



Why?

E-1385-095

Product

AQUA Carpatica Kids

Category

Best of Europe: Food & Beverage

All food and beverage products, including fresh, packaged and frozen food; snacks; desserts; alcoholic and non-alcoholic beverages. Also includes restaurants: quick service, casual dining, mid-scale, fine dining, tablecloth, and any other restaurants.

Awards Program

2025 Effie Awards Europe

We are looking forward to seeing your work in this year's competition. As you work on your submission, you may wish to download the [Entry Form template](#) which can be used as a guide when crafting your submission, allowing for easy collaboration with team members and partner companies. The template outlines the Written Entry Form, along with tips to consider when answering each question. Before submitting your entry, responses to each question must be copied into this entry portal.

ELIGIBILITY.

To be eligible, work must have run in Europe and data must be isolated to the country(ies) in Europe presented in the case. The entered work must have run at some point between 1 January 2023 and 31 March 2025. Work that ran after the cut-off period may not be submitted. Provide results for the eligibility time period, as well as results and data prior to the eligibility time period that will help judges evaluate the success within the time period. In addition, results that fall after the end of the eligibility period that are directly tied to the work submitted are fine to submit through the entry period. Test efforts are not eligible.

Best of Europe - Effie Partner Track: Gold & Grand winners from 2024 Effie programs in the Effie Europe region (see eligible markets in the 2025 Effie Europe Entry Kit) may enter. To enter, case must have run during the 2025 Effie Europe eligibility period and should provide updated work and results for the new eligibility timing.

Best of Europe - non-Effie markets: Markets without an Effie program are welcome to participate. Any effective marketing effort that ran in a country in the Effie Europe region that you can tell a great results story about should be considered. Specifically, any campaign that ran between 1 January 2023 and 31 March 2025 may be submitted.

Review full eligibility information at the [Effie Europe website](#).

FORMATTING REQUIREMENTS & REASONS FOR DISQUALIFICATION

- Failing to adhere to the Effie Eligibility rules. Data presented must be isolated to Europe, and the Effie eligibility period is 01/01/24 - 31/03/25. Results that illustrate the effectiveness of the case can be collected outside of the eligibility period but must be tied directly to the marketing activity within the eligibility time frame. Results directly tied to work are eligible throughout the entry season (no date cut-off).
- Entry does not meet category definition requirements.
- Agency names/logos are published in the entry form or in the creative materials. Do not include any agency names in your sources - this includes agency names other than your own.
- Data not sourced.
- Including screen grabs or other images of your creative elements in your written entry form.
- Directing Judges to External Websites.
- Missing Translation.
- Violating Creative Example (Reel, Images) Rules.

TOP TIPS

We are in the business of marketing. Your entry should be written with your audience, Effie judges, in mind. Judges are your industry peers. Address questions they may have within your responses. Entrants are encouraged to ask colleagues who don't work on the brand to review the entry. Limit industry jargon and define all industry terms.

RESOURCES

Review the key resources before starting your entry:

- [ENTRY KIT](#)
- [EFFECTIVE ENTRY GUIDE](#)
- [EFFIE EFFECTIVENESS EXPLAINED](#)
- [CASE STUDIES](#)

- MORE RESOURCES

ENTRY DETAILS & EXECUTIVE SUMMARY

ENTRY DETAILS

NATIONAL EFFIE PROGRAM (IF APPLICABLE)

Effie Romania

ORIGINAL CATEGORY (IF APPLICABLE)

Beverages - Non-alcohol

Brand Name

AQUA Carpatica Kids

Brand Description

Bottled Water for Children

Dates Effort Ran (Total)

Date From 2024-09-11

Date To 2024-12-31

Dates presented in this case

Date From 2024-09-11

Date To 2024-12-31

Regional Classification

National

Countries Presented in This Case

Romania

Please indicate all countries where this work ran.

Romania

Industry Sector

Food & Beverages (Non-Alcoholic)

Industry/Category Situation

Growing

MARKET / LOCAL NUANCE BACKGROUND

AQUA Carpatica Kids is the leader of the still bottled waters for kids, being the first one to be launched, in 2017. Before campaign, AQUA Carpatica Kids had more that 90% of the market, but with **many new competitors** entering the category.



Each of the brands has a big company behind, so all the SKUs or sub-brands dedicated for children

started with some awareness and some brand love inherited from the mother-brand.

AQUA Carpatica Kids is the sub-brand of AQUA Carpatica (strong player, local producer Valvis Holding),

Dorna Junior is a sub-brand of Dorna (strong player, part of The Coca-Cola Company),

Bucovina Tedi is a sub-brand of Bucovina (strong player, part of Maspex Wadowice)

and so on.

EXECUTIVE SUMMARY

GIVE THE JUDGES AN UNDERSTANDING OF THE CASE THEY ARE ABOUT TO READ BY PROVIDING A SUMMARY FOR EACH OF THE ITEMS BELOW. A ONE-SENTENCE SUMMARY IS RECOMMENDED FOR EACH LINE.

The Challenge:

Convince more parents to choose the best water for their children and grow the category.

The Insight:

While children question everything, parents often forget to do so, also when it comes to choosing their kids' water.

The Strategic Idea/Build:

Curiosity is healthy, for both children and parents, so it must be encouraged.

Bringing the Strategy & Idea to Life:

A campaign creating a connection between parents and their children through curiosity and helping them to answer all the WHYs.

The Results:

An even stronger leader that grew the entire market and a brand more loved than ever.

Why is this entry an outstanding example of effective marketing in this Effie entry category?

This is a campaign that helped the market leader grow when it seemed impossible, with new competition joining the category, a higher pricing and a target segment decreasing each year.

The campaign not only managed to strengthen the brand love, but also managed to grow the market entirely, convincing new parents that their children should drink the best water available on shelves, by creating a clear product differentiation and a strong emotional connection.

SCORING SECTION 1: CHALLENGE, CONTEXT & OBJECTIVES

SECTION 1: CHALLENGE, CONTEXT & OBJECTIVES - 23.3% OF TOTAL SCORE

This section covers your strategic business context for your marketing activity, alongside your key business challenge and objectives.

Please provide the necessary context on your industry category, competitors, and brand/asset so the judges, including those unfamiliar with your brand/category, can evaluate your entry. Outline why your business challenge was the right opportunity to grow and the degree of ambition represented by your objectives.

1A. Before your effort began, what was the state of the brand's business and the overall category in which it competes? What was the strategic challenge for your business? Provide context on the degree of difficulty of this challenge.

AQUA Carpatica Kids, a water especially designed for children

AQUA Carpatica Kids was launched in 2017 as a brand extension of AQUA Carpatica, the Romanian love-brand, known for its purity, having the lowest level of Nitrates. Even if the mother-brand already offers water perfectly suited for children from birth, with AQUA Kids, we raised our standards even higher:

The purest source of water - Băjenaru Spring

A unique spring with exceptional qualities, specially selected for children and reserved exclusively for AQUA Carpatica Kids:

- Oligo-mineral water, with a low level of sodium (0,63 mg/l)
- Exceptionally pure, with the lowest level of Nitrates among still waters (0,7 ml/l), 8x less than the next purest water on shelves¹

In the most ergonomic form:

- A 0,25 ml squared bottle, easy to grab by the smallest hands
- With a cap that doesn't let the water spill

- In an attractive packaging, different almost each time, illustrating kids playing different games

Rising competition, with lower standards of the liquid

Meanwhile, AQUA Carpatica Kids was no longer the only water on the children's shelf. Several brands launched 250ml or 330ml bottles, with anti-spill caps and colourful packaging.

Bucovina launched a no-spill bottle in partnership with **Tedi**, a fruit juice already known by parents and children, hoping to make a hit. **Dorna** launched Dorna Izvorul Alb Junior, a copycat of AQUA Carpatica Kids, using a similar spill-proof cap and animal illustrations. **However, both Dorna and Bucovina simply rebranded the same water used in their mother-brand SKUs, offering no added value for children.**

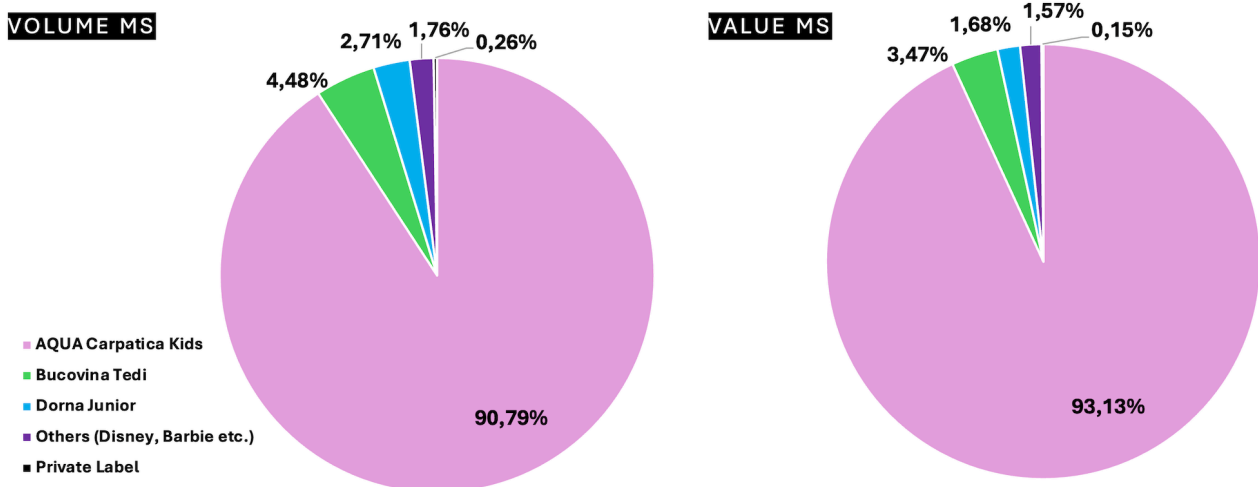
Many others launched waters with popular cartoon characters: **Barbie, Disney, Kung-Fu Panda, Paw Patrol, Peppa Pig**, and more.²

By end-2023, the kids' water market reached almost **19.8M litres** and **€43M**, the most profitable segment in water, priced at over **€2/litre**.³

AQUA Carpatica Kids remained the clear leader: **90.79% Volume MS, 93.13% Value MS**, though decreasing - **0.9pp** in volume vs. PY.⁴

Waters for Kids – Volume & Value Market Shares

Source: Vektor Market Research, 2023 YTD

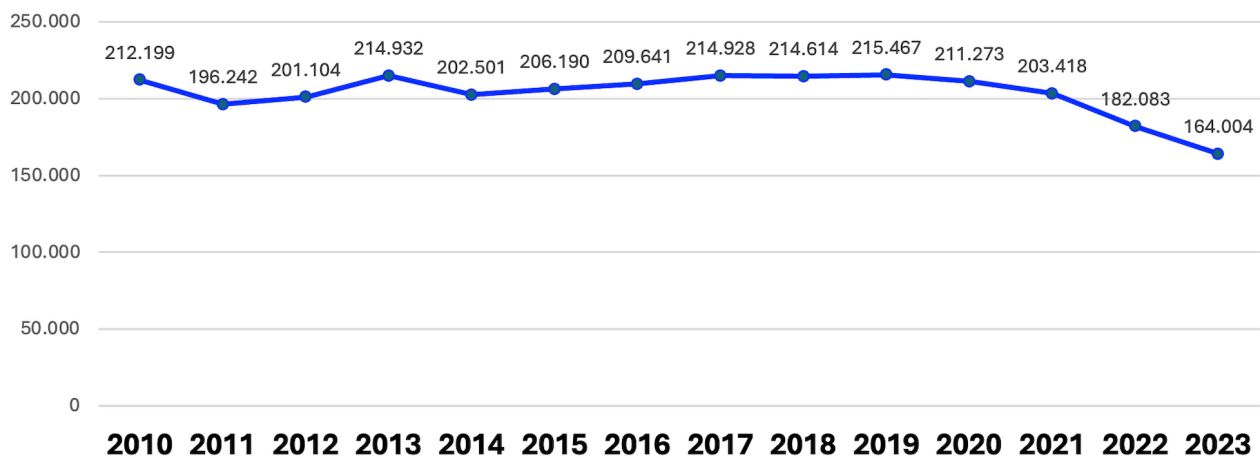


Fewer kids to hydrate...

The AQUA Carpatica Kids pool of children refreshes 100% every 10 years, because, as children grow up, the small bottles are not enough anymore for their hydration. Romania's birth rate has steadily declined over the past decade, especially in the last 3 years, in 2023 reaching an all-time low.⁵

Nativity in Romania, 2010 - 2023

Source: INSSE (Romanian National Statistics Institute)



... means convincing more parents to join the category.

CHALLENGE.

Increase AQUA Carpatica Kids' volumes, protect its MS and grow the category

despite:

- having less children every year
- asking for a higher price

1B. WHAT WERE THE BUSINESS, MARKETING AND CAMPAIGN/ACTIVITY OBJECTIVES THAT YOU SET TO ADDRESS YOUR CHALLENGE? WHAT WERE THE KEY PERFORMANCE INDICATORS (KPIs) SET AGAINST EACH OBJECTIVE? PROVIDE SPECIFIC NUMBERS/PERCENTAGES FOR EACH AND BENCHMARKS WHEREVER POSSIBLE.

RESPONSE FORMAT

List each objective individually.

- We have allowed for:
 - one key business objective (required)
 - up to 3 Marketing (Customer) and Activity (Comms.) objectives (1 required, 3 maximum for both types).
- If you had fewer marketing and activity objectives, that is fine, please leave the fields blank.
- For each objective, provide brief context for why you chose it, state the KPIs and benchmarks.

Unsure which objective type to select? [View guidance here.](#)

Business Objective

Reference 1

Objective - Overview & KPI

Grow the category: increase sales with 25% in Volume & Value Sales during campaign - September - December 2024 versus same time PY.

Rationale - Why the objective was selected and what is the benchmark?

Before campaign in 2024, the market had an average of 20% growth in January - August 2024.⁶ This is why we set a benchmark above the previous market trend: to grow with at least 25% during campaign, in September-December, by convincing new parents to choose AQUA Kids instead of regular still water.

Measurement - How did you plan to measure it?

Monthly Volume and Value Sales, against monthly variation, measured by a 3rd party market researcher, Vektor Market Research, 2023-2024 during campaign - September- December.

Tagging - What keywords best describe your objective type?

Category Growth

Revenue (growth/maintenance/easing decline/value share)

Volume (growth/maintenance/easing decline/volume share)

Marketing Objectives

1

Objective - Overview & KPI

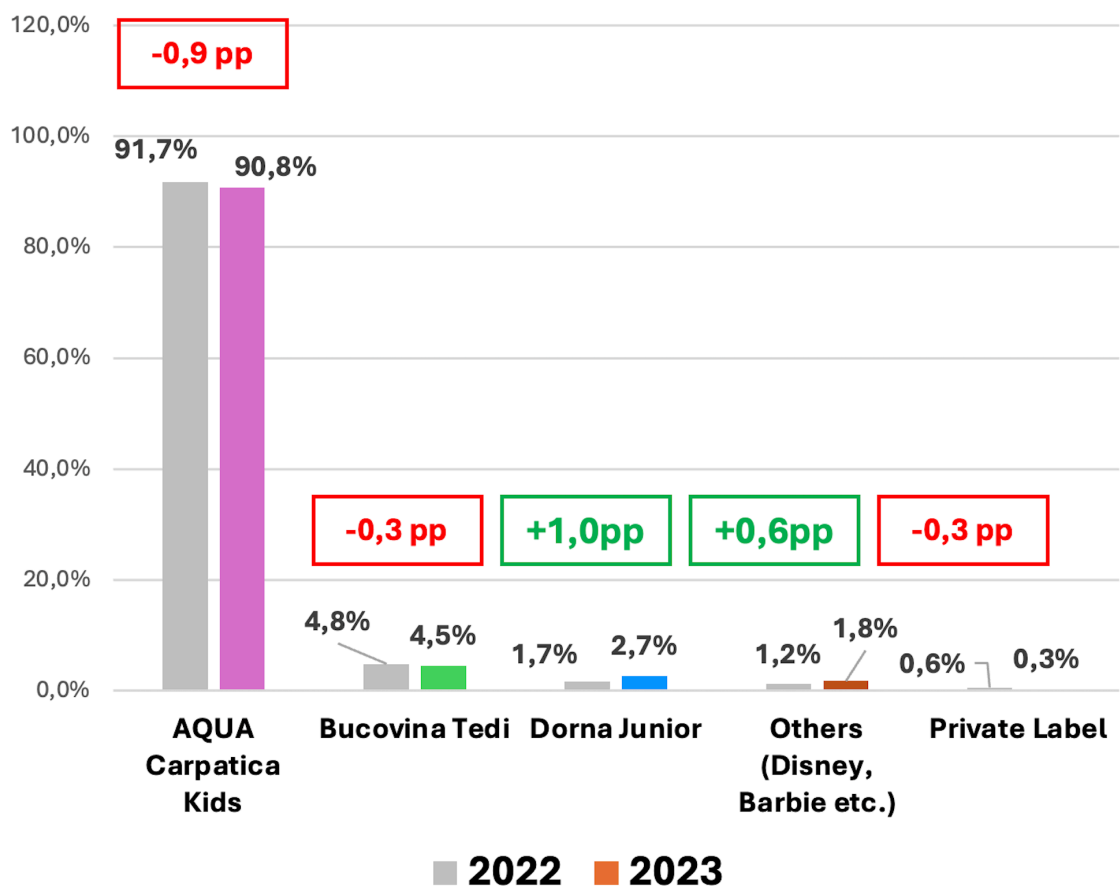
Support the leadership of AQUA Carpatica Kids among kids waters, with a +1pp growth in Volume and Value MS.

Rationale - Why the objective was selected & what is the benchmark?

As the market was getting crowded, the newcomers start eroding the market shares of the leader, making it hard to keep the same level. It's exactly what we saw in the volume shares of the category in 2023 vs.2022.⁷

Waters for Kids – Volume Market Shares

Source: Vektor Market Research, 2023 vs. 2022 full year



A +1pp MS growth, when AQUA Kids already had +90% of the market, with more players on the rise, we believed to be a strong challenge.

Measurement - How did you plan to measure it?

Yearly Market Shares in Volume and Value, measured by Vektor MarketResearch, 2023-2024 YTD.

Tagging - What keywords best describe your objective type?

Penetration / Acquisition

Renewal / Retention / Lifetime Value

2

Objective - Overview & KPI

Be a loved brand in digital and social media, with a "BrandHealth" index over 92%, our best performing score so far.⁸

Rationale - Why the objective was selected & what is the benchmark?

Digital and social channels make or break brands, it's the place where brands get instant feedback. Especially for parents, who are active and react instantly.

Our benchmark: Our best performing AQUA Carpatica campaign so far, that ran in September-December 2023.⁹

Measurement - How did you plan to measure it?

A 3rd party monitoring and analysis of the campaign content and reactions versus our best campaign so far - Red Team Analytix campaign report, September - December 2024

Tagging - What keywords best describe your objective type?

Changes in Specific Brand Attributes

Activity Objectives

1

Objective - Overview & KPI

Increase the positive reactions to the campaign content with at least +5pp vs. the best received campaign so far.

Rationale - Why the objective was selected & what is the benchmark?

Our best performing campaign so far for AQUA Carpatica brand, which had a great emotional resonance and brought a lot of positive reactions, had the following results¹⁰:

POSITIVE:	NEUTRAL:	NEGATIVE:
35,5%	61,7%	2,9%

We wanted to increase positive sentiment associated with the campaign to more than 40,5% with a campaign targeting parents.

Measurement - How did you plan to measure it?

Third party social media monitoring and analysis of the campaign content and reactions, during campaign - September - December 2024.

Tagging - What keywords best describe your objective type?

Positive Sentiment / Emotional Resonance

2

Objective - Overview & KPI

SOCIAL ENGAGEMENT. Generate more than 50k reactions (likes, comments, shares) for our campaign content, across all social media platforms.¹¹

Rationale - Why the objective was selected & what is the benchmark?

We wanted to spark a conversation about AQUA Kids new communication and have people talk about it, react to it, share it to their friends and become engaged in our conversations.

Benchmark: Our internal benchmark for our best campaign so far - The launch campaign of AQUA Carpatica Flavours, Sept-Dec 2023, split in half since we had only parents as target segment instead of mass-market as we usually do.¹²

Measurement - How did you plan to measure it?

Monitoring all reactions with Meta Insights, YouTube Studio and TikTok, for all our shared campaign content, From September 1st to December 31st 2024.

Tagging - What keywords best describe your objective type?

Positive Sentiment / Emotional Resonance
Reach (e.g. open rate, shares, views, attendance)

3

Objective - Overview & KPI

Media performance: Engage parents with our digital campaign and earn **above-benchmark performance** across all digital platforms.¹³

Rationale - Why the objective was selected & what is the benchmark?

AQUA Carpatica's campaigns usually get noticed and engage people due to their creativity. This helps the media budget stay efficient, with ads that overdeliver. We wanted to keep the same quality of ads and make the most of our media budget.

Measurement - How did you plan to measure it?

Media Agency's benchmarks obtained from all platforms used in the campaign: Meta Insights, YouTube Studio, Programmatic, MAX, TikTok, for all our aired digital ads, From September 1st to December 31st 2024.

Tagging - What keywords best describe your objective type?

Efficiency (e.g. cost per acquisition)

Section 1: Sourcing

1 Client internal analysis of water labels for all still water market, 2023

2 Vektor Market Research - competitors in "Waters for kids market", 2022, 2023, 2024

3, 6 Vektor Market Research - "Waters for kids market", 2023-2024

4, 7 Vektor Market Research - "Waters for kids market", 2022-2023

5 INSSE (Romanian National Statistics Institute) - Natality in Romania, 2010-2013

8, 9, 10 Red Team AnalytX brand & campaign tracker for AQUA Carpatica Flavours launch campaign, September - December 2023

11 Own channels Monitoring via Meta Insights, Youtube Studio, Tiktok, September 1st to December 31st 2023.

12 Internal monitoring of previous campaigns of AQUA Carpatica, using similar activations across social

media, 2023

13 Media Agency - benchmarks obtained from all platforms used in the campaign, September - December 2024

SCORING SECTION 2: INSIGHTS & STRATEGY

SECTION 2: INSIGHTS & STRATEGY - 23.3% OF TOTAL SCORE

This section covers the key building blocks of your strategy.

Explain to the judges why you chose the audience you did. Outline your key insight(s) and how they led to the strategic idea or build that addressed the business challenge the brand was facing.

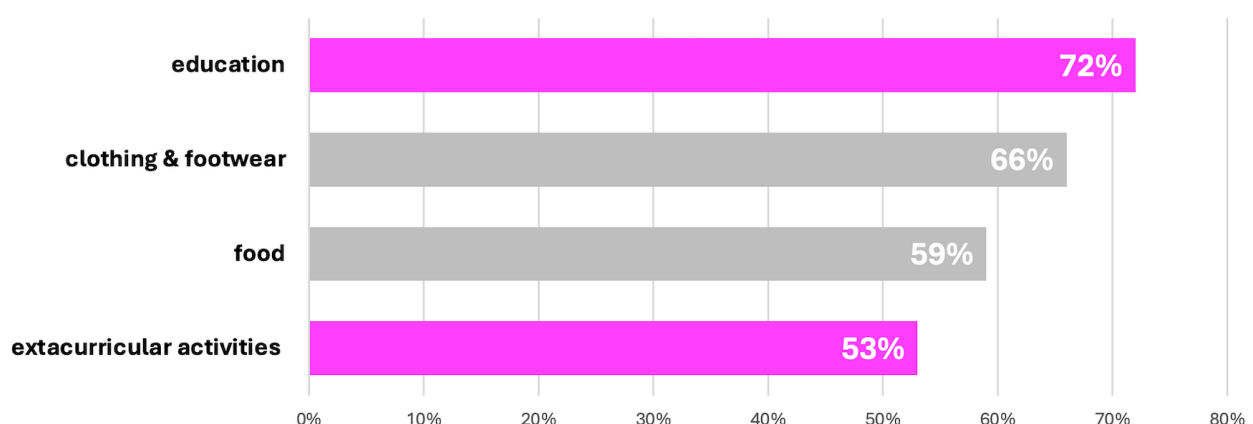
2A. Define the target audience(s) you were trying to reach and explain why it was/they were relevant to the brand and the challenge. Did your audience change over time? If so, describe how and why.

Core target: Romanian modern parents, with high standards...

Parents today don't only want their children to have their basic needs covered, they want them to thrive. They invest a lot in their child upbringing, prioritising their intellectual development, education being their top expense, while 53% of them also invest in **extra-curricular activities** as well.¹

Top expenses of parents for their children

Source: Reveal Marketing Research, May 2024

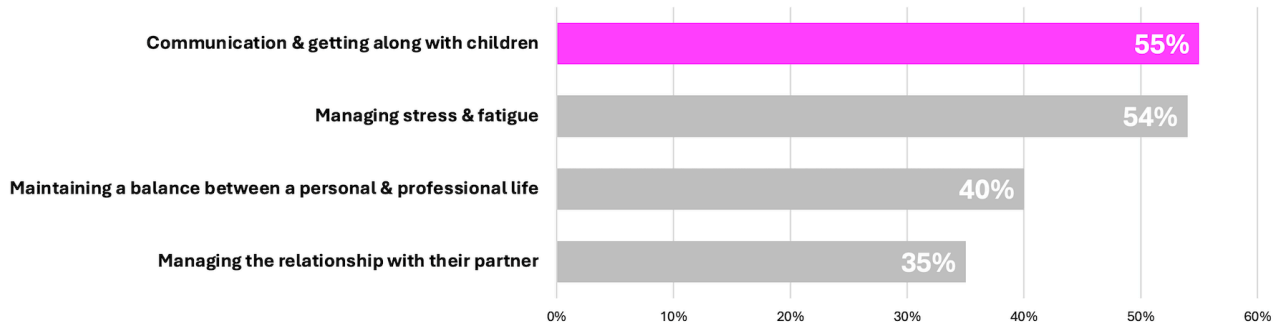


The modern way of parenting is not as it used to be: an authoritarian way, based on discipline. Parents

today are more connected with their children and their method is based on secure attachment. They seek to cultivate a good relationship with their children, this being their highest pressure in their role as a parent².

Top emotional challenges for Romanian parents

Source: Reveal Marketing Research, May 2024



They want their children to develop critical thinking³, to be able to make the right decisions by themselves and to separate right from wrong, in a world with a lot of digital perils and manipulation targeted at them.

...but little time.

They are part of "the sandwich generation"⁴, named so after the pressure they have to face from both sides of younger and older generation they interact with, as they are simultaneously caring for their children (minors or dependent adults) and their elderly parents.

They work a lot, 40% having trouble maintaining a balance between personal & professional life⁵, many of them face a challenge when it comes to sleeping hours and constant fatigue⁷, finding "me-time" or "couples time".

When it comes to choosing the water for their kids, sometimes they choose based on packaging, not content.

As a constantly stressed and overwhelmed parent, it's easy to either overlook details or go along with what your child wants, just to avoid a tantrum. Parents can be easily distracted and give in to cute packaging of kids' waters, just to check another box on their infinite to do list.

2B. Explain the thinking that led you to your insight(s). Clearly state your insight(s) here.

Product insight: It's not the bottle that matters, but what's inside.

While our competitors focus on friendly and colourful bottle designs, AQUA Carpatica Kids goes back to what really matters, **the liquid inside**: an oligo-mineral water with a low-Sodium content and the lowest level of Nitrates, coming from a natural spring, Băjenaru, that is especially reserved for AQUA Carpatica Kids' small bottles only.

We wanted more Romanian parents to see the difference and choose a kids' water, because it is different (educate the market) and make their top choice criteria the content, not the packaging (create differentiation).

But, in their struggle to juggle everything, we knew that parents often forget to question their choices.

Behaviour insight: While children question everything, parents often forget to do so.

We're all familiar with the endless stream of "Why?", "Why?", "Why?"—those curious questions from little ones trying to make sense of the world around them. And while today's parents do their best to answer thoughtfully and connect through these moments, they often forget to keep questioning the world themselves.

That's why we set out to inspire them—by turning to their greatest source of wonder: their own children. We wanted to **reignite that same spark of curiosity they once had**, reminding them that the world is still full of questions worth asking.

2C. What was the core idea or strategic build you arrived at using your insight(s) that enabled you to pivot from challenge to solution for your brand and customer?

Big idea: Curiosity is healthy.

For both CHILDREN, because it helps them develop their knowledge of the world and their critical thinking,

and their PARENTS as well, because it helps them make the right decisions as adults.

So, we put up a campaign that gave children the space and opportunity to ask all the "WHYs" and also provided them with easy to understand answers. This way we would inspire parents to question the world around them more often as well.

As a tone of voice, we borrowed that **child-like curiosity** to ask the most simple, yet overlooked, questions that usually children ask, expecting to create an emotional connection and trigger instant love for our brand.

Section 2: Sourcing

^{1,2, 5, 6} Reveal Marketing Research - Reveal Market Resources, Study no. 156, for Children's Day 2024; May 25th, 2024

³ desprecopii.com - "To Raise Smart Children, Early Development of Critical Thinking Is Essential"; September 17th, 2023

⁴ HotNews.ro - Article by Dan Popa - "From the "sandwich" generation to the "transnational" family - the major societal changes we are witnessing", February 25th, 2024

SCORING SECTION 3: BRINGING THE STRATEGY & IDEA TO LIFE

SECTION 3: BRINGING THE STRATEGY & IDEA TO LIFE - 23.3% OF TOTAL SCORE

This section relates to how you built a compelling creative and channel plan i.e. how and where you brought your strategy to life. And how you tested for ongoing optimisation.

Help the judges evaluate your entry by demonstrating how you created work that targeted and motivated customers effectively. Outline how your creative and channels plans worked together to drive results.

3A. Describe the key elements of your plan that activated your strategy. Outline any components that were active in the effort e.g. all integral communications, promotions, CRM program, customer experience, pricing changes, etc. that were a part of your effort.

Supporting curiosity as a healthy behaviour and the executional leitmotif of the campaign - children asking "Why?" - echoed across a variety of campaign activities, with two objectives:

1 // REACH MASS MARKET PARENTS AS EFFECTIVE AS POSSIBLE

TV & DIGITAL VIDEO AD, introducing the first question of the campaign: "Why choose AQUA Carpatica Kids and not another water?".

RADIO - encouraging parents to support their children's curiosity: "For a healthy development of your kids, let him be curious and ask why".

DIGITAL DISPLAY CAMPAIGN - using both video and static ads, on multiple social and digital platforms.

TV AD-BREAK SPECIAL PROJECT with children asking "Why?" after each ad in the ad break.

2 // ENGAGE PARENTS EMOTIONALLY WITH OUR BRAND MESSAGE

RADIO ACTIVATION at Rock FM, in one of the most loved morning shows "Morning Glory" with Răzvan Exarhu, frequently featuring children

RADIO CONTENT at Itsy Bitsy, a national children's radio station, offering parents the specialist's advice on supporting kids' curiosity.

DIGITAL CONTENT in one of the most beloved shows featuring children "Kids say crazy things", with Virgil Ianțu (local celebrity).

SOCIAL MEDIA - the campaign idea was activated on AQUA Carpatica's communities on Facebook (1.1 Million followers)¹ and Instagram (14k followers)², including a **100% ORGANIC DIGITAL ACTIVATION WITH OTHER BRANDS** - we asked other brands for children "WHY are they good for kids?".

INFLUENCER'S ACTIVATION of the campaign, encouraging curiosity.

ON-PACK QR code, leading to an **AI CHATBOT** ready to answer all the WHYs, in a simple and child-friendly-way.

3B. Outline the key building blocks of the creative executions for your main marketing vehicles e.g., endline, call-to-actions and format choices. If relevant, include any important changes that optimised the creative while the activity was running.

The campaign had 3 building blocks:

1 // The main "WHY?" of the campaign:

Why AQUA Carpatica Kids and not another water?

This was the main message, activated in the awareness vehicles of the campaign: the TV ad and the digital executions derived from it: social media ads, digital video and static ads. The executions would also offer the answer in a playful way - kids asking, parents responding with all the product RTBs: Because what really matters is the liquid inside, not only the packaging: the purest water for kids, with the lowest level of Nitrates, from a spring especially reserved for children.

The central WHY of the campaign is fully aligned with Aqua's longstanding strategy of focusing on the **product itself**—rather than distractions or gimmicks—which becomes even more ethically important when the subject is a product intended for children.

2 // Education for parents:

Curiosity is healthy, so children's curiosity must be supported.

We reinforced this message in multiple ways:

- In the radio ad: "For a healthy development of your kids, let him be curious and ask why"
- Underlying the importance of asking why, via a special content coming from a professional: Adriana Mitu, child-psychologist, on Itsy Bitsy

3 // Entertainment with a point:

Curiosity is healthy, but also fun.

We wanted to create entertaining content coming from the most curious people on Earth - small children - a never-ending source of surprising whys. We did this at Morning Glory with Răzvan Exarhu and in "Children Say with Virgil Ianțu", where we also activated the fun way to get the answers: via our AI Chatbot available with a QR on every AQUA Carpatica Kids bottle.

The messages in all touchpoints would conclude that AQUA Carpatica Kids is "Purity for children", the only water that answers all the whys.

3C. Outline the rationale behind your communications strategy, experience strategy and channel plan. Explain how the integral elements worked together to drive results. If relevant, explain how you changed your spend across channels as part of your campaign optimisation.

We wanted to have a disruptive and memorable campaign, that parents won't miss, so we used as main disruptor the persistent and infinite "Whys" coming from kids all over the media.

In the spirit of previous AQUA Carpatica campaigns, our aim was to **challenge the current behaviours of parents and get them out of their comfort zone**, by asking themselves WHY more often. Our brand storytelling would remind them that curiosity is healthy for everyone:

CURIOSITY IS HEALTHY, FOR PARENTS.

We reminded parents not to forget to ask themselves how they choose the water for their kid: **WHY** choose AQUA Carpatica Kids and not another water?

Our TV ad placed **parents on trial**, with children asking repeatedly why is AQUA Carpatica Kids good for them, trying to "catch" the parent or the product at fault in their claims. This offered us the possibility to introduce the product superiority claims naturally in the story, in a humorous and candid way. The same technique was used in the digital and social ads featuring the product benefits. The video ad overperformed on Meta, so we rerouted the budget to TikTok³.

