bag was inspired by our Teal device, and positioned IQOS more than just a product, but rather an enabler, a lifestyle statement, a sartorial player with an ever-changing perspective.



CHANGING PERSPECTIVE REAL TIME

In just one day the IQONIC bag became the hottest topic discussed in media and in online creative groups.

And everybody associated it with the new device. That brought us a new opportunity for real time marketing. So we sent to all the people who 'meme' this bag a personalized bag with their message on it.

The creatives who received the personalized bag posted it on their social media accounts and that brought us even more user generated content.

"Out of our passion for design, out of the need to build new perspectives and inspired by the new device, IQOS together with McCann PR created a limited edition statement accessory, #TheIQOSBag. Made of recycled denim, this bag is more than a bag, it is the result that design has the power to transform the world we live in. Inspired by the new perspective that the Teal device brings in terms of product design, we wanted to offer IQOS users a versatile and affordable summer accessory."







The summer when a bag became THE BAG

We sent the bag to IQOS users and KOLs, in a perfect summer kit that showed to IQOS users a new perspective about the product.



The overall campaign estimated reach was 2.7 millions and 15K post engagements, out of which:

- •100K reach brought via online media outlets via press release & earned media coverage via dedicated articles.
- •over 2.6 mil. reach generated by the press kit sent to over 60 KOLs and user generated content from creatives and media spoke persons.
- •The overall social media tone of voice was 98% positive. Media outlets like Harper's Bazaar, Elle, Unica or media & advertising platforms, such as IQAds, Adplayers wrote about this campaign launch.

Two of the well-known online figures, **Diana Enciu (@fabmusediana) and Zenobia Lazarovici (@neonandlime)** got curious about the installation at Kube Musette and shared it on their Instagram accounts, and this brought even more earned media coverage.

DIANA ENCIU

Total followers: 185 K.
ESTIMATED EARNED REACH: 123k

ZENOBIA LAZAROVICI

Total followers: 26.1 K.

The hype created around this bag made some content creators to ask for a bag and amplify the content on their channels because of the user generated content already created around.

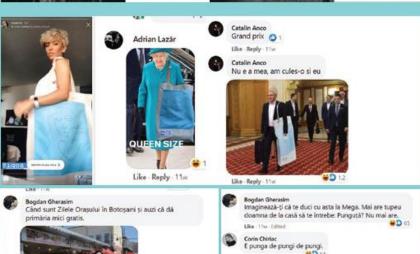
Ionut Costea (@goguci) and Andrei Niculae, Radio personality at Virgin radio were the ones who wanted this bag so bad because of the hyped created online.



IQOS also gained free media coverage with the buzz created in Facebook groups and from creatives & marketers about The IQOS Bag.

To all the people who memed the bag or the message on the bag, we prepared a personalized bag with their messages (good or bad) printed on it.





Stefan Craiclu

Cred că îmi încape în ea tot ce am în debara.





CHRISTMAS CAMPAIGN:

2 TEAMS: RED & GREEN

1 "FIGHT"

2 VIPs:

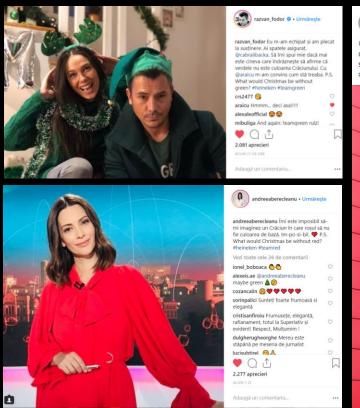




ONE CONCLUSION:

WHAT WOULD CHRISTMAS BE WITHOUT RED & GREEN?







Cristian Manafu shared a post.

17 December at 17:24 · 🚱



Irina Fodor





OTHERS WHO HAVE JOINED THE "FIGHT"



ANDREEA BERECLEANU



RĂZVAN FODOR



IRINA FODOR



CRISTIAN MANAFU

What would Christmas be without red & green?







SOME OF THE FUNNIEST COMMENTS



Cabral Ibacka Cristi Serb Nu-l mai deranja pe Cristian Manafu, el știe cum stă treaba dar alege să țină cu Andreea Raicu. Mă rog, trebuie să recunosc, ea are acel zâmbet fermecător...

Like - Reply - 1d - Edited





Alex Ciorsy Cred că i-a bagat Doamna Crăciun la spălat costumul, cu "colorate" de a ajuns verde.

Like Reply 4d



Ele ei

Elena Turbatu Săracul mos ,de atâta post cu broccoli i s-a înverzit și costumul !

Like - Reply - 4d







Adrian Addo Si broccoli are aceasi culoare!

O Top fan

Minunat!!!

Like · Reply · 1d

COVERAGE SUM UP TOTAL



LIKE: 53,304

SHARE: 146

COMMENT: 673

TOTAL No. FOLLOWERS:

2,720,831

SPLIT



LIKE: 12,174 SHARE: 146 COMMENT: 417



LIKE: 41,130 SHARE: -

COMMENT: 257

Followers			Facebook			Instagram		
FB	INSTA	Nume	like	share	comm	love	comm	
500,191	106,061	Cabral	1,900	8	106	8,134	31	
		Cabral	706	6	50	3,980	27	
		Cabral	1700	22	90	5,285	46	
		Cabral	847	7	37	2,807	13	
114,020		Share pagina personala postarea 3	220	1	14			
		Share pagina personala postarea 4	103	-	5			
843,280	283,731	Andreea Raicu	678	60	3	3,531	27	
		Andreea Raicu	527	2	9	1,927	13	
		Andreea Raicu	1,800	13	15	3,654	27	
		Andreea Raicu	218	4	2	1,954	9	
		Sponsored - postarea 2	547	2	9			
		Sponsored - postarea 3	2,079	13	59			
489,015	153,384	Andreea Berecleanu				2,696	28	
		Andreea Berecleanu				820	2	
		Andreea Berecleanu	129	-	4			
11,531	4,984	Cristian Manafu	16	-	-	141	1	
		Cristian Manafu	4	-	-	189	-	
26,851	31,483	Irina Fodor				3,661	24	
		Irina Fodor	90	1	3			
		Irina Fodor	152	2	2			
		Irina Fodor*	23	-	1			
4,725		Share pagina persoanala	35	1	1			*+1
112,891	38,684	Razvan Fodor**				2,351	9	Fac
		Razvan Fodor	100	1	3		>	**+
		Razvan Fodor	251	3	4			
		Razvan Fodor	49	-	-			
2,102,504	618,327	TOTAL	12174	146	417	41130	257	

MOCAMPR

WEEK ART ROMANIAN OR L D INSTALLATION DESIGN WEEK

1 THEME & CAMPAIGN CONTEXT

Romanian Design Week, the largest interdisciplinary festival in Romania that promotes design, architecture and innovation celebrated the 8th edition this year. Under the **CHANGE 2.0 theme**, the event took place in Bucharest, September 12th to 20th.

IQOS World: A New Perspective was IQOS's presence landmark within the festival, in promoting the message of perpetual change via an immersive experience.



2

P LANNING:

IQOS Purpose at Romanian Design Week 2020

The IQOS-RDW partnership was a great opportunity to showcase the artistic vision of a Smoke-Free Future through the lens of continuous transformation, by using Design as an international language to challenge the paradigm and generate positive conversation.

INSIGHT - Perception defines the sensorial experience of each person. It involves both recognizing environmental stimuli and actions in response to these stimuli. And it's the perfect way to immerse your audience within your capsule message, thus creating unforgettable experience.

IDEA – IQOS's art installation for this year at Romanian Design Week was the perfect example of perception play: a huge blank pyramid, set up in the middle of the room. Intriguing people to find out more about it. As you reached the top, you entered the world above, dedicated to the brand claim: a smoke-free world. Clean, fluid, silky, sensorial, a glimpse into the future.















At the same time on IQOS Instagram we began the communication of Romanian Design Week and teasing the installation that was brought to life.

We also placed some dedicated articles in the going out and lifestyle magazines teasing the IQOS World installation. On September 14th, we organized IQOS Night, an exhibition that gathered over 20 journalists and media representatives, IQOS partners, content creators and IQOS community.

4 RESULTS:

This was the night to put the spotlight on the art installation and generated an impressive amount of UGC in the following days of the festival.

The amplification of this event brought over **70 articles**, TV news and radio interventions that talked about this installation and generated a total amount of **5.29 millions reach**.

The overall attendance at IQOS World between 12th-20 th September was about 12.1 K visitors, that means 80% of the overall visitors of Romanian Design Week.

In social media IQOS had 589 mentions and an estimated reach of 2.9 millions which brought over 1.2 K new followers in IQOS Instagram account. And all of them were organic.

IQOS Night at Romanian Design Week reached:

A total number of 159 accounts that tagged IQOS in their stories or posts;
Total number of UGC stories: 311;

Estimated UGC reach: 2.939.533;

And an estimated reach of 550K on IQOS owned Instagram account;

Total usage of #iqosworld: 119; General tone of voice: positive.

Fashion editors, content creators, KOLS, editors in chief, they all climbed the stairs physically and uploaded great feedback on social media: Cristina Bazavan. Mara Coman, Alina Aliman or Mih Lovin, Cristina Ich and Ana Tobor — the first and only Al influencer in Romania contributed to UGC great results.

IQOS World was included in top 'must see' exhibitions at Romanian Design Week 2020, by all the present journalists, in their dedicated materials about the event.



























Imola Zoltan MANAGING DIRECTOR

In 2004 she created an internal PR department within McCann Erickson Romania and only one year later it became an independent agency affiliated to Weber Shandwick. Since then Imola extended the portfolio covering the most important industries in Romania, building the most creative PR agency, as it was recognized, once again, in 2020.



Lavinia Chican SENIOR PARTNER

Senior Partner McCannPR Romania. Lavinia is a top PR specialist with almost 20 years of experience in this industry. For 4 years, she has been partnered in the no 1 PR agency in Romania, according to BiZ and Unlock Market Research. Besides overall company business strategy., Lavinia is responsible for coordinating the communication strategies on accounts such as Coca-Cola Romania, Coca-Cola HBC, Heineken, Afi Europe, Philip Morris, Petrom OMW.



Ruxandra Vasilescu **BUSINESS DIRECTOR**

Senior expert communicator with a track record of over 15 years in local and international marketing & advertising industry, including highly successful leadership roles, in both PR and healthcare communications. Proud winner of over 50 awards in reputable international competitions.



Teodor Hedesiu CONSUMER AND LIFETSYL PRACTICE LEAD

Teodor is Account Director, with a 9year experience in the field. His client portfolio comprises of Heineken Romania (brands: Heineken, Strongbow, Birra Moretti), UPC Romania (including All for Kilimanjaro project), RWEA, HTC Romania, Philips TV, McDonald's, Ana Hotels, Sandoz, MSD, GSK, Coca-Cola, Enel, COSR and many others.



Andrei Alexandru **HEAD OF STRATEGY**

Andrei has started out in the film industry, spending ten years with the Buftea Film Studios in various production and creative roles. He left cinema for videogames, with almost three years with Gameloft as a Producer, before joining McCann PR. Specialized in health communication, he's been a trusted advisor on all Janssen projects and keeps bringing fresh perspectives to the new challenges we're briefed.



Ada Brutaru HEAD OF B2B/TECH

A public relations consultant with an extensive experience of over twelve years in intelligence research, marketing and corporate communications. Adriana handled full PR services for Microsoft, Nokian Tyres, Federal Mogul, GEFCO Group and project-based involvement for Exxon Mobil and Honeywell. Adriana is rejoining agency life after a oneyear corporate loan in which she acted as Communication Director for Microsoft Romania.



Laura Aldea **CHIEF GROWTH OFFICER**

More then 15 years of experience in advertising, covering the most industries: from finance to automotive, from health to retail, from energy to cosmetics, still having FMCG in focus, working for almost 9 years for TCCC, local and global projects. Effie and Golden Drum Awards

