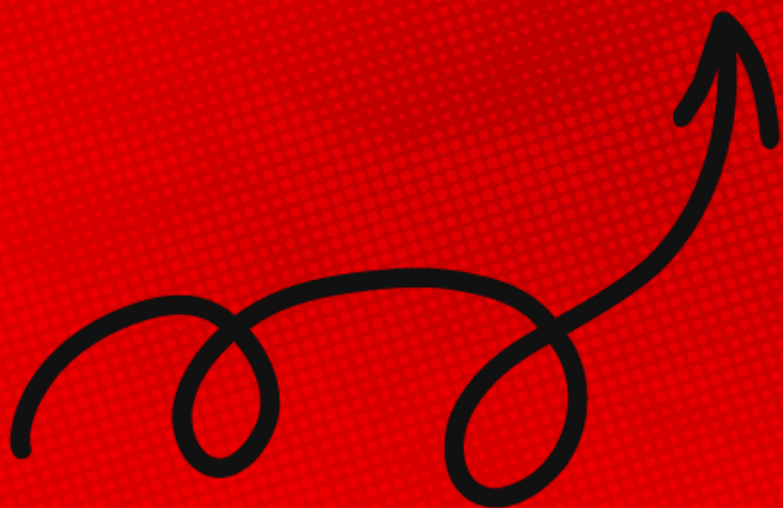




**The power of branded storytelling:
how to win audiences in a crowded media space**






Hi, I'm
Silviu Buidan
**Head of Digital
Marketing &
Events**





facts



30.000 **hours**

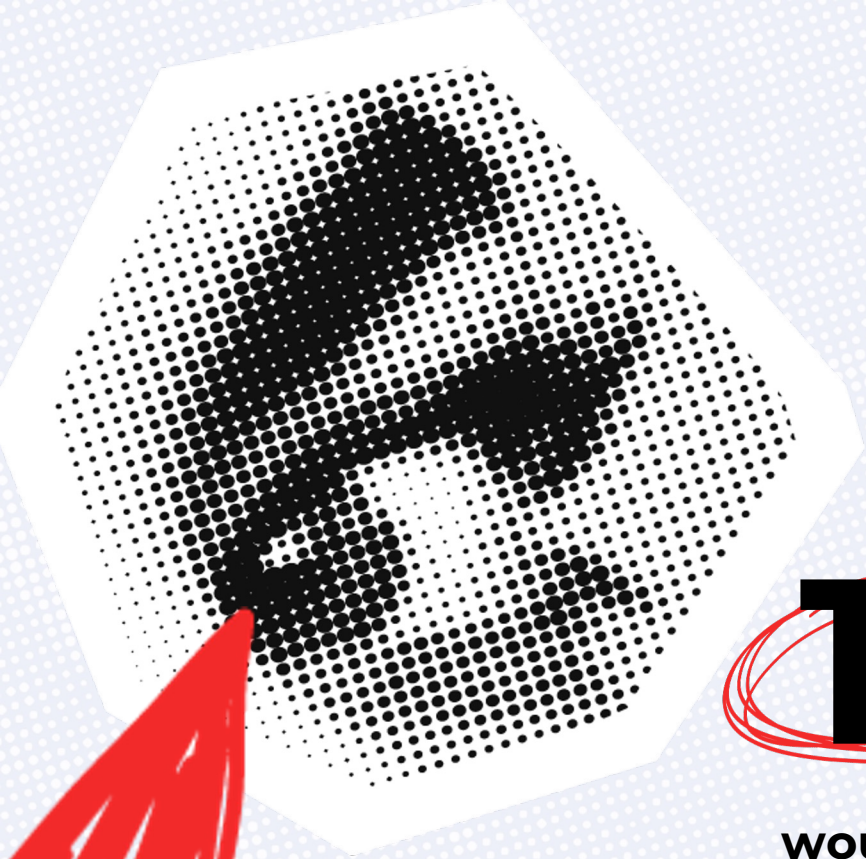
of content are uploaded on YouTube every hour



16.000 videos

are posted on TikTok every minute





16 Years

would take every user to watch all the
Netflix content





our brain has the same
memory space as ever

**while more & more content
is being produced.**

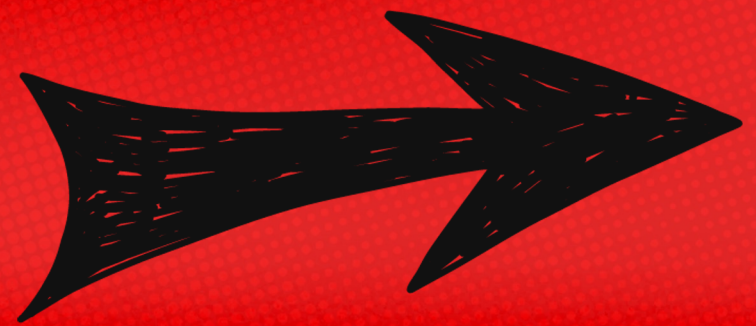


good luck for us, brands.





our mindset



~~let's produce more content~~

let's produce content that

stands out





**relevance is not an option,
is THE way to gain attention.**



Christmas 2025

seasonal communication,
high stakes.



what we needed:
**a creative product
that delivers**



BRAND SALIENCE & CONSIDERATION

In a cluttered media space, consumers think of us first for in-store Christmas shopping

MEANINGFUL ENGAGEMENT

Create talkable content that sparks conversations and amplifies reach organically

what we did:

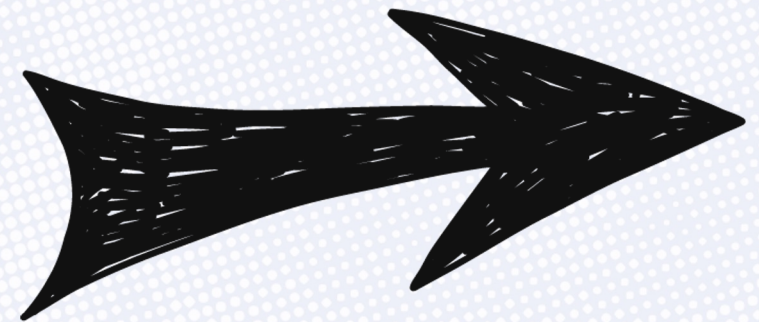
We told a story.

As a mystery series.

With twists, tension and unpredictable ending.



let's see how we got here





what brands say:

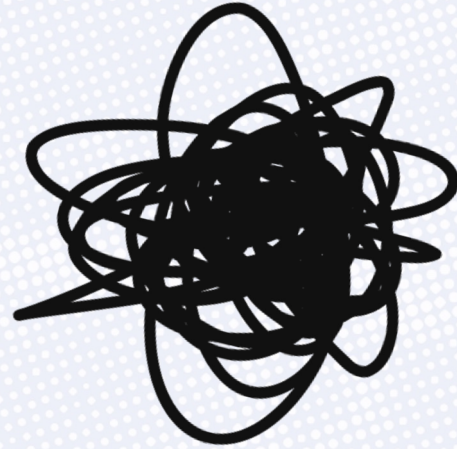
**Christmas is the most
wonderful time of the year**

A stylized graphic of a hand holding a star. The hand is rendered in a halftone dot pattern, with the fingers curled around a red, five-pointed star. The background is a light gray grid of dots.

what consumers say:

A large, stylized red star graphic in the bottom left corner, rendered with a textured, brush-stroke-like appearance.

we'll do everything
for Christmas to be perfect.



more specific:

**Romanians have a festive pride with
cooking & cleaning.**

...aand it often gets tensioned.

solution:

**we don't add up to the
pressure of the
perfect Christmas.**



instead, we show the emotional value of an imperfect one.



presenting:

Who Ate Christmas?

A mystery digital series where the run for the perfect Christmas turns into an entertaining investigation.



Who played the main role:
the mainstream family

Who played the detective:
our community

@vioricaapostol10 · acum 1 lună
👍 🗨️

@valentinaagafitei9239 · acum 1 lună
nicely directed 😊
👍 🗨️

@AnaTymofan · acum 1 lună
Super
👍 🗨️

@seherezada6792 · acum 1 lună
If only romanians would make movies like this commercial...
👍 🗨️

@ysabela06 · acum 1 lună
❤️❤️❤️❤️❤️❤️❤️ I love you, guys! ❤️❤️
👍 🗨️

@niculescucristina9897 · acum 1 lună
Won-der-ful!
👍 🗨️

aaand they were **so in for it**

@AngieGh · acum 1 lună
Brilliant!
👍 🗨️

@seherezada6792 · acum 1 lună
Dear romanian directors, learn from here! Because they only
make poor movies these days.
👍 3 🗨️

@AngieGh · acum 1 lună
Brilliantly made! Genius directing!
👍 🗨️
@alexandraelenasonei5250 · acum 1 lună
❤️❤️❤️
👍 🗨️

@floridante9001 · acum 1 lună
👍 🗨️

@buchidauluminita188 · acum 1 lună
Super! ❤️
👍 🗨️

@vioricaapostol10 · acum 1 lună
nicely directed 😊
👍 🗨️

@AngieGh · acum 1 lună
Foarte bine realizat, felicitarii intregii echipe
👍 1 🗨️



how we built the story

STEP 1: STRATEGY

[consumer]

cultural relevance

[category]

different angle

→ **address a real tension**
don't say what everyone is saying ←

STEP 2: CREATIVE PRODUCT

mystery narrative

video 1st

visual storytelling

play with the tension to encourage user retention
choose a storytelling 1st format
deliver emotion, not just a story

STEP 3: ROLL-OUT

extended footprint

cross-channel build-up

**digital 1st, with omnichannel amplification
add depth to your story to encourage engagement**



business results

Drive-to-store tactics

Extended media footprint

Product placement within the story

Amplification for storytelling depth

Distinctive creative product

Cultural insight



when storytelling
is effective:

**You get results
beyond vanity metrics**

not just video views, but completion rates
not just likes, but active participation

It drives business

more store visits
more loyalty members (+20%)
higher acquisition (+16%)



last, but not least





Thank you!

