

## **Internetics 2015 full list of winners**

### **CULTURE**

*Section: Viral Video*

**Winner:**

**Work: Come and vote!**

**Client:** Asociatia Pro Democratia

**Brand:** Pro voting

**Author:** Leo Burnett Romania

**Other agencies to credit:** MSL Group The Practice / Starcom

**The team:** Mark Tutssel / Razvan Capanescu / Cosmin Ezaru / Radu Olteanu / Alexandra Iavorschi / Roxana Buha / Lorand Balint / Mugur Patrascu / Oana Bulexa / Diana Alexa / Victor Stroe / Marian Ionescu / Matei Psatta / Anca Pantus / Andrei Amarfoaie / Toma Velio / Ruxandra Stanescu / Maria Zaharia / Dragos Vilcu

**Nominees:**

**Work: Come and vote!**

**Client:** Asociatia Pro Democratia

**Brand:** Pro voting

**Author:** Leo Burnett Romania

**Other agencies to credit:** MSL Group The Practice / Starcom

**The team:** Mark Tutssel / Razvan Capanescu / Cosmin Ezaru / Radu Olteanu / Alexandra Iavorschi / Roxana Buha / Lorand Balint / Mugur Patrascu / Oana Bulexa / Diana Alexa / Victor Stroe / Marian Ionescu / Matei Psatta / Anca Pantus / Andrei Amarfoaie / Toma Velio / Ruxandra Stanescu / Maria Zaharia / Dragos Vilcu

**Work: Don't let them kill the trill**

**Client:** SOR (Romanian Ornithological Society) & Natura 2000

**Brand:** Initiative for changing the hunting law

**Author:** Jazz

**Other agencies to credit:** Rogalski Damaschin PR

**The team:** Valentin Suciu / Andreea Ghenoiu / Raluca Matei / Irina Pencea / Mario Niculae / Andreea Ilie / Tudor Mircea / Andrei Tatu

**Work: Funny Reviews Campaign**

**Client:** Lenovo

**Brand:** Yoga 3

**Author:** Digital Star

*Section: Viral Non Video*

**Winner:**

**Work: Fans' Arena**

**Client:** Romanian Football Federation

**Brand:** National Football Team

**Author:** WEBSTYLER

**Other agencies to credit:** GMP Advertising / GMP PR

**The team:** Bogdan Nitu / Elena Ciric / Ionut Raicu / Dan Neciu / Stefan Georgescu / Razvan Raicu / Andreea Nemens / Irina Angelescu / Ana Maria Diceanu / Catalina Seitan

**Nominee:**

**Work: Fans' Arena**

**Client:** Romanian Football Federation

**Brand:** National Football Team

**Author:** WEBSTYLER

**Other agencies to credit:** GMP Advertising / GMP PR

**The team:** Bogdan Nitu / Elena Ciric / Ionut Raicu / Dan Neciu / Stefan Georgescu / Razvan Raicu / Andreea Nemens / Irina Angelescu / Ana Maria Diceanu / Catalina Seitan

**Section: Online Branded Content**

**Winner:**

**Work: Grolsch - Sound Experiment Series**

**Client:** Ursus Breweries

**Brand:** Grolsch

**Author:** Kubis Interactive

**Other agencies to credit:** Propaganda Creative Marketing

**The team:** Eugen Suman / Laura Ionescu / Camelia Cucolea / Stefania Bercu / Anda Andrei / Luana Roth / Andreea Cazan / Florin Ivan / Marian Ciungu / Ionut Avadanei / Florin Florea / Daniel Moise / Dinu Panescu / Adrian Mirlogeanu / Alexandra Boicu / Anca Moraru

**Nominees:**

**Work: Grolsch - Sound Experiment Series**

**Client:** Ursus Breweries

**Brand:** Grolsch

**Author:** Kubis Interactive

**Other agencies to credit:** Propaganda Creative Marketing

**The team:** Eugen Suman / Laura Ionescu / Camelia Cucolea / Stefania Bercu / Anda Andrei / Luana Roth / Andreea Cazan / Florin Ivan / Marian Ciungu / Ionut Avadanei / Florin Florea / Daniel Moise / Dinu Panescu / Adrian Mirlogeanu / Alexandra Boicu / Anca Moraru

**Work: The loan shark from Provident**

**Client:** Provident

**Brand:** Provident

**Author:** Jazz

**Other agencies to credit:** McCann PR

**The team:** Roxana Panaitescu / Valentin Suciuc / Loredana Banica / Cristina Lungu / Marilena Barliga

**Section: Online Advertising Games**

**NO WINNER**

**Nominees:**

**Work:** The ABSOLUT story is UNTOLD

**Client:** Pernod Ricard

**Brand:** Absolut Vodka

**Author:** Leo Burnett Romania

**Other agencies to credit:** Starcom

**The team:** Matei Psatta / Razvan Ghilencea / Dinu Gojan / Octavian Aftanasa

**Work: Full Passion Job**

**Client:** Mondelez

**Brand:** Jacobs 3in1

**Author:** CohnandJansen JWT

**Other agencies to credit:** Atelieru.ro

**The team:** Andrei Cohn / Adina Stanescu / Octavian Budai / Ana Maria Olaru / Ruxandra Savulescu / Cristina Bedreaga / Monica Radulescu / Raluca Diaconu / Robert Capraru / Neli Morut / Vlad Paun / Raluca Velcu / Anca Mitoseru

**COMMUNITIES**

*Section: Brand Associated Communities*

**Winner:**

**Work:** #MecSaysHiToJunimea

**Client:** McDonald's Romania

**Brand:** McDonald's Romania

**Author:** Tribal Worldwide Romania

**The team:** Ramona Ciocodei / Catalina Ciorei / Antonia Marcu / Cora Diaconescu / Oana Gherghina / Adina Militaru / Arnold Vieriu / Bogdan Zavera / Alina Ciocarlie / Diana Voinea / Andrei Soare / Dan Costea / Roxana Memetea

**Nominee:**

**Work:** #MecSaysHiToJunimea

**Client:** McDonald's Romania

**Brand:** McDonald's Romania

**Author:** Tribal Worldwide Romania

**The team:** Ramona Ciocodei / Catalina Ciorei / Antonia Marcu / Cora Diaconescu / Oana Gherghina / Adina Militaru / Arnold Vieriu / Bogdan Zavera / Alina Ciocarlie / Diana Voinea / Andrei Soare / Dan Costea / Roxana Memetea

*Section: Brand Built Communities*

**NO WINNER**

**Nominees:**

**Work:** An app's mission to change local communities

**Client:** Patru Maini

**Brand:** Patru Maini

**Author:** Rusu+Bortun Cyber Growers

**The team:** Catalin Rusu / Raluca Turcanasu / Adriana Lungu / Mihaela Neatu / Ionut Maxim / Anca Uscatescu / Gabriel Kirmaier

**Work: Beauty Blogging School by L'OREAL PARIS**

**Client:** L'Oreal Romania

**Brand:** L'Oreal Paris

**Author:** Happy Digital

**The team:** Smaranda Parvu / Anca Stefan / Loredana Buta / Laura Cristea / Adrian Anea / George Stanescu / Dani Florea

**Work: #Smartists**

**Client:** Procter & Gamble

**Brand:** Bonux 3 în 1

**Author:** Leo Burnett Romania

**Other agencies to credit:** Mediacom / Graffiti PR

**The team:** Charlie Martin / Irina Becher / Octavian Ionita / Cristiana Florea / Maciej Porebski / Alexandra Popescu / Ana Baraitareanu / Matei Psatta / Sorin Deleanu / Maria Angelica Rojas / Helene Bellamy / Quirin Keller / Alin Popescu / Manuela Farina / Lilia Falara / Sergiu Gruita / Diana Cireap / Nicoleta Gavrilă / Dorina Dragan / Mihaela Neagoe / Alexandru Paraschivescu / Iuliana Stere / Razvan Capanescu / Octavian Aftanasa

## **WEB**

### **WEB PLATFORMS**

*Section: Websites*

**Winner:**

**Work: ACR Street View Test**

**Client:** ACR

**Brand:** ACR

**Author:** Publicis Romania

**The team:** Jorg Riommi / Dan Frinculescu / Miruna Macri / Ada Musat / Calin Buzea / Tiberiu Bucovei / Constantin Bunica / Cezar Paraschiv / Alexandra Murray / Oana Popescu / Andreea Grigorean / Ioana Moasa / Raluca Iacob / Mihai Costache / Marius Tudor

**Nominees:**

**Work: ACR Street View Test**

**Client:** ACR

**Brand:** ACR

**Author:** Publicis Romania

**The team:** Jorg Riommi / Dan Frinculescu / Miruna Macri / Ada Musat / Calin Buzea / Tiberiu Bucovei / Constantin Bunica / Cezar Paraschiv / Alexandra Murray / Oana Popescu / Andreea Grigorean / Ioana Moasa / Raluca Iacob / Mihai Costache / Marius Tudor

**Work: The Digital Motherhood Assistant**

**Client:** Danone

**Brand:** Aptamil

**Author:** WEBSTYLER

**The team:** Georgiana Cujba / Andrei Balan / Alina Stan / Adriana Ciocan / Larisa Tagarta / Mya Dumitrica / Raluca Diaconu / Madalin Dragnea / Alexandra Horvath / Lucian Zamfira / Cosmin Panait / Rares Munteanu / Dan Neciu / Dragos Bodin / Tea Tomescu / Lavinia Hiliti / Laura Matache / Stefan Georgescu / Bogdan Nitu