CURIOSITY IS HEALTHY, FOR KIDS.

Free to ask "WHY?"...

We supported the new type of connected parenting, focused on their kids harmonious development, because not only the Nitrates are toxic for children, but also the parents' answers when they suppress their kids' curiosity: "Why?" - "Because, that's why", "I don't have time now" etc.

That's why **we gave children the opportunity to ask all the WHYS:**

- in Virgil Ianțu's podcast "Children Say", coming up with a special format: "Children ask crazy questions" - a child-generated content with real questions from our guests
- in the "Morning Glory with Răzvan Exarhu" radio show on Rock FM

... and receive all the answers.

We helped adults provide all the answers to all the questions easily, using our AI bot, accessible via QR on each AQUA Carpatica Kids bottle. Its functionality: ask any question, no matter how complicated, and receive an answer simple enough for a child to understand.

CURIOSITY IS HEALTHY, FOR EVERYONE.

WHY should we believe you?

Our campaign continued asking a lot of "whys", including mass-market brands in the ad break on TV, by inserting 5 seconds ads with children asking "why?" after different ads for milk, loans, etc., to remind parents to train their critical thinking and ask themselves why more often.

Key Visual

Section 3: Sourcing

^{1, 2} Meta insights for AQUA Carpatica's Facebook and Instagram pages, as of September-December 2024

³ Media Agency, digital media report for the "Why?" campaign, September-December 2024

SCORING SECTION 4: RESULTS

SECTION 4: RESULTS - 30% OF TOTAL SCORE

This section relates to your results. Here you need to be able to demonstrate the impact your effort has had on your business/brand/cause objectives - attributable to the activity and its elements and taking into account other factors. You will need to provide a result corresponding to each objective listed in your response to question 1B.

4A. How do you know it worked? Explain, with category, competitor and/or prior year context, why these results are significant for the brand's business. Results must relate back to your specific audience, objectives, and KPIs

RESPONSE FORMAT

You have up to 350 words and 5 charts/visuals to set up your results. Then, for each objective provided in Question 1B, you are required to provide a corresponding result.

ELIGIBILITY REMINDERS

1. Provide a clear time frame for all data shown – either within your response or via the sources box.
 2. All results must be isolated to Europe.
 3. Work must have run in the eligibility window of 1 January 2023 and 31 March 2025. Results after 31 March 2025 that are directly related to work that ran in the eligibility window can be included until the entry deadline.
 4. All results must correspond to a data source. Include results and data prior to the time period that helps assess effectiveness during the time period.
-

Results Overview

An even stronger leader of the market...

AQUA Carpatica Kids proved the superiority of its liquid and convinced Romanian parents WHY they should choose AQUA instead of other waters for their children.

As a consequence, AQUA carpatica Kids became **an even stronger leader of the market**, with +2,2 pp increase in Volume Market Share and + 2,5 pp Value Market Share growth, while all the other competitors decreased.¹

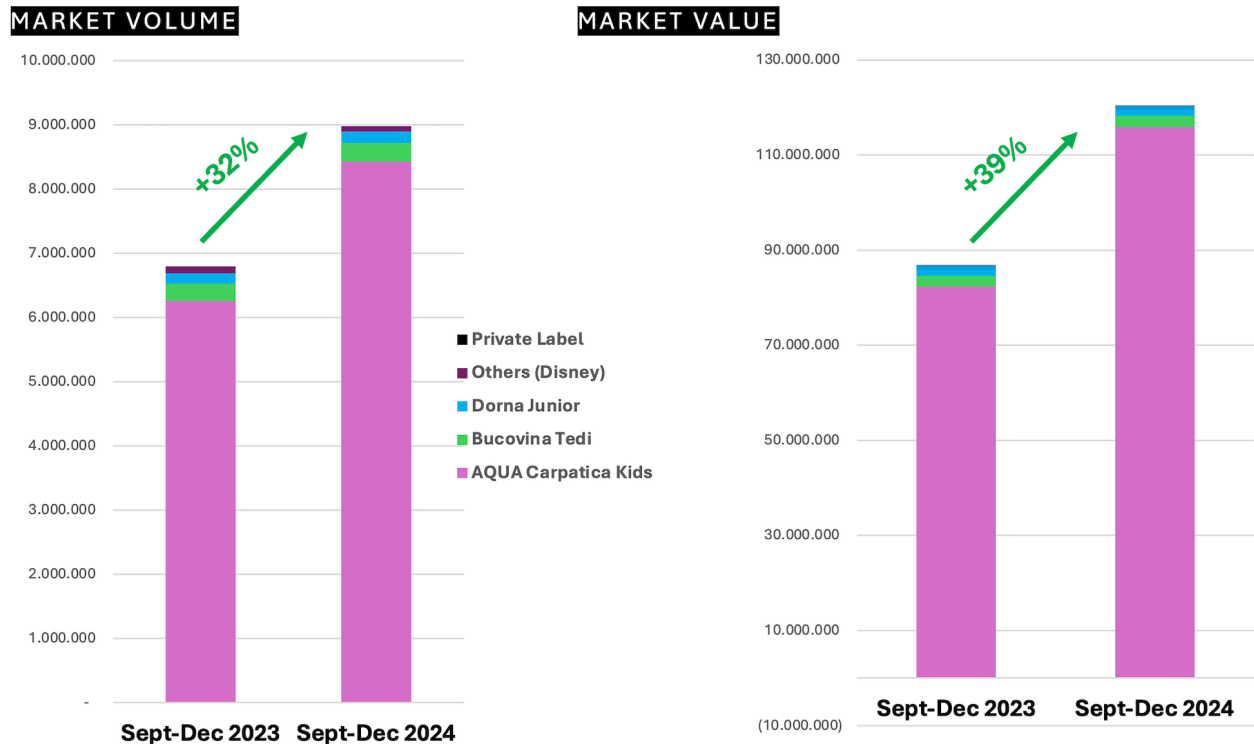
that grows the category,

During campaign AQUA's sales skyrocketed and drove the growth of the category with **32% in Volume** and **39% in Value**, while the competitors stagnated in terms of Volume & Value Sales.²

Waters for Kids – Overall Market Volume & Value increase

During the months of campaign Sept+Oct+Nov+Dec

Source: Vektor Market Research, 2023-2024



with a brand more loved than ever

AQUA Carpatica is a brand that usually receives very good feedback and a lot of love from people in social media, scoring high in "Brand Health index in the past. But the current campaign surpassed all expectations, with a **98% Brand Health Index**³, more than our best performing campaign so far with an 92% score⁴.

due to a highly engaging campaign.

The campaign performed over the benchmarks when it comes to all social & digital campaign KPIs:

- social engagements with the content of our campaign⁵
- media benchmarks for video View Rates and static ads Click-Through-Rates⁶

Business Objective Results

1

List Result

During the months of the campaign, AQUA Kids registered record sales in Volume +40%, +34%, +36%, +28% and Value +53%, +36%, +39%, +34%, versus same time PY.⁷

Context

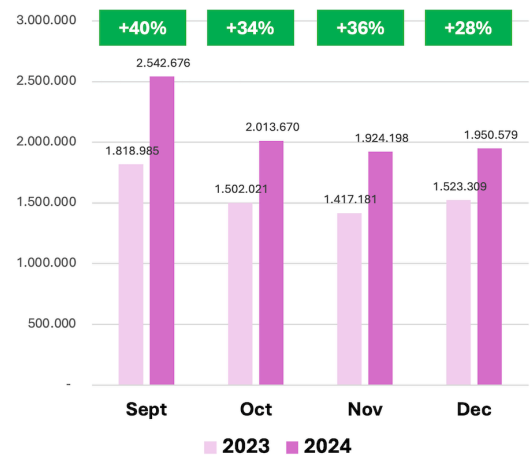
AQUA Carpatica Kids convinced more parents to ask themselves what's the best water for their kids and why should they choose AQUA Kids instead of other competitors or regular still water options.

The sales increases surpassed the +25% benchmark and all expectations.⁸

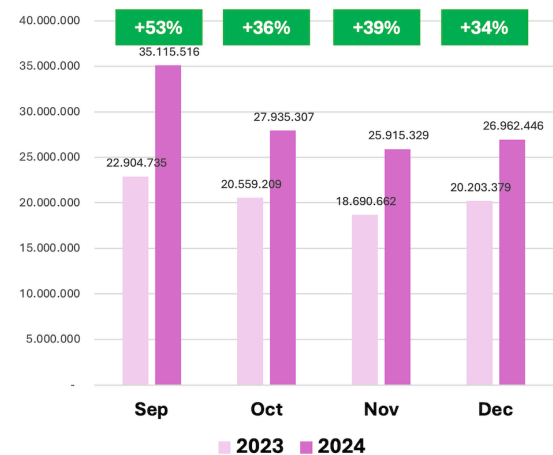
AQUA Carpatica Kids – Volume & Value Sales during campaign

Source: Vektor Market Research, September – December 2024 vs. 2023

VOLUME Sales (Liters)



VALUE Sales (RON)



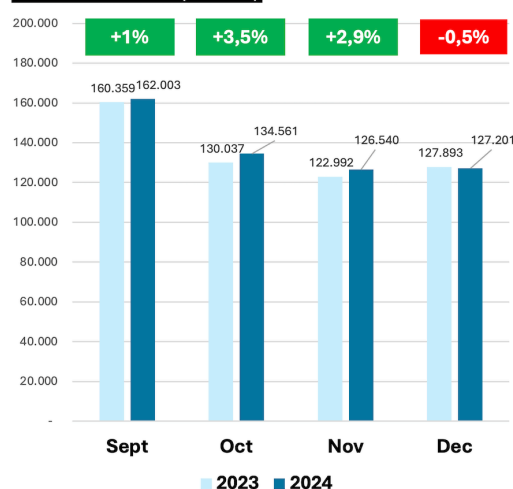
During campaign, all competitors stagnated, having small variations in both Volume and Value Sales.⁹

All competitors cumulated – Volume & Value Sales during campaign

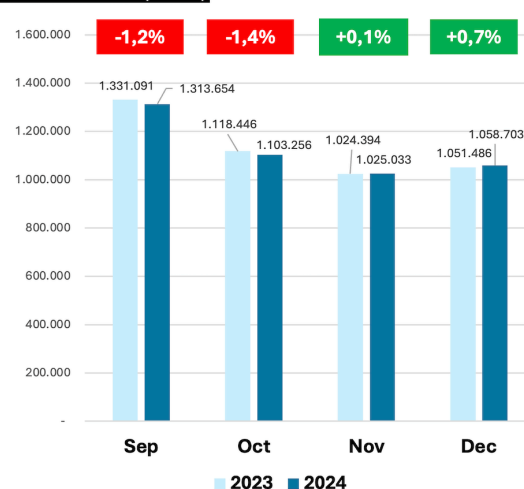
Sales of Bucovina + Dorna + Others + PL, cumulated

Source: Vektor Market Research, September – December 2024 vs. 2023

VOLUME Sales (Liters)



VALUE Sales (RON)



Marketing Objectives Results

1

List Result

AQUA Carpatica not only managed to strengthen its leadership, but also grew its market shares significantly: +2,2 pp in Volume, +2,5 pp in Value, while all other competitors decreased.¹⁰

Context

While AQUA Carpatica gained +2,2 pp in Volume MS and +2,5% in ValueMS, the competitors decreased as follows:

Bucovina Tedi: -0,9 pp in Volume, -1,2 pp in Value

Dorna Junior: -0,5 pp in Volume, -0,5 pp in Value

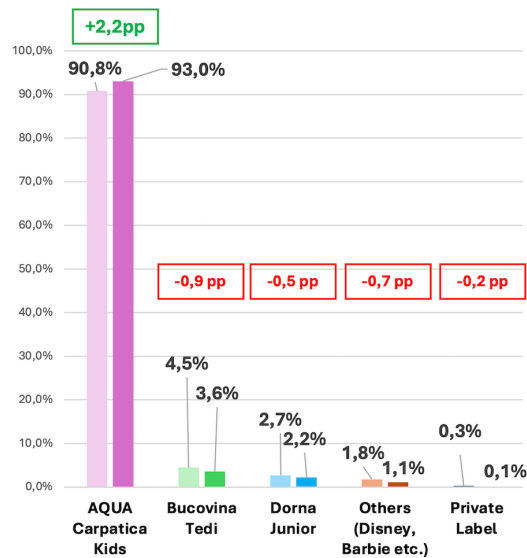
Other brands (cartoon inspired): -0,7 pp in Volume, -0,7 pp in Value

Private labels: -0,2 pp in Volume, -0,1 pp in Value¹¹

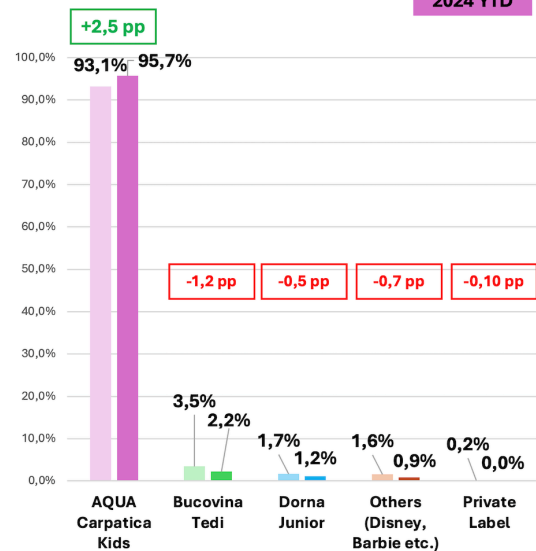
Waters for Kids – Volume & Value Market Shares

Source: Vektor Market Research, 2024 vs. 2023 YTD

VOLUME MS



VALUE MS



2

List Result

AQUA Carpatica Flavours had a **98% index in BrandHealth**, surpassing our benchmark of 92%.
12

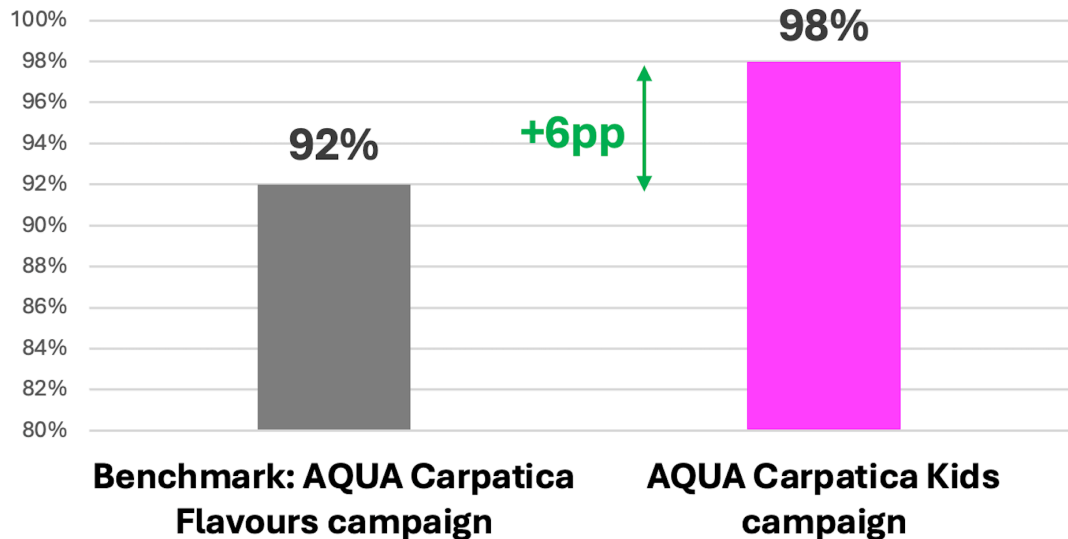
Context

The positive reactions to our social content, to the digital ads and all the brand activations translated into social media conversations and reactions that people enjoyed reading or sharing, helped us **gain the "love" of social & digital communities** that we interacted with.¹⁰

Brand Health

Campaign assets analysis in social media

Source: Red Team Analytics – campaign reports AQUA Carpatica Kids, Sept-Dec 2024 vs. AQUA Carpatica Flavours, Sept-Dec 2023



Activity Objectives Results

1

List Result

We had +10,5pp result of our positive sentiment score, versus the benchmark and vs. the objective of getting a +5pp score.¹⁴

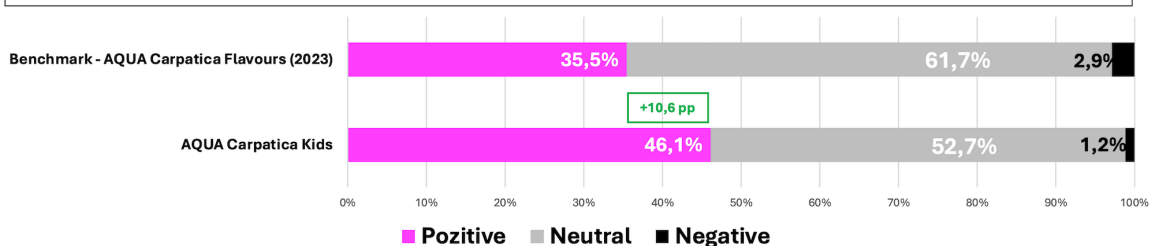
Context

The campaign proved to be highly loved, with a positive sentiment score of 46,1%, our best so far since monitoring, surpassing our successful AQUA Carpatica Flavours launch, that scored 35,5%.¹⁵

Brand Sentiment

Campaign assets analysis in social media

Source: Red Team Analytics – campaign reports AQUA Carpatica Kids, Sept-Dec 2024 vs. AQUA Carpatica Flavours, Sept-Dec 2023



2

List Result

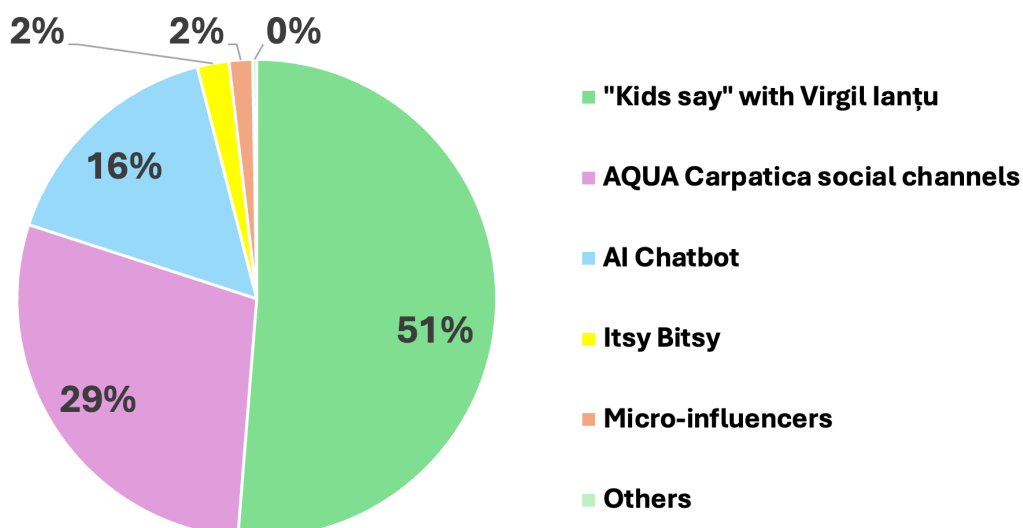
The campaign gained **+65.000 engagements across social channels** -Facebook, Instagram, TikTok, YouTube, surpassing or objective of reaching 50.000 engagements.¹⁶

Context

The campaign's most engaging content was created at "Kids Say with Virgil Ianțu", in a dedicated content series "Children ask crazy things", with children asking a lot of whys and Virgil helping them answer with our AI Chatbot, followed by AQUA Carpatica's social channels (Facebook and Instagram) and direct inquiries to the AI Chatbot, via the QR on bottles.¹⁷

Social engagements split

Source: Agency monitoring of all campaign content September – December 2024



3

List Result

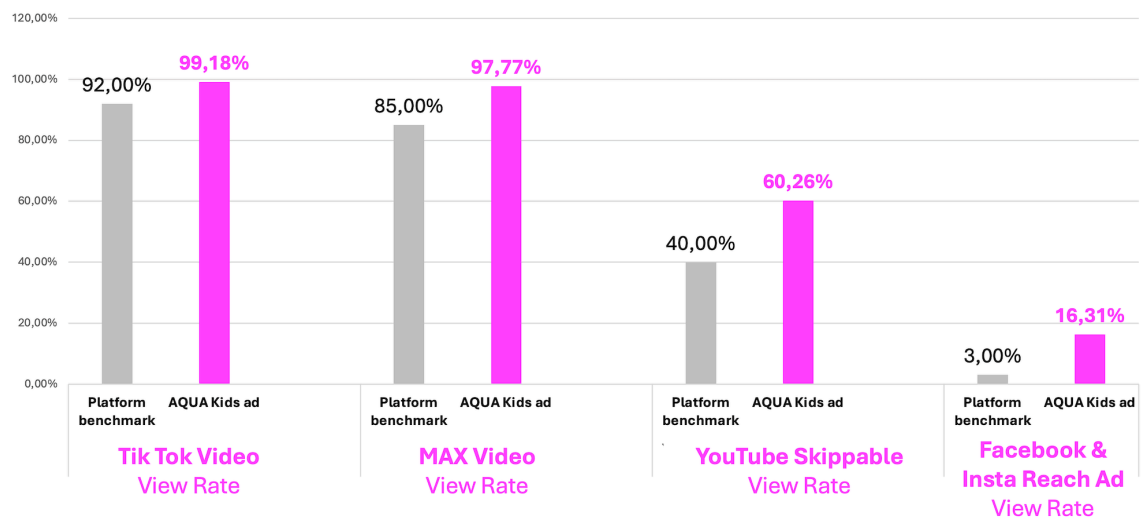
Our ads over-performed on all digital platforms, being above each platform benchmarks.¹⁸

Context

Our ads over-performed in all implemented platforms, when it comes to the VIEW RATES of our video ads¹⁹,

Digital Media Results vs. Platforms' Benchmarks – View Rate

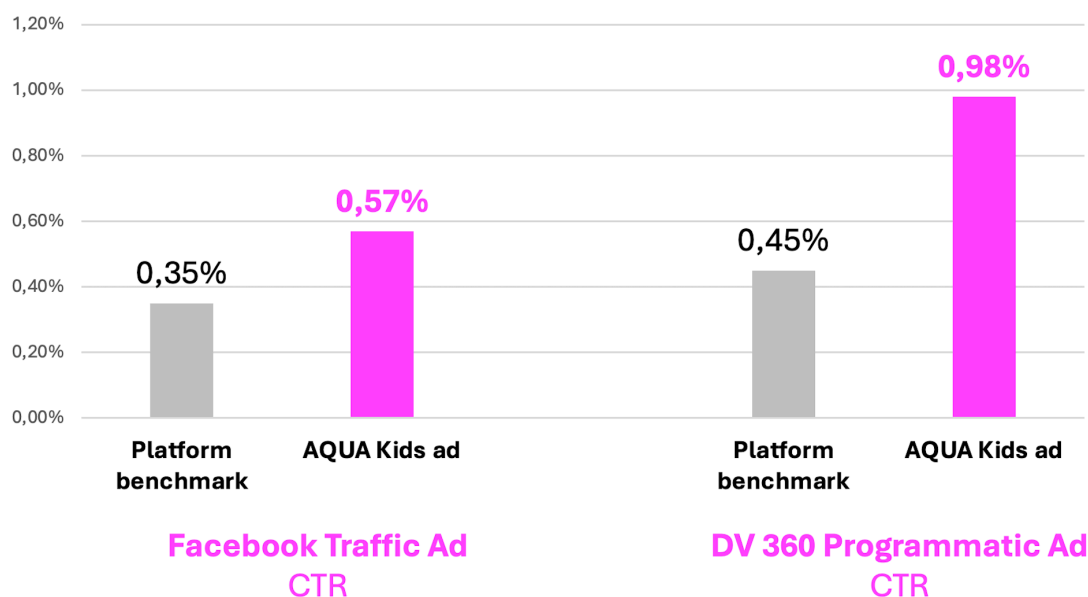
Source: Media Agency, through respective Platforms, Sept – Dec 2024



But also for our static ads aimed to generate clicks, with CTRs more than 50% higher than benchmarks.²⁰

Digital Media Results vs. Platforms' Benchmarks – CTR

Source: Media Agency, through respective Platforms, Sept – Dec 2024



Additional Results

As part of the campaign, we received the most interesting questions from kids and we just want to share them for you to enjoy as well.

Here's a top 10:

1. Why do we get goosebumps?
2. How come we can't see our own eyes?
3. How come Picasso's art is so famous if it looks kind of ugly?
4. Why do pretzels have holes?
5. Why does Dad snore?
6. Why is the Sun called the Sun and the Moon called the Moon? Why not switch their names?
7. Why do bats sleep upside down?
8. Why can't one bee sting another bee?
9. If lava melts everything, why doesn't it melt the ground too?
10. Why can't rabbits fly? Can't they flap their ears? ²¹

4B. Marketing rarely works in isolation. Outside of your effort, what else in the marketplace could

have affected the results of this case - positive or negative?

Natural Events (e.g. weather, natural phenomenon, etc.)

Societal or Economic Events (e.g. changes in economic, political, social factors)

Explain the influence (or lack of influence) of the factors you selected above.

1. New births in Romania have dropped even more in 2024 vs. 2023, reaching a historical low of under 150.000 children born, the lowest birthrate in the last 100 years.²²

So, the category growth is based only on educating parents to choose a special water for their children instead of drinking the regular one for adults and choosing a water with the best properties for children.

2. The planet is getting warmer every year and our water intake naturally rises. However, the year of 2024 in Romania was 0,24 degrees Celsius warmer than 2023, making a small impact on the water intake versus previous year. The annual average temperature in 2023 was 11,38 degrees Celsius and in 2024 the average was of 11,62 degrees Celsius.²³

Section 4: Sourcing

1, 2, 7, 8, 9, 10, 11 Vektor Market Research - "Waters for kids market", 2023-2024

3, 12, 13, 14, 15 Red Team AnalytX brand & campaign tracker, September - December 2024

4 Red Team AnalytX brand & campaign tracker, September - December 2023

5 Agency Social channels Monitoring via Meta Insights, Youtube Studio, Tiktok, September-December 2023

6, 18, 19, 20 Media Agency - benchmarks and results obtained from all platforms used in the campaign, September - December 2024

16, 17 Agency Monitoring of all reactions to our campaign with Meta Insights, YouTube Studio and TikTok, for all our shared campaign content, September - December 2024

21 Agency monitoring - Campaign content generated by parents & children in the AI Chatbot app and in Virgil Ianțu Show, Nov-Dec 2024

22 Euronews.com - "Romania registers lowest natality rate in last 100 years< article from 12th of February 2024

23 Romanian National Administration of Meteorology (ANM) - "Year of 2024 - Meteorological Characterisation"

INVESTMENT OVERVIEW

INVESTMENT OVERVIEW

The Investment Overview is reviewed as part of Section 3: Bringing the Strategy & Idea to Life, along with your creative work, as presented in the Creative Reel and Images for Judging. These elements together account for 23.3% of your total score.

PAID & DONATED MEDIA EXPENDITURES

Select paid & donated media expenditures, not including agency fees or production costs, for the effort described in this entry. If there were no paid media expenditures, please select "Under €50,000" and elaborate below. If there were no donated media expenditures, please select "not applicable" If the case did not run the year prior, select not applicable and provide context in the elaboration area below.

Paid Media Expenditure (Current Year)

€500-999 Thousand

Paid Media Expenditures (Prior Year)

€1-2 Million

Compared to other competitors in this category, the budget is:

About the same

Compared to prior year spend on the brand overall, the brand's overall budget this year is:

About the same

Media Budget Elaboration:

The media campaign was set to generate both awareness and engagement and was addressed to a national audience of All 25-55 ABC, using 3 key media channels: TV, digital & radio.

TV: The spot length was of 43s to give enough space to the campaign message to be fully understood and to build an emotional connection. We had a high level of premium positioning in break: 54% of our TRPs were obtained in prime-time, during the star programs of the season, such as The Voice of Romania, Masterchef, Asia Express, prime-time news etc.

Radio. To maximise the reach with a high budget efficiency, we had a 20s radio ad on radio national stations such as Europa FM, Magic FM, Rock FM, Kiss FM and Radio Guerrilla.

Digital. The budget was split among different platforms to obtain the best reach and the best engagement: YouTube, Facebook, Instagram, TikTok, Programmatic and MAX.¹

PRODUCTION & OTHER NON-MEDIA EXPENDITURES

Select a budget range for the key assets you developed to bring your idea to life. This should include hard pre and post productions costs, talent (influencer or celebrity fees), and any activation costs.

Production & Other Non-Media Expenditures

€50-200 Thousand

Elaboration on the Production & Other Non-Media Expenditures

The non-media budget was split between:

1. The production of the TV ad
2. The production of the digital assets and the AI app
3. Virgil Ianțu partnership

OWNED MEDIA

Elaborate on owned media (digital or physical company-owned real estate), that acted as communication channels for case content.

(Maximum: 100 words)

Was owned media a part of your effort?

Yes : www.facebook.com/AQUA.Carpatica/ www.instagram.com/aquacarpatica.ro

SPONSORSHIPS AND MEDIA PARTNERSHIPS

Select the types of sponsorships/media partnerships used in your case. Choose all that apply. Then, provide additional context regarding those sponsorships and media partnerships, including timing.

(Maximum: 100 words)

Sponsorships

Not Applicable

Elaboration on Sponsorships and Media Partnerships

not applicable

SOURCES

Investment Overview: Data Sources

¹ Media Agency - AQUA Carpatica Kids "Why?" - Campaign overview, September - December 2024

ALL TOUCHPOINTS AS PART OF YOUR EFFORT

Select all touchpoints used in the effort, based on the options provided in the below chart. Within your response to Question 3, explain which touchpoints from the below list were integral to reaching your audience and why.

On the creative reel, you must show at least one complete example of each touchpoint that was integral to the effort's success. For example, if you mark 10 boxes below and 8 were key to the driving results and explained as integral in Question 3, those 8 must be featured on the reel.

All Touchpoints

Digital Mktg. – Programmatic Display Ads
Digital Mktg. – Short Video (:15-3 min.)
Digital Mktg. – Social: Paid
Influencer/Key Opinion Leader
Packaging & Product Design
Public Relations
Radio
TV

MAIN TOUCHPOINTS

From the list outlined above, select the three most integral touchpoints for your effort. List in order of most integral to least integral.

Main Touchpoint 1

TV

Main Touchpoint 2

Packaging & Product Design

Main Touchpoint 3

Influencer/Key Opinion Leader

SOCIAL MEDIA PLATFORMS

Select all social media platforms utilised in your effort from the list below.

Social Media Platforms

Facebook

Instagram

TikTok

YouTube

CREATIVE EXAMPLES

CREATIVE REEL

The Creative Reel is the entrant's opportunity to showcase the creative work that ran in front of their audience to the judges. The reel is NOT a video version of the written case. Judges recommend spending at least 70% of the creative reel's time on examples of creative work.

The creative reel is not judged for the production quality of the reel; judges are evaluating only the creative work that ran in the marketplace as it relates to the challenge, insights, audience, and strategy.

Specific, quantifiable results, agency names/logos, and competitor logos/work may not be included anywhere in the video.

The Creative Reel is viewed once the case has been read.

Creative Reel



AQUA Carpatica Kids | Curiosity is healthy | Creative Reel

Creative Examples Presented in the Creative Reel - Select All

Contests

Digital Mktg. - Display Ads

Digital Mktg. - Short Video (:15-3 min.)

Digital Mktg. - Social: Organic

Digital Mktg. - Social: Paid

Digital Mktg. - Video Ads

Radio

TV

Raw Creative Examples as Originally Aired - For Research Purpose



TV Commercial AQUA Carpatica Kids |
Why

In what language the raw creative example aired?

Romanian

IMAGES OF CREATIVE WORK (2 Required, 6 Maximum)

Upload images of your creative work that ran in the marketplace. Communications channels highlighted must have been also featured in your creative reel.

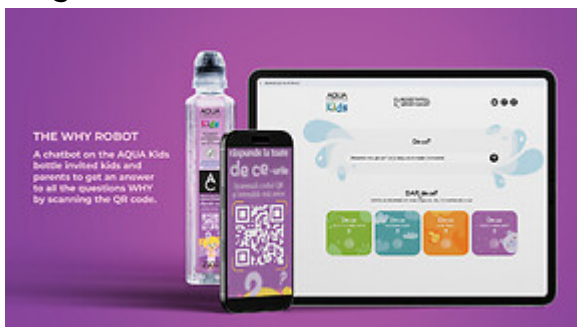
Judges review these images after they read your case and watch your creative reel. Images should complement your reel and help the judges better evaluate the creative elements that ran in front of your audience.

Images for Judging are an opportunity to:

+ Showcase work that is better seen as a still image vs. video format

+ Draw further attention to key creative elements

Images of Creative Work



The Why Little Robot



Branded Content



Campaign visuals

Translation of Non-English Creative Work (If Applicable)

The Why Little Robot Homepage

AQUA Carpatica Kids. Curiosity is healthy.

Why?

Ask me "Why?" and i will answer all the questions.

But why?

Here are a few questions that I already answered. Come on, ask me anything.

Why are leaves green?

Why are the clouds moving?

Why is fire burning?

Why do bears hibernate?

Branded content

Why are there two types of water?

Why can't rabbits fly?

Why does the pretzel have a hole in the middle?

Campaign Key Visuals

Why?

Why AQUA Kids and not another water?

Because it has the lowest level of nitrates. And nitrates are not good for children.

Purity for children

CASE BACKGROUND

MEDIA COMPANIES

Please list the top five most integral media companies/owners that were a part of your effort, whether or as a partner or a platform where your work ran. If no media companies were used in this effort, you may leave this question blank.

COMPANY & INDIVIDUAL CREDITS

How long have the Lead Agency and Advertiser team worked together (Select 1)?"

5 or more Years

JUDGING VIEW - PDF Version of the Written Entry for Judges
Printed 2026-10-15 07:41:44 UTC