

# Adrian Docea

SENIOR COMMUNICATION PLANNER, BBDO BUCHAREST

Bucharest, Romania

[adriandocea@gmail.com](mailto:adriandocea@gmail.com)

Based in Bucharest, I am currently heading Regional Planning for Central & Eastern Europe for Whiskas, on behalf of BBDO Europe, also doing newbiz and local work for BBDO Bucharest as a Senior Strategic Planner on brands such as Tuborg, Holsten, Deutsche Telekom's local company Romtelecom, Muller yogurts, Pepsi Max & Pepsi Light, Snickers and several other Mars brands.

## Experience

Regional Planner CEE

**BBDO Europe**

Bucharest, Romania

Feb 2007 - Present

**heading communication strategy for**

MARS Inc., Central & Eastern Europe  
Poland, Baltics, Czech & Slovakia, Hungary, Romania & Balkans  
coordinating Whiskas regional account

Also worked on various regional projects for: Snickers, Milky Way and new-product development.

**coordinating planning for**

**PEPSICO**

Pepsi Light and Pepsi Max

**CARLSBERG**

Tuborg and Holsten

**MARS**

Snickers, Mars, Bounty, M&M, Whiskas, Uncle Ben's and Dolmio

**DEUTSCHE TELEKOM**

Romtelecom Clicknet, Romtelecom Dolce and Romtelecom Voce

**MUELLER**

Froop, Mix, Bianco

**previously worked on**

**STRAUSS ELITE**

Elita, Selected, Gold

**METRO AG**

Real Hypermarkets

**BLUEAIR**

BlueAir Low-cost Airlines

**YALE**

Yale Locks

**new business work**

As a part of the agency's new-business team, I contributed with the strategic input on winning the following clients:

January 2009

DEUTSCHE TELEKOM's Romtelecom brands

The client is in the Top 10 advertising spenders in the country

June 2008

BLUEAIR's airline brand

The largest low-cost airline in the country

January 2008

MUELLER's yogurt brands

One of the most important dairy producers in EU entered the market.

---

Strategic Planner

## LOWE Bucharest

Bucharest, Romania, EU

Jun 2005 - Sep 2006

**coordinating planning for**

**CITIGROUP**

CitiFinancial

**COCA-COLA**

Coke Light, Nestea, Burn, Schweppes)

**SAB MILLER**

Timisoreana Beer

**RAIFFEISEN BANK**

Raiffeisen Mortgage

**TNT NV**

TNT Express

**WIENERBERGER AG**

Bramac Roofing

**UNILEVER**

Rama, Delma

**UNICEF**

Unicef Romania

**TIMEOUT**

TimeOut Bucharest

**DAKINO**

DaKiNo Film Festival

---

freelancer, brand consultancy

## Siebenbuergen Consultancy

Cluj, Romania, EU

Feb 2003 - May 2005

Opened my own small business in planning & branding when at 21, while in college, having a major in advertising. I provided services to several small local businesses until 2005, when graduated and moved to Bucharest being recruited as the strategic planner in charge with all the accounts of Lowe Worldwide Romania.

## [Click here for the portfolio](#)

Various projects on: Pepsi Light, Pepsi Max, Tuborg, Snickers, Whiskas, Yale, Real, Muller, Timisoreana, Romtelecom, DaKiNo

## Awards

### **EURO-EFFIE 2009: shortlist**

Whiskas Supreme campaign, Poland/Czech/Hungary  
/creative credits: Mihai Gongu, Cristina Panaitescu

### **Effie Romania: GRAND PRIX**

Timisoreana: relaunching campaign  
/creative credits: Mihai Coliban, Semida Duriga

### **Effie Romania: SILVER EFFIE 2009**

Snickers: Urban Arena Campaign  
/creative credits: Catalin Stanciu, Ioana Sandru

### **Romanian PR Awards: SILVER**

Pepsi Light: guerrilla Euro 2008 campaign  
/creative credits: Adina Basag, Diana Cristea

### **Epica Awards: SILVER / Golden Drum Awards: GRAND PRIX**

DaKiNo Film Festival  
\* (Golden Drum is the main creative awards in Eastern Europe)  
/creative credits: Mihai Coliban, Andreea Chirica, Otilia Mihalcea

### **Golden Drum Awards: OPENAD GOLD for Big Idea**

Yale: print campaign  
/creative credits: Dan Stanescu, Cosmin Simionescu

---

## Performance

### **Whiskas Supreme campaign, 2009**

It is the first campaign from the Bucharest office of BBDO, shortlisted to EuroEffie Awards.

### **Pepsi Light: image campaign**

First Pepsi campaign locally executed to be imported by other regions.

### **Tuborg: image campaign**

Recognized as best campaign in the category. "Filip" execution was the only beer ad from Romania to get in the final for Portoroz Golden Drum (the main creative awards in Eastern Europe)

### **Snickers: Urban-Arena campaign**

The only website owned by a FMCG brand to get over 100.000 unique users in only a couple of months without any ATL activity whatsoever. Also awarded the Best Campaign of Mars in the region in 2009.

---

## Education

BA in Advertising

### **Babes-Bolyai University**

Cluj, Romania, EU  
Oct 2002 - Jun 2005

Graduated one year faster than usual, with a dissertation around the principles of branding; weeks later I was nominated for the only planning position at Lowe Worldwide Bucharest.

Also won the only 1 year scholarship in design & visual communication available for Romania from the Jonkoping University [was unable to honor it for personal reasons].

---

Undergraduate studies in Business Administration

### **Babes-Bolyai University**

Cluj, Romania, EU  
Oct 2000 - Jun 2002

Studied Business Administration for two years then converted credits and switched to Advertising studies for the following years.

---

Music

## Alba School of Art

Alba, Romania, EU  
Oct 1988 - Jun 2000

Graduated Alba School of Art with a major in music and followed the same institution for my high-school studies.

---

**Adrian Docea**    [adriandocea@gmail.com](mailto:adriandocea@gmail.com)