**Work: Creativity Hour**

**Client:** Samsung

**Brand:** Samsung

**Author:** Digital Star & Starcom & Fundatia Friends for Friends

**Work: Intihna.ro**

**Client:** FrieslandCampina

**Brand:** Napolact

**Author:** V8 Interactive

**Other agencies to credit:** Propaganda Creative Marketing

**The team:** Razvan Orbulescu / Anca Roman / Marius Joian / Andrei Cucoanes / Ana Maria Dutu / Paula Rusu / Andrei Dragota / Ana Maria Iana / Mihaela Nachi / Corina Angearu

*Section: Microsites*

**Winner:**

**Work: #MecSaysHiToJunimea**

**Client:** McDonald's Romania

**Brand:** McDonald's Romania

**Author:** Tribal Worldwide Romania

**The team:** Ramona Ciocodei / Catalina Ciorei / Antonia Marcu / Cora Diaconescu / Oana Gherghina / Adina Militaru / Arnold Vieriu / Bogdan Zavera / Alina Ciocarlie / Diana Voinea / Andrei Soare / Dan Costea / Roxana Memetea

**Nominees:**

**Work: #MecSaysHiToJunimea**

**Client:** McDonald's Romania

**Brand:** McDonald's Romania

**Author:** Tribal Worldwide Romania

**The team:** Ramona Ciocodei / Catalina Ciorei / Antonia Marcu / Cora Diaconescu / Oana Gherghina / Adina Militaru / Arnold Vieriu / Bogdan Zavera / Alina Ciocarlie / Diana Voinea / Andrei Soare / Dan Costea / Roxana Memetea

**Work: Looking for Miss Manga!**

**Client:** L'Oreal Romania

**Brand:** L'Oreal - Miss Manga

**Author:** Syscom Digital

**Other agencies to credit:** Zenith Media

**WEB PLATFORMS - Craft**

*Section: Best Website Design*

**Winner:**

**Work: Pegas Urban Color**

**Client:** Atelierele Pegas

**Brand:** Pegas

**Author:** Publicis Romania

**The team:** Jorg Riommi / Dan Frinculescu / Adrian Iota / Mihai Costache / Ciprian Frunzeanu / Miruna Macri / Raluca Jacob / Elis Iaia / Carina Toma / Florentina Dinu / Alexandra Murray / Ada Iftodi / Alina Tanase / Mina Ionescu / Constantin Bunica / Tiberiu Bucovei / Calin Buzea

**Nominees:**

**Work: Pegas Urban Color**

**Client:** Atelierele Pegas

**Brand:** Pegas

**Author:** Publicis Romania

**The team:** Jorg Riommi / Dan Frinculescu / Adrian Iota / Mihai Costache / Ciprian Frunzeanu / Miruna Macri / Raluca Jacob / Elis Iaia / Carina Toma / Florentina Dinu / Alexandra Murray / Ada Iftodi / Alina Tanase / Mina Ionescu / Constantin Bunica / Tiberiu Bucovei / Calin Buzea

**Work: STOP Miruna**

**Client:** Fuchs Condimente

**Brand:** Mirodenia

**Author:** Tribal Worldwide Romania

**Other agencies to credit:** Media Investment

**The team:** Simona Rosca / Anda Voicu / Roxana Memetea / Dan Costea / Bogdan Zavera / Alina Ciocarlie / Paul Cioc / Dana Tocu / Andreea Blejan / Sorin Paraschiv / Andrei Soare / Catalina Ciorei

*Section: Best Website Content*

**Winner:**

**Work: ACR Street View Test**

**Client:** ACR

**Brand:** ACR

**Author:** Publicis Romania

**The team:** Jorg Riommi / Dan Frinculescu / Miruna Macri / Ada Musat / Calin Buzea / Tiberiu Bucovei / Constantin Bunica / Cezar Paraschiv / Alexandra Murray / Oana Popescu / Andreea Grigorean / Ioana Moasa / Mihai Costache / Marius Tudor

**Nominee:**

**Work: ACR Street View Test**

**Client:** ACR

**Brand:** ACR

**Author:** Publicis Romania

**The team:** Jorg Riommi / Dan Frinculescu / Miruna Macri / Ada Musat / Calin Buzea / Tiberiu Bucovei / Constantin Bunica / Cezar Paraschiv / Alexandra Murray / Oana Popescu / Andreea Grigorean / Ioana Moasa / Mihai Costache / Marius Tudor

## **SOCIAL MEDIA**

### ***Section: Social Media Apps***

**NO WINNER**

**Nominee:**

**Work:** BB Cream Valentine's Day Campaign

**Client:** Garnier

**Brand:** Garnier BB Cream

**Author:** Publicis Romania

**Other agencies to credit:** Zenith Media

**The team:** Jorg Riommi / Andreea Popa / Irina Stoleru / Alexandra Darvari / Ana-Maria Olaru / Calin Buzea / Veronica Oancea / Victoria Sirbu / Elis Iaia / Ciprian Frunzeanu / Constantin Bunica

### ***Section: Social Media Special Mechanics***

**NO WINNER**

**Nominees:**

**Work:** #seatbeltb00bing

**Client:** ACR

**Brand:** ACR

**Author:** Publicis Romania

**The team:** Jorg Riommi / Razvan Capanescu / Mihnea Gheorghiu / Diana Papuc / Cosmin Baba / Miruna Macri / Alexandra Murray / Ada Iftodi / Andreea Grigorean / Oana Bulexa / Monica Jitariuc / Camelia Eremia / Ilinca Munteanu / Raluca Iacob / Calin Buzea / Veronica Oancea / Victoria Sirbu / Dragos Musat / Ciprian Frunzeanu / Tiberiu Bucovei / Constantin Bunica

**Work:** Grolsch - The Youtube Synthesizer

**Client:** Ursus Breweries

**Brand:** Grolsch

**Author:** Kubis Interactive

**The team:** Eugen Suman / Andrei Bilan / Vlad Tataru / Tiberius Simion / Stefania Bercu / Luana Roth / Andreea Cazan / Florin Ivan / Marian Ciungu

### ***Section: Online PR Special Projects***

**Winners:**

**Work:** #myanswerisNO

**Client:** Active Watch Romania

**Brand:** Active Watch

**Author:** FCB Bucharest

**Other agencies to credit:** 50s digital agency

**The team:** Colo Nelu / Patricia Biea / Corina Coman / Marian Csoz / Claudiu Dobrita

**Work:** Fans' Arena

**Client:** Romanian Football Federation

**Brand:** National Football Team

**Author:** WEBSTYLER

**Other agencies to credit:** GMP Advertising / GMP PR

**The team:** Bogdan Nitu / Elena Ciric / Ionut Raicu / Dan Neciu / Stefan Georgescu / Razvan Raicu / Andreea Nemens / Irina Angelescu / Ana Maria Diceanu / Catalina Seitan

**Nominees:**

**Work:** #myanswerisNO

**Client:** Active Watch Romania

**Brand:** Active Watch

**Author:** FCB Bucharest

**Other agencies to credit:** 50s digital agency

**The team:** Colo Nelu / Patricia Biea / Corina Coman / Marian Csoz / Claudiu Dobrita

**Work:** Fans' Arena

**Client:** Romanian Football Federation

**Brand:** National Football Team

**Author:** WEBSTYLER

**Other agencies to credit:** GMP Advertising / GMP PR

**The team:** Bogdan Nitu / Elena Ciric / Ionut Raicu / Dan Neciu / Stefan Georgescu / Razvan Raicu / Andreea Nemens / Irina Angelescu / Ana Maria Diceanu / Catalina Seitan

**Work:** Lay's MAXX Deep Ridged - The package with maxximum taste

**Client:** Star Foods

**Brand:** Lay's

**Author:** Tribal Worldwide Romania

**Other agencies to credit:** OMD

**The team:** Alina Imbrea / Andrei Dumitrascu / Gabriela Ionescu / Catalina Danila / Alexandra Silav / Dan Costea / Roxana Memetea / Cora Diaconescu / Paul Cioc / Alina Ciocarlie / Andrei Soare / Ema Ciceu

**Work:** The Biggest Carol

**Client:** ING Bank

**Brand:** ING Bank

**Author:** CAP

**Other agencies to credit:** SENIORHYPER / SENIOR PROGRAMMING / WhiteImage

**The team:** Codin Caradimu / Cristina Purcareea / Radu Rapeanu / Ioana Parvan / Iulian Barbulescu / Mihai Tanase / Cristina Micu / Dana Maria Stefan / Adina Cretu / Dorin David / Dana Gretcu / Mona Tufeanu / Viorel Ruse / Corina Rusu / Vasile Alboiu / Madalina Barbu / Marina Encica / Christiana Zodila / Laurentiu Stere / Ionut Ciubotariu / Alex Hertog / Stefan Zibilianu / Alex Pietrareanu

**MOBILE**

**Section:** Mobile Apps

**Winner:**



**Work: 4G Entertainment Subway**

**Client:** Orange Romania

**Brand:** Orange

**Author:** Publicis Romania

**The team:** Jorg Riommi / Silviu Nedelschi / Cezar Panait / Cristian Anton / Daniel Raicea / Alina Vija / Raluca Iacob / Calin Buzea / Elis Iaia / Alina Tanase / Mina Ionescu / Ciprian Frunzeanu

**Nominees:**

**Work: 4G Entertainment Subway**

**Client:** Orange Romania

**Brand:** Orange

**Author:** Publicis Romania

**The team:** Jorg Riommi / Silviu Nedelschi / Cezar Panait / Cristian Anton / Daniel Raicea / Alina Vija / Raluca Iacob / Calin Buzea / Elis Iaia / Alina Tanase / Mina Ionescu / Ciprian Frunzeanu

