

Creative Report

Client: GRAFFITI BBDO
Brand: GRAFFITI BBDO
Project: EFFIE AWARDS

Date: 30.03.2004
Deadline: -
Client Service: Ruxandra Vodă

Team	Copywriter	Art Director
GRAFFITI BBDO	-	-
Signature		

1st. internal Presentation		1st Presentation to Client	
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CREATIVE REPORT

EFFIE AWARDS 2004*

Graffiti BBDO – 100% Efficiency

Three awards received for the three entry campaigns

**EFFIE AWARDS 2004. For the first time in Romania.
Graffiti BBDO. Strategy and brand development.**

EFFIE AWARDS 2004. Graffiti BBDO. Three campaigns entered. Three awards received. Creativity and efficiency. 100% efficiency.

Entry campaigns:

Dacia Solenza – “Încearc-o și mai vorbim” – Gold Effie for the consumer goods non-food category.
Graffiti BBDO team: Lucian Georgescu – Executive Creative Director; Alexandru Maftai – Creative Director; Sorin Psatta – Strategic Planner; Cristiana Spătaru – Account Director; Alina Mihai – Account Manager.

Tuborg – “Sunt un tip obișnuit” - Bronze Effie for the alcoholic drinks category.
Graffiti BBDO team: Adrian Preda – Senior Copywriter; Mihai Popa-Radu – Research & Strategy Director; Cătălina Cernica – Account Director.

Pepsi Twist – “Johnny Twist” - Bronze Effie for the non alcoholic drinks category.
Graffiti BBDO team: Puiu Oncescu – Creative Director;
Cosmin Ezaru – Art Director; Carmen Vasile – Account Director.

*Graffiti BBDO is part of BBDO Europe network which was designated “Network of the Year” at Euro Effies Awards 2003.

