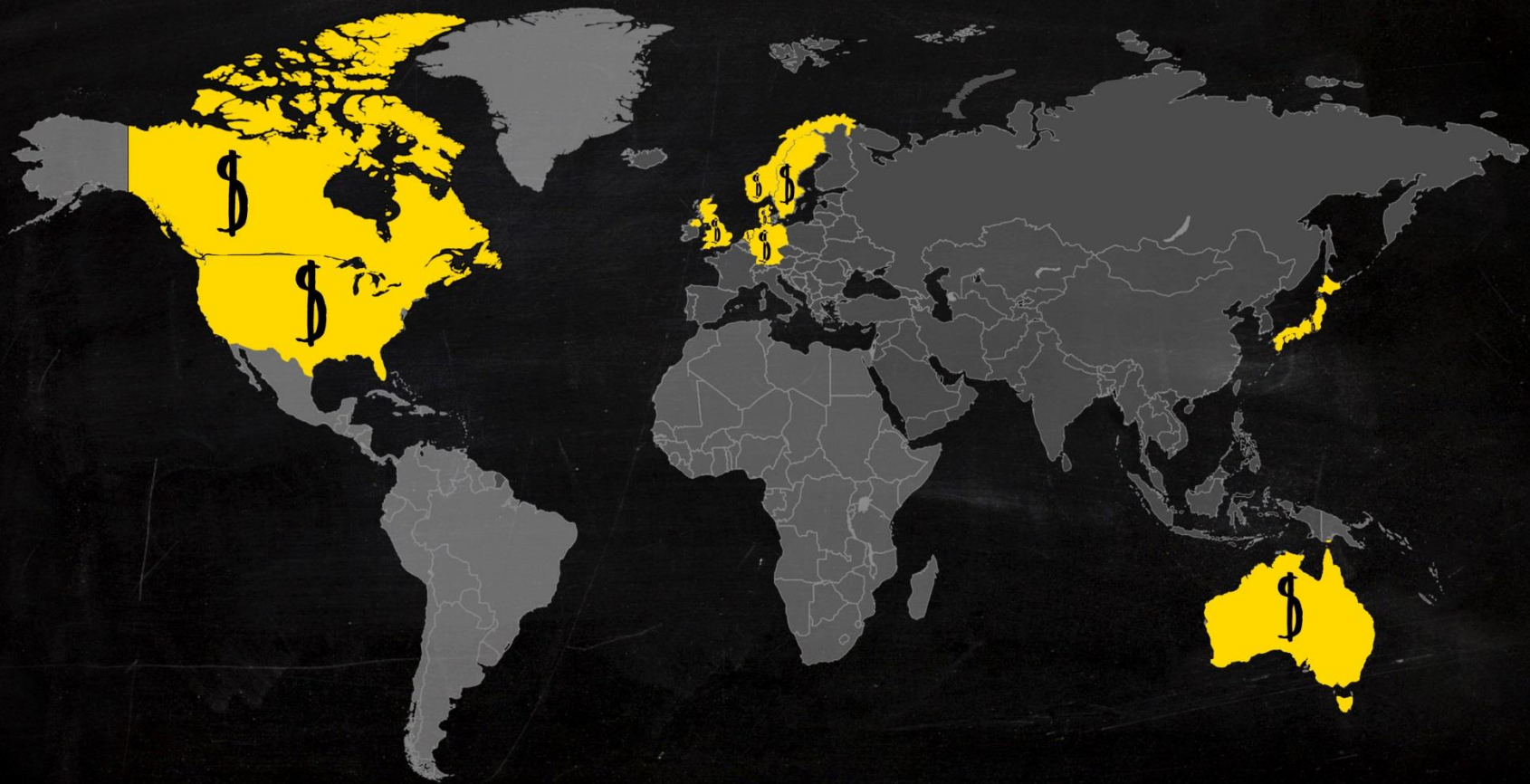
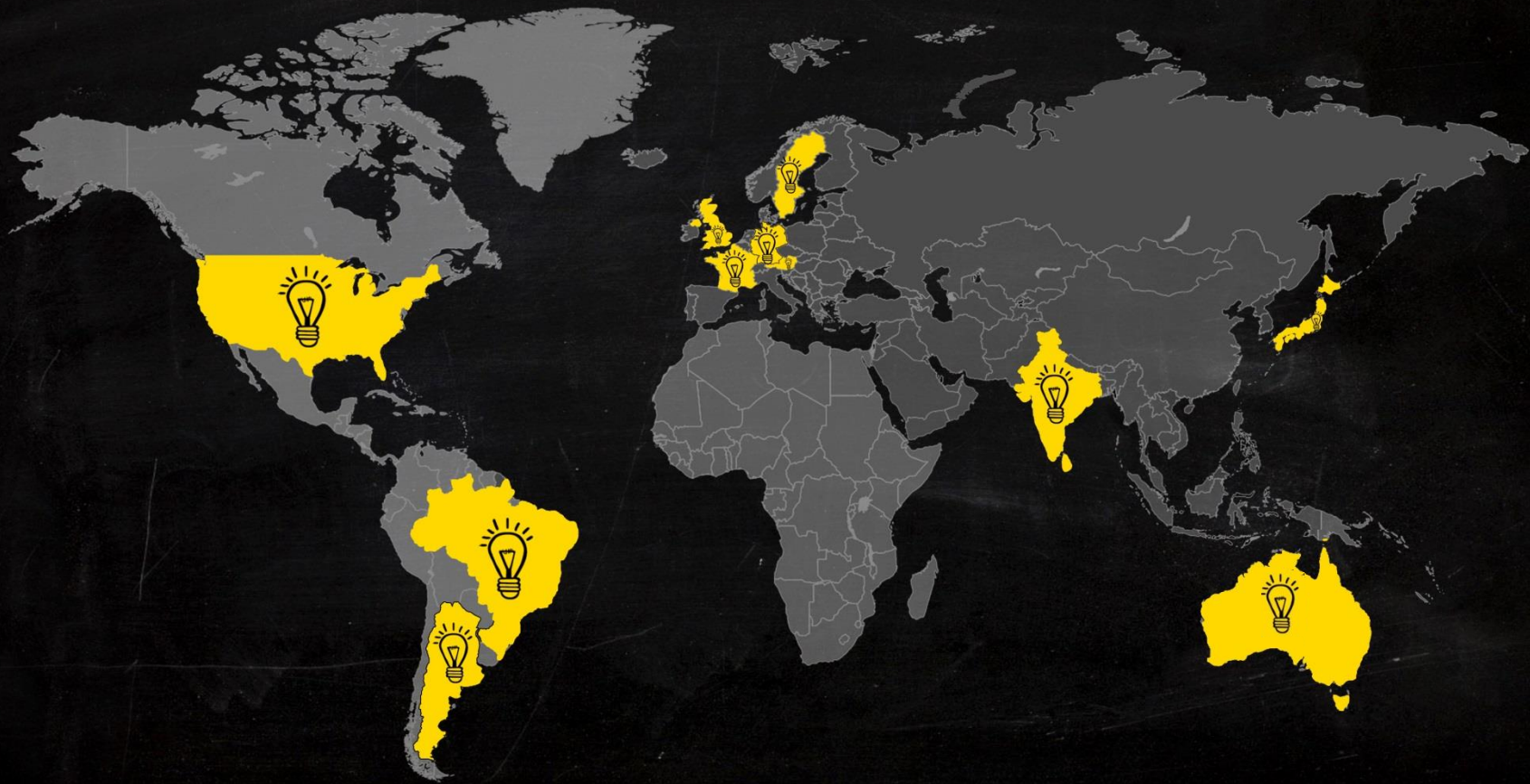


IOANA FILIP @ EUROBEST 2014
GROUP CREATIVE DIRECTOR
MCCANN BUCHAREST

BIG
BRANDS
THEORY





HOW DO I
MAKE THIS
WORK FOR ME?

CREATIVE
director

CREATIVE
entrepreneur



EVERY
brief
— IS A —
START UP

START UPS
DON'T BELIEVE



A modern, open-plan office space with a high ceiling, exposed ductwork, and colorful pendant lights in red, blue, and yellow. The office features green sofas, a red coffee table, and cubicles in the background. The word "STARTUP" is overlaid in large, bold, white letters across the center of the image.

STARTUP



NO EGO

REGO

**KILL
THE
EGO**



PRICELESS SUPERMARKET

#SHARECLUJ

YOUR
IDEA
HERE!

Coca-Cola
LABEL CLOTH

F*%#ING
GREAT
IDEA
HERE!

THE CITY
TIGHT
SWEETS
TODS
BACK

BOTTLE
HOUSE

YOUR
IDEA
HERE!

YOUR
IDEA
HERE!

YOUR
IDEA
HERE!

THE SOCIAL CURRENCY

YOUR
IDEA
HERE!

YOUR
IDEA
HERE!

YOUR
IDEA
HERE!

YOUR
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YOUR
IDEA
HERE!

THE SOCIAL CURRENCY

YOUR
IDEA
HERE!

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THE SOCIAL CURRENCY

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YOUR
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HERE!

YOUR
IDEA
HERE!

START UPS
HAVE A

**HOLISTIC
VIEW**

THIS IS
NOT ART

YOU
PRETENTIOUS
FUCKER

**KNOW
WHAT YOU
DON'T
WANT TO
KNOW**

START UPS
UNDERSTAND



RETURN
OF IDEA
INVESTMENTS

ONE
NIGHT
ONLY

**THINK
CREATIVE
INVESTMENTS**

Vodafone te
invită în prim
bibliotecă de
la metrou

Scanează QR codurile
și descoperă cărțile
preferate!





START UPS

KNOW

YOU
ONLY
HAVE
TO BE
RIGHT
ONCE

PROMOTE
FAILURE

1 IN 10
ideas
WILL BE
GOOD



DETOX MEETING
IN PROGRESS

START UPS

DON'T PLAY SAFE



BURN
ALL BOATS

**KILL
THE
THREE
ROUTES**

START UPS LIVE AT



DO
IT
YOURSELF







Coca-Cola

Spune-mi, știi
câte ne-au mai
rămas...
Până azi...

Oare mai știi
cum a fost,
Primul pas
greșit, primul
reușit

Împarte o **Coca-Cola**

la **B'ESTFEST** ^{5-7 IULIE} **cu**
SUMMER CAMP 2013
B'ESTFEST PARK




Ioana Filip @IoanaFilip

@anadinu #letseattogether today, we haven't seen each other in ages!

START UPS KNOW

INNOVATION
MIGHT NOT
MAKE SENSE
TODAY



UP FOR
PROTOTYPING



FAST COMPANY

IN JUST
OF WEEKS

**“THE FUTURE
WITH REAL TIME
TWEETS IN TV
IS ALREADY HERE.”**

THE FUTURE WITH
TWEETS IN TV COMMERCIALS IS
ALREADY HERE

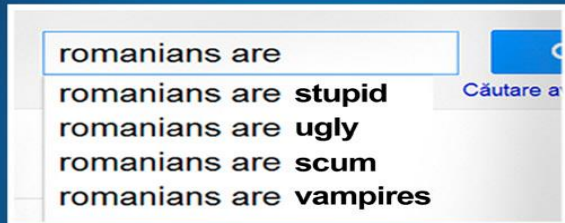
START UPS


THINK FAST

UP FOR
THE UNTHINKABLE



ROMANIANS ARE DENIGRATED ON THE INTERNET



IF YOU'RE NOT SCUM, UGLY OR RUDE, THEN VISIT

romaniansaresmart.com

AND LET'S CHANGE ROMANIA'S IMAGE ON THE INTERNET!



THE CHALLENGE

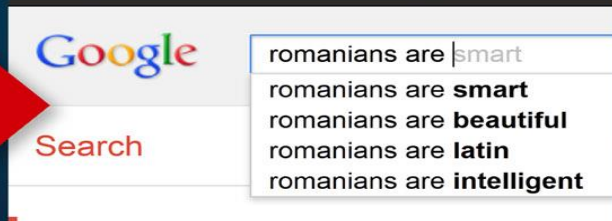
Rom chocolate bar is a national icon. After blasting Romanians' ego with the American Rom, the little chocolate was expected to make a huge come back. As the National Day of Romania and the traditionally dull political speeches were approaching, there was something only Rom could do: make Romanians rediscover their national pride once again.

THE STRATEGY

It all started with a stunning discovery: when googled "romanians are", the automated suggestions offered by the search engine were offensive even for the most indifferent of Romanians. That's when Rom stepped in. Overnight, we turned ROM's web page into a tool that helped people generate automated Google searches in most European languages, and thus change the offensive suggestions. Our catch-phrase: "Romanians are smart!". According to the web site's counters, from ROM's web page alone 600,000 searches were performed. But most of the Romanians have searched in Google directly and found Rom's web page or news about the campaign. Google Insights proves the dynamic of searches throughout the campaign. With a peak on the Romanian National Day, Romanians managed to change the automated suggestions in most national Google engines. The mobilization over the Internet was unprecedented, generating more than 6 hours of TV coverage, hundreds of blog-posts and articles and over half-a-million Euros in free media.

RESULTS

6 weeks and 600.000 searches later, breaking news: Romania is the first country in the world ever to change its image on the Internet. With more than half a million Euros in earned media, sold volumes and market share started climbing once again.



THE CAMPAIGN HITS THE NEWS



WWW.ROMANIANSARESMT.COM



TOP BLOGGERS ADOPT POSITIVE SEARCHES



PEOPLE PROUDLY SUPPORT THE ROM MOVEMENT



WAR ROOM



ROMÂNII SUNT FĂCUȚI DE RĂS PE INTERNET

români sunt

români sunt proști

români sunt lași

români sunt păduchicioși

DACĂ NICI TU NU ESTI CUMȘI, PUSȘI
SĂU CĂȘNĂR, ATUNCI INTRĂ PE

www.officelife.ro

ȘI HAI SĂ SCHIMBĂM
IMAGINEA ROMÂNIEI
PE INTERNET!





**STOP
BEING
A CREATIVE**

**START
BEING
AN ENTREPRENEUR**

McCANN
BUCHAREST