**Work: Read a Tree**

**Client:** elefant.ro

**Brand:** elefant.ro

**Author:** Geometry Global Bucharest

**The team:** Adrian Dinu / Alen Todorov / Mihai Fetcu / Stefan Vasilachi / Matei Vasiliu / Rares Dumitrel / Mihaela Bourceanu / Patricia Arbanas / Mina Ionescu / Madalina Gogu / Ionut Iacobache / Dorina Sandu / Mihaela Zaharia

**Section: Mobile Campaigns**

**Winner:**

**Work: Pegas Urban Color**

**Client:** Atelierele Pegas

**Brand:** Pegas

**Author:** Publicis Romania

**The team:** Jorg Riommi / Dan Frinculescu / Adrian Iota / Mihai Costache / Ciprian Frunzeanu / Miruna Macri / Raluca Iacob / Elis Iaia / Carina Toma / Florentina Dinu / Alexandra Murray / Ada Iftodi / Alina Tanase / Mina Ionescu / Constantin Bunica / Tiberiu Bucovei / Calin Buzea

**Nominees:**

**Work: Pegas Urban Color**

**Client:** Atelierele Pegas

**Brand:** Pegas

**Author:** Publicis Romania

**The team:** Jorg Riommi / Dan Frinculescu / Adrian Iota / Mihai Costache / Ciprian Frunzeanu / Miruna Macri / Raluca Iacob / Elis Iaia / Carina Toma / Florentina Dinu / Alexandra Murray / Ada Iftodi / Alina Tanase / Mina Ionescu / Constantin Bunica / Tiberiu Bucovei / Calin Buzea

**Work: Shalala Wake-Up**

**Client:** Nescafe

**Brand:** Nescafe Brasero

**Author:** Publicis Romania

**Other agencies to credit:** Kinecto

**The team:** Jorg Riommi / Mihnea Gheorghiu / Wanda Hutira / Vladi Paunescu / Laura Leonte / Catalin Albu / Ema Ionescu / Ana Matei / Roxana Niculae / Andreea Grigorean / Marian Moise / Raluca Iacob / Dana Pascu / Miruna Sandulescu / Claudia Farin / Camelia Efrimov

*Section: Mobile Websites*

**NO WINNER**

**Nominee:**

**Work:** ACR Street View Test

**Client:** ACR

**Brand:** ACR

**Author:** Publicis Romania

**The team:** Jorg Riommi / Dan Frinculescu / Miruna Macri / Ada Musat / Calin Buzea / Tiberiu Bucovei / Constantin Bunica / Cezar Paraschiv / Alexandra Murray / Oana Popescu / Andreea Grigorean / Ioana Moasa / Raluca Iacob / Mihai Costache / Marius Tudor

**DIGITAL BRAND EXPERIENCE**

**NO WINNER**

**Nominees:**

**Work:** The Interactive Music Box

**Client:** Baneasa Grand Entertainment

**Brand:** Baneasa Grand Entertainment

**Author:** FCB Bucharest

**Other agencies to credit:** InTouch Media

**The team:** Dragos Raicu / Wanda Hutira / Sorin Fotache / Colo Nelu / Andreea Serbu / Claudiu Dobrita

**Work:** ACR Street View Test

**Client:** ACR

**Brand:** ACR

**Author:** Publicis Romania

**The team:** Jorg Riommi / Dan Frinculescu / Miruna Macri / Ada Musat / Calin Buzea / Tiberiu Bucovei / Constantin Bunica / Cezar Paraschiv / Alexandra Murray / Oana Popescu / Andreea Grigorean / Ioana Moasa / Mihai Costache / Marius Tudor

**Work:** Orange Family Portrait

**Client:** Orange Romania

**Brand:** Orange

**Author:** SENIORHYPER

**Other agencies to credit:** SENIOR PROGRAMMING

**The team:** Crina Tenovici / Mirela Bosoi / Vasile Alboiu / Alin Marghidanu / Sorana Caracudovici / Alexandru Gheorghe / Vlad Emandi / Oana Mailat / Valentin Nenu / Madalina Barbu

**Work: Grolsch - The Youtube Synthesizer**

**Client:** Ursus Breweries

**Brand:** Grolsch

**Author:** Kubis Interactive

**The team:** Eugen Suman / Vlad Tataru / Tiberius Simion / Stefania Bercu / Luana Roth / Andreea Cazan / Florin Ivan / Marian Ciungu

## INTERACTIVE CAMPAIGNS

### DIGITAL COMPONENT OF AN INTEGRATED CAMPAIGN

*Section: FMCG- Drinks*

**NO WINNER**

**Nominees:**

**Work: Shalala Wake-Up**

**Client:** Nescafe

**Brand:** Nescafe Brasero

**Author:** Publicis Romania

**Other agencies to credit:** Kinecto

**The team:** Jorg Riommi / Mihnea Gheorghiu / Wanda Hutira / Vladi Paunescu / Laura Leonte / Catalin Albu / Ema Ionescu / Ana Matei / Roxana Niculae / Andreea Grigorean / Marian Moise / Raluca Iacob / Dana Pascu / Miruna Sandulescu / Claudia Farin / Camelia Efrimov

**Work: Full Passion Job**

**Client:** Mondelez

**Brand:** Jacobs 3in1

**Author:** CohnandJansen JWT

**Other agencies to credit:** Atelieru.ro

**The team:** Andrei Cohn / Adina Stanescu / Octavian Budai / Ana Maria Olaru / Ruxandra Savulescu / Cristina Bedreaga / Monica Radulescu / Raluca Diaconu / Robert Capraru / Neli Morut / Vlad Paun / Raluca Velcu / Anca Mitoseru

*Section: FMCG- Non food*

**NO WINNER**

**Nominee:**

**Work: BB Cream Valentine's Day Campaign**

**Client:** Garnier

**Brand:** Garnier BB Cream

**Author:** Publicis Romania

**Other agencies to credit:** Zenith Media

**The team:** Jorg Riommi / Andreea Popa / Irina Stoleru / Alexandra Darvariu / Ana-Maria / Calin Buzea / Veronica Oancea / Victoria Sirbu / Elis Iaia / Ciprian Frunzeanu / Constantin Bunica

*Section: Services*

**Winner:**

**Work: The Biggest Carol**

**Client:** ING Bank

**Brand:** ING Bank

**Author:** CAP

**Other agencies to credit:** SENIORHYPER / SENIOR PROGRAMMING / WhiteImage

**The team:** Codin Caradimu / Cristina Purcarea / Radu Rapeanu / Ioana Parvan / Iulian Barbulescu / Mihai Tanase / Cristina Micu / Dana Maria Stefan / Adina Cretu / Dorin David / Dana Gretcu / Mona Tufeanu / Viorel Ruse / Corina Rusu / Vasile Alboiu / Madalina Barbu / Marina Encica / Christiana Zodila / Laurentiu Stere / Ionut Ciubotariu / Alex Hertog / Stefan Zibilianu / Alex Pietrareanu

**Nominees:**

**Work: The Biggest Carol**

**Client:** ING Bank

**Brand:** ING Bank

**Author:** CAP

**Other agencies to credit:** SENIORHYPER / SENIOR PROGRAMMING / WhiteImage

**The team:** Codin Caradimu / Cristina Purcarea / Radu Rapeanu / Ioana Parvan / Iulian Barbulescu / Mihai Tanase / Cristina Micu / Dana Maria Stefan / Adina Cretu / Dorin David / Dana Gretcu / Mona Tufeanu / Viorel Ruse / Corina Rusu / Vasile Alboiu / Madalina Barbu / Marina Encica / Christiana Zodila / Laurentiu Stere / Ionut Ciubotariu / Alex Hertog / Stefan Zibilianu / Alex Pietrareanu

**Work: Merry Sharing**

**Client:** Telekom

**Brand:** Telekom

**Author:** WEBSTYLER & GMP Advertising

**The team:** Bogdan Nitu / Andrei Balan / Elena Ciric / Razvan Stanga / Rares Munteanu / Vlad Manolache / Oana Nastase / Mihaela Stefanica / Ana Maria Ghiurca / Mihai Gongu / Olivia Basag / Alina Zaharescu / Cristiana Belodan

*Section: Durables*

**Winner:**

**Work: Mispelling on Sale**

**Client:** Domo

**Brand:** Westwood

**Author:** WEBSTYLER & GMP Advertising

**Other agencies to credit:** GMP PR

**The team:** Mihai Gongu / Ioana Munteanu / Andrei Mihailescu / Florian Nistor / Radu Rebei / Bogdan Danailescu / Alexandra Mihus / Cristiana Belodan / Razvan Stanga / Dana Pascu / Bogdan Nitu

**Nominees:**

**Work: Misspelling on Sale**

**Client:** Domo

**Brand:** Westwood

**Author:** WEBSTYLER & GMP Advertising

**Other agencies to credit:** GMP PR

**The team:** Mihai Gongu / Ioana Munteanu / Andrei Mihailescu / Florian Nistor / Radu Rebei / Bogdan Danailescu / Alexandra Mihus / Cristiana Belodan / Razvan Stanga / Dana Pascu / Bogdan Nitu

**Work: Creativity Hour**

**Client:** Samsung

**Brand:** Samsung

**Author:** Digital Star & Starcom & Fundatia Friends for Friends

*Section: Art, Culture, Media and Entertainment*

**Winner:**

**Work: Spiderkids – Virtual Reality App**

**Client:** “Grigore Antipa” National Museum of Natural History

**Brand:** “Grigore Antipa” National Museum of Natural History

**Author:** SENIORHYPER

**Other agencies to credit:** SENIOR PROGRAMMING

**The team:** Luis Ovidiu Popa / Florentina Purdescu / Lucian Chipuc / Vasile Alboiu / Alin Marghidanu / Miruna Dumitrescu / Ximena Dragusin / Veronica Ciacoveanu / Alexandra Circiu / Andrei Baiasiu / Teo Onicel / Emil Gheorghe

**Nominee:**

**Work: Spiderkids – Virtual Reality App**

**Client:** “Grigore Antipa” National Museum of Natural History

**Brand:** “Grigore Antipa” National Museum of Natural History

**Author:** SENIORHYPER

**Other agencies to credit:** SENIOR PROGRAMMING

**The team:** Luis Ovidiu Popa / Florentina Purdescu / Lucian Chipuc / Vasile Alboiu / Alin Marghidanu / Miruna Dumitrescu / Ximena Dragusin / Veronica Ciacoveanu / Alexandra Circiu / Andrei Baiasiu / Teo Onicel / Emil Gheorghe

*Section: Social campaigns, political and awareness messages*

**Winner:**

**Work: Don't let them kill the trill**

**Client:** SOR (Romanian Ornithological Society) & Natura 2000

**Brand:** Initiative for changing the hunting law

**Author:** Jazz

**Other agencies to credit:** Rogalski Damaschin PR

**The team:** Valentin Suci / Andreea Ghenoiu / Raluca Matei / Irina Pencea / Mario Niculae / Andreea Ilie / Tudor Mircea / Andrei Tatu

**Nominee:**

**Work:** Don't let them kill the trill

**Client:** SOR (Romanian Ornithological Society) & Natura 2000

**Brand:** Initiative for changing the hunting law

**Author:** Jazz

**Other agencies to credit:** Rogalski Damaschin PR

**The team:** Valentin Suci / Andreea Ghenoiu / Raluca Matei / Irina Pencea / Mario Niculae / Andreea Ilie / Tudor Mircea / Andrei Tatu

**Section: Others**

**Winner:**

**Work:** The Romanians Favourite 'Mici' Recipe

**Client:** Penny Market

**Brand:** Penny Market

**Author:** Digital Star & 23

**Nominee:**

**Work:** The Romanians Favourite 'Mici' Recipe

**Client:** Penny Market

**Brand:** Penny Market

**Author:** Digital Star & 23

**INTERACTIVE CAMPAIGNS  
FULL DIGITAL CAMPAIGN**

**Section: FMCG- Food**

**NO WINNER**

**Nominee:**

**Work:** #MecSaysHiToJunimea

**Client:** McDonald's Romania

**Brand:** McDonald's Romania

**Author:** Tribal Worldwide Romania

**The team:** Ramona Ciocodei / Catalina Ciorei / Antonia Marcu / Cora Diaconescu / Oana Gherghina / Adina Militaru / Arnold Vieriu / Bogdan Zavera / Alina Ciocarlie / Diana Voinea / Andrei Soare / Dan Costea / Roxana Memetea

**Section: FMCG –Non food**

**Winner:**

**Work:** #Smartists

**Client:** Procter & Gamble

**Brand:** Bonux 3 în 1

**Author:** Leo Burnett Romania

**Other agencies to credit:** Mediacom / Graffiti PR

**The team:** Charlie Martin / Irina Becher / Octavian Ionita / Cristiana Florea / Maciej Porebski / Alexandra Popescu / Ana Baraitareanu / Matei Psatta / Sorin Deleanu / Maria Angelica Rojas /

Helene Bellamy / Quirin Keller / Alin Popescu / Manuela Farina / Lilia Falara / Sergiu Gruita / Diana Cireap / Nicoleta Gavrilă / Dorina Dragan / Mihaela Neagoe / Alexandru Paraschivescu / Iuliana Stere / Razvan Capanescu / Octavian Aftanasa

**Nominee:**

**Work:** #Smartists

**Client:** Procter & Gamble

**Brand:** Bonux 3 în 1

**Author:** Leo Burnett Romania

**Other agencies to credit:** Mediacom / Graffiti PR

**The team:** Charlie Martin / Irina Becher / Octavian Ionita / Cristiana Florea / Maciej Porebski / Alexandra Popescu / Ana Baraitareanu / Matei Psatta / Sorin Deleanu / Maria Angelica Rojas / Helene Bellamy / Quirin Keller / Alin Popescu / Manuela Farina / Lilia Falara / Sergiu Gruita / Diana Cireap / Nicoleta Gavrilă / Dorina Dragan / Mihaela Neagoe / Alexandru Paraschivescu / Iuliana Stere / Razvan Capanescu / Octavian Aftanasa

*Section: Services*

**NO WINNER**

**Nominee:**

**Work:** The loan shark from Provident

**Client:** Provident

**Brand:** Provident

**Author:** Jazz

**Other agencies to credit:** McCann PR

**The team:** Roxana Panaitescu / Valentin Suciuc / Loredana Banica / Cristina Lungu / Marilena Barliga

*Section: Durables*

**Winner:**

**Work:** Pegas Urban Color

**Client:** Atelierele Pegas

**Brand:** Pegas

**Author:** Publicis Romania

**The team:** Jorg Riommi / Dan Frinculescu / Adrian Iota / Mihai Costache / Ciprian Frunzeanu / Miruna Macri / Raluca Iacob / Elis Iaia / Carina Toma / Florentina Dinu / Alexandra Murray / Ada Iftodi / Alina Tanase / Mina Ionescu / Constantin Bunica / Tiberiu Bucovei / Calin Buzea

**Nominee:**

**Work:** Pegas Urban Color

**Client:** Atelierele Pegas

**Brand:** Pegas

**Author:** Publicis Romania

**The team:** Jorg Riommi / Dan Frinculescu / Adrian Iota / Mihai Costache / Ciprian Frunzeanu / Miruna Macri / Raluca Iacob / Elis Iaia / Carina Toma / Florentina Dinu / Alexandra Murray / Ada Iftodi / Alina Tanase / Mina Ionescu / Constantin Bunica / Tiberiu Bucovei / Calin Buzea

***Section: Art, Culture, Media and Entertainment***

**Winner:**

**Work:** Fans' Arena

**Client:** Romanian Football Federation

**Brand:** National Football Team

**Author:** WEBSTYLER

**Other agencies to credit:** GMP Advertising / GMP PR

**The team:** Bogdan Nitu / Elena Ciric / Ionut Raicu / Dan Neciu / Stefan Georgescu / Razvan Raicu / Andreea Nemens / Irina Angelescu / Ana Maria Diceanu / Catalina Seitan

**Nominee:**

**Work:** Fans' Arena

**Client:** Romanian Football Federation

**Brand:** National Football Team

**Author:** WEBSTYLER

**Other agencies to credit:** GMP Advertising / GMP PR

**The team:** Bogdan Nitu / Elena Ciric / Ionut Raicu / Dan Neciu / Stefan Georgescu / Razvan Raicu / Andreea Nemens / Irina Angelescu / Ana Maria Diceanu / Catalina Seitan

***Section: Social campaigns, political and awareness messages***

**Winner:**

**Work:** Donate a Fan

**Client:** Special Olympics Romania

**Brand:** Special Olympics Romania

**Author:** CohnandJansen JWT

**Other agencies to credit:** Atelieru.ro

**The team:** Adrian Marciu / Alexandra Manoila / Iulia Niculae / Alex Negoescu / Monica Radulescu / Cristina Bara / Robert Capraru / Cosmin Ionut / Vlad Paun / Emilia Ispas / Alina Coman

**Nominee:**

**Work:** Donate a Fan

**Client:** Special Olympics Romania

**Brand:** Special Olympics Romania

**Author:** CohnandJansen JWT

**Other agencies to credit:** Atelieru.ro

**The team:** Adrian Marciu / Alexandra Manoila / Iulia Niculae / Alex Negoescu / Monica Radulescu / Cristina Bara / Robert Capraru / Cosmin Ionut / Vlad Paun / Emilia Ispas / Alina Coman

***Section: Others***

**Winner:**



**Work: Mega Chic**

**Client:** Mega Image

**Brand:** Mega Image

**Author:** Ogilvy Group Romania

**The team:** Claudia Mihalascu / Paula Popa / Matei Popescu / Corina Bompa / Catalin Popescu / Dani Macarie / Bogdan Anghel / Lilian Neagu / Lorina Ghindaoanu / Adrian Nicolaescu / Oana Dumitriu

**Nominee:**

**Work: Mega Chic**

**Client:** Mega Image

**Brand:** Mega Image

**Author:** Ogilvy Group Romania

**The team:** Claudia Mihalascu / Paula Popa / Matei Popescu / Corina Bompa / Catalin Popescu / Dani Macarie / Bogdan Anghel / Lilian Neagu / Lorina Ghindaoanu / Adrian Nicolaescu / Oana Dumitriu

**SPECIAL AWARDS**

**AMBASADOR FOR GAME DEVELOPMENT**

RGDA pentru documentarul #RoIndieVan

**BEST USE OF TECHNOLOGY**

**Work:** ACR Street View Test

**Client:** ACR

**Brand:** ACR

**Author:** Publicis Romania

**The team:** Jorg Riommi / Dan Frinculescu / Miruna Macri / Ada Musat / Calin Buzea / Tiberiu Bucovei / Constantin Bunica / Cezar Paraschiv / Alexandra Murray / Oana Popescu / Andreea Grigorean / Ioana Moasa / Mihai Costache / Marius Tudor

**MOST CREATIVE CLIENT OF THE YEAR: Automobil Clubul Roman**

**AGENCY OF THE YEAR: WEBSTYLER**