



AWAKEN THEE, ROMANIAN!
ON THE **INTERNET.**

Romania's National Day celebrated on the 1st of December is not meaningful to Romanians, especially to young people.

The only thing that people remember or know about the 1st of December is that it's a day off from work or school.

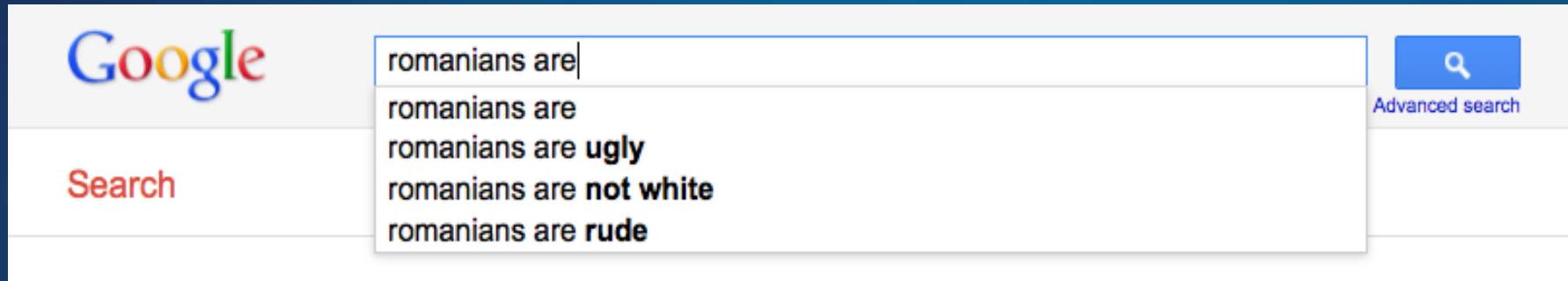
Our challenge was to give Romanians a reason to celebrate their National Day.



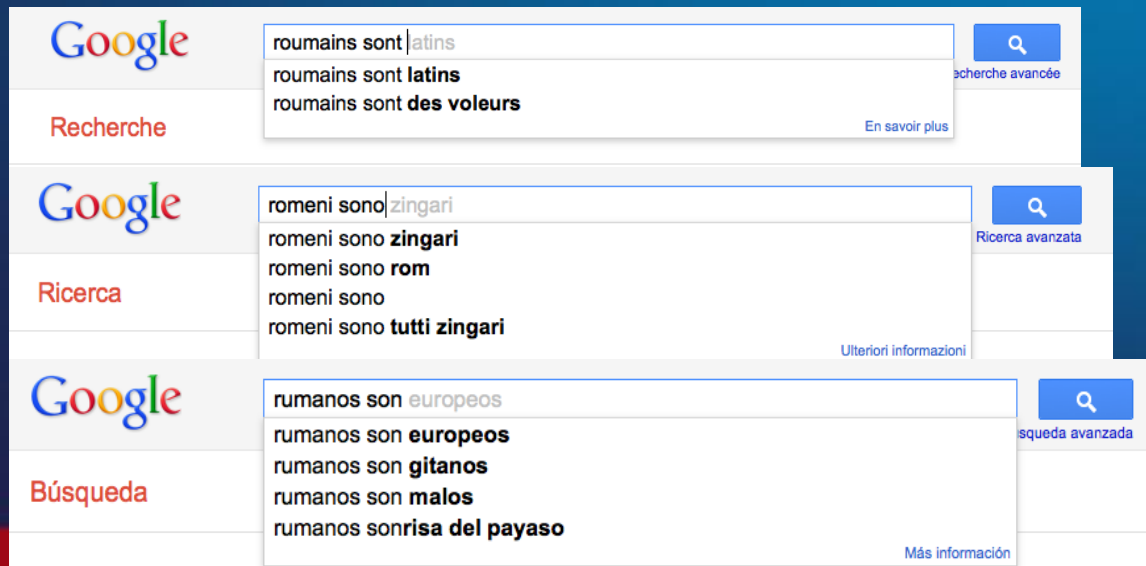
Rom called-in for all Romanians to change
Romania's image. On the internet.



It all started with a predictive search on Google:



On Google.fr/Google.it/Google.es was the same.



Mechanics:

In order to change this we should have positive searches and positive content about Romanians on internet.

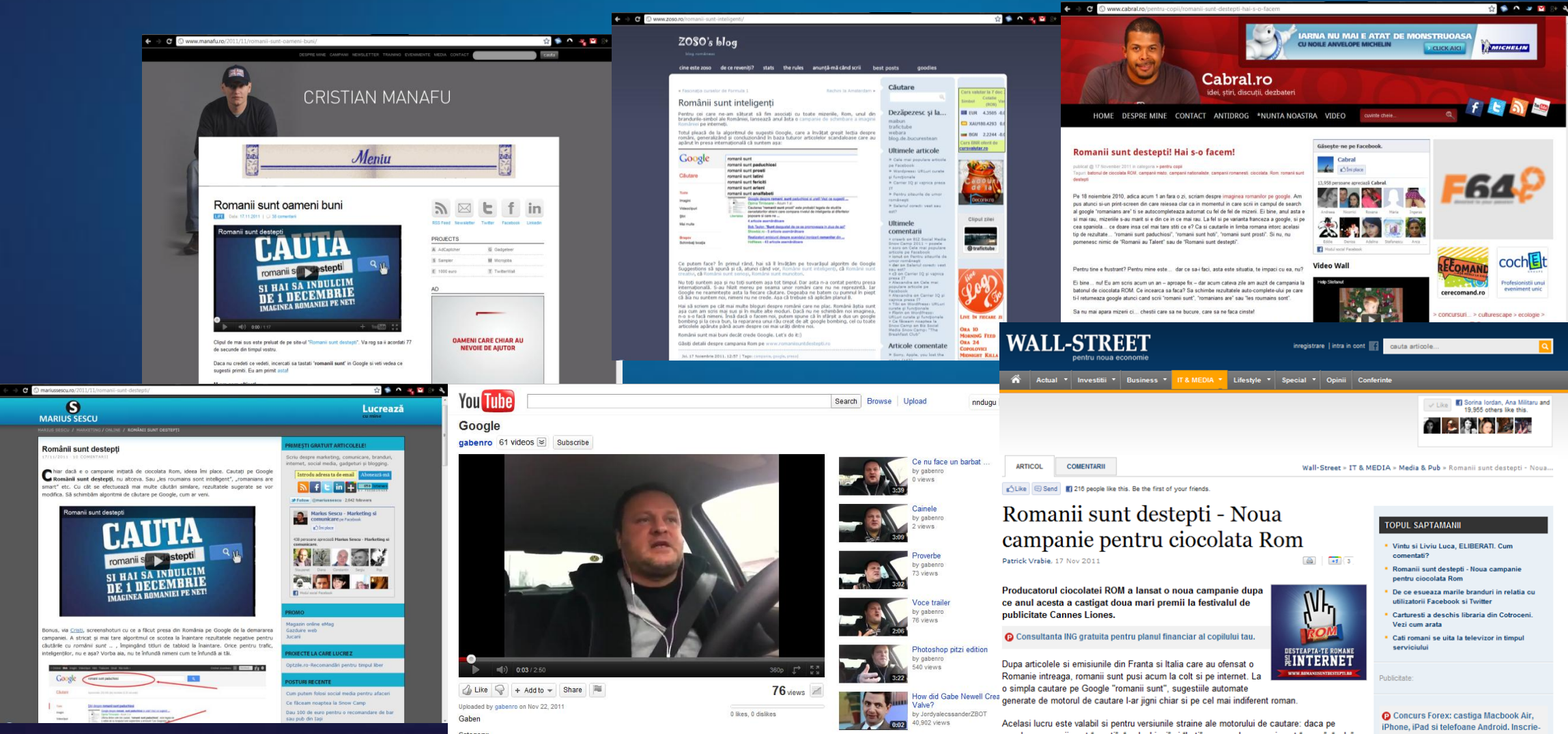


Our positive search?

Romanians are smart



How it happened: first we did a seeding on different websites, forums, facebook pages. Bloggers, news websites wrote about it instantly. Message: Romanians have a bad image on the internet. Let's change this.



Then we launched a campaign web site:

www.romaniisuntdestepti.ro

www.romaniansaresmart.com

www.lesroumains sontintelligents.ro

ACASĂ

SPUNE-ȚI PĂREREA

SCHIMBĂ IMAGINEA ROMÂNIEI

ROMÂNI VALOROȘI

SUPERPROMOTII

ROM

Au căutat

565,152

Caută și tu!

ULTIMA ORĂ

Violeta Beclea-Szekely

SUSȚINĂTORI

De fapt, italienii chiar ne admiră!

Nu doar românii din Italia au auzit de dorința noastră de a schimba imaginea țării pe Internet. Italienii au aflat și ei despre mișcarea românească. Și scriu despre ea folosind chiar cuvinte de laudă. Buni! Hai să ne mobilizăm, să le ar...

0:00 / 0:19

Rai cu un like ROMÂNESC și vezi materiale în exclusivitate!

Alte limbi >>

Click și schimbă

romanii sunt destepti

romanii sunt latini

romanii sunt prosti

romanii sunt paduchiosi

romanii sunt hoti

Click și schimbă

les roumains sont intelligents

les roumains sont des voleurs de poules

les roumains sont des voleurs

les roumains sont racistes

les roumains sont latins

Click și schimbă

romanians are smart

romanians are scum

romanians are ugly

romanians are rude

romanians are not white

CAUTĂ PE GOOGLE "ROMANII SUNT DESTEPTI" ÎN CÂT MAI MULTE LIMBI ȘI HAI SĂ ÎNDULCIM IMAGINEA ROMÂNIEI PE NET!

HOME

YOUR OPINION

CHANGE ROMANIA'S IMAGE

SMART ROMANIANS

ROM

We have

565,152

smart searches!

AWAKEN THEE, ROMANIAN!

ON THE INTERNET.

HELP US PROVE TO THE WORLD THAT ROMANIANS AREN'T SCUM, UGLY OR RUDE.

UNTIL DECEMBER 1ST

Other languages >>

Click and change

romanians are smart

romanians are scum

romanians are ugly

romanians are rude

romanians are not white

Click and change

les roumains sont intelligents

les roumains sont des voleurs de poules

les roumains sont des voleurs

les roumains sont racistes

les roumains sont latins

Click and change

romanii sunt destepti

romanii sunt latini

romanii sunt prosti

romanii sunt paduchiosi

romanii sunt hoti

GOOGLE "ROMANIANS ARE SMART" IN AS MANY LANGUAGES AS POSSIBLE AND LET'S CHANGE ROMANIA'S IMAGE ON THE INTERNET.

ACCUEIL

TON OPINION

CHANGE L'IMAGE DE LA ROUMANIE

ROUMAINS DE GRANDE VALEUR

ROM

On a

565,154

recherches

RÉVEILLE-TOI, ROUMAIN.

AUSSI SUR INTERNET

AIDEZ-NOUS À PROUVER À TOUT LE MONDE QU'ON N'EST PAS DES RACAILLES, DES IMBECILES OU DES VOLEURS DE POULES.

CHANGER L'IMAGE DE LA ROUMANIE

Autres langues >>

Click et élargir

les roumains sont intelligents

les roumains sont voleurs de poules

les roumains sont de voleurs

les roumains sont racistes

les roumains sont latins

Click et élargir

romanii sunt destepti

romanii sunt latini

romanii sunt prosti

romanii sunt paduchiosi

romanii sunt hoti

Click et élargir

romanians are smart

romanians are scum

romanians are ugly

romanians are rude

romanians are not white

CHERCHE SUR GOOGLE « LES ROUMAINS SONT INTELLIGENTS » LE PLUS DE LANGUES POSSIBLES ET CONTRIBUE À EMBELLIR L'IMAGE DE LA ROUMANIE SUR L'INTERNET!

The web site provides a search application that makes it easy for visitors to search for 'Romanians are smart' in different languages on Google.

Web site was linked with Rom's Facebook Page.

Section with information about in-store activation.

Section where people can suggest smart Romanians.

...



We've created a manifesto tutorial with 40,000 views on YouTube already.
Over 1,200 people have shared already on their Facebook walls.



The screenshot shows a YouTube interface. At the top, the YouTube logo is on the left, and a search bar contains the text 'romanii sunt destepti'. To the right of the search bar are links for 'Browse', 'Upload', 'Create Account', and 'Sign In'. Below the search bar, the video title 'Romanii sunt destepti' is displayed, followed by the channel name 'romautentic', a 'Subscribe' button, and a '40 videos' dropdown menu. The main video player shows a blue screen with the text 'ROMANII SUNT FACUTI DE RAS PE INTERNET' in large, white, bold, sans-serif capital letters. Below the video player, there are buttons for 'Like', 'Dislike', 'Add to', 'Share', and 'Print'. The video has 39,924 views, 382 likes, and 9 dislikes. The upload date is 'Nov 15, 2011'. A link to the English version is provided: 'http://youtu.be/MDY-Q7oCbfw'. On the right side of the page, there is a list of recommended videos:

- Mircea Badea sustine campania "Romanii sunt"** by romautentic, 12,465 views, 6:22 duration.
- Hitler este nemulțumit de rezultatele de la** by Ghertzo, 19,098 views, 5:33 duration.
- Video incredibil! Delfini maidanezi in** by brailaforever, 360,989 views, 1:18 duration.
- Teo si Mircea Sou, noiembrie 1998** by lupulalbastru1, 26,792 views, 25:12 duration.
- ROM Autentic - Dragostea vine** by romautentic, 691 views, 0:16 duration.
- Lady gaga hugs Kitty Brucknell best bits X F...** by TMTICKITYBOO, 59,653 views, 4:25 duration.



Televised shows – Mircea Badea, the most controversial Romanian TV host presented the whole campaign on his daily prime-time TV and Radio Show.



Facebook activities:

Contest application, Search application, Search button Generator and quiz .

facebook

ROM Autentic • Pozeaza-te, romane!
Food/Beverages · Bucharest, Romania · Edit info

DEȘTEAPTĂ-TE. ROMÂNE. ȘI PE INTERNET!

Wall
Info
Friend activity (1+)
Insights
Pozeaza-te, romane!
Ce fel de roman esti?
Profil de sustinator
Genereaza butonul tau
Click si schimba

About Edit
Hai sa schimbam imaginea Romaniei pe internet!
www.romanisuntdestepti.ro

9,533 like this
3,303 talking about this

Likes
Eduard CRBL

POZEAZĂ-TE, ROMÂNE!

Cumpără un baton de ROM Autentic, ROM cel Mare sau ROM cel Dublu, fă-ți o poză cu el și postează-o aici ca să câștigi premii care îndulcesc imaginea României.

INTRĂ IN CONCURS

facebook

ROM Autentic • Click si schimba
Food/Beverages · Bucharest, Romania · Edit info

DEȘTEAPTĂ-TE. ROMÂNE. ȘI PE INTERNET!

HAI CU UN like ROMANESC

CAUTĂ PE GOOGLE "ROMÂNII SUNT DEȘTEPTI" ÎN CÂT MAI MULTE LIMBI ȘI HAI SĂ ÎNDULCIM IMAGINEA ROMÂNIEI PE NET

Alte limbi >>

Click și schimbă

romanii sunt destepti
romanii sunt **latini**
romanii sunt **prosti**
romanii sunt **paduchosi**
romanii sunt **hoti**

les roumains sont intelligents
les roumains sont **des voleurs d**
les roumains sont **des voleurs**
les roumains sont **racistes**
les roumains sont **latines**

About Edit
Hai sa schimbam imaginea Romaniei pe internet!
www.romanisuntdestepti.ro

9,534 like this
3,303

TUTORIAL VIDEO

ROM Autentic • Genereaza butonul tau
Food/Beverages · Bucharest, Romania · Edit info

DEȘTEAPTĂ-TE. ROMÂNE. ȘI PE INTERNET!

AJUTĂ-NE SĂ ÎNDULCIM IMAGINEA ROMÂNIEI PE INTERNET!

Creează-ți propriul buton de căutare cu adjectivul pe care îl alegi TU. Cum vrei să fii cunoscut în lume?

romanii sunt

CREEAZĂ



Online banners and advertorials - free gained media - on over 30 websites

The collage displays a variety of Romanian websites, including:

- Electrocasnice**: A website for home appliances, featuring banners for smartbuy and various appliances like washing machines and refrigerators.
- 4Tuning**: A website for car parts and accessories, featuring banners for 4TuningHELP, Forum, Poze, Filme, AutoNecesar, Shop, Bazar, Masini Second, Utile, and Cauta.
- Internetul**: A website for internet services, featuring banners for ZICE CA SUNTEM ASA and INTERNETUL.
- Maestri**: A website for car services, featuring banners for Maestri and various car parts.
- ROM**: A website for Romanian products, featuring banners for ROM and various products.
- CAUTA**: A website for car parts, featuring banners for CAUTA and various car parts.
- Start-Up WALL-STREET**: A website for start-up services, featuring banners for Start-Up WALL-STREET and various start-up services.
- ING**: A website for insurance, featuring banners for ING and various insurance services.

The banners and advertorials are designed to be visually appealing and informative, often featuring high-quality images and clear text. They are placed strategically on the websites to attract the attention of visitors and promote the products or services being advertised.

www.horizont.net/artikel/agenturen/pages/protekted/imagepolitur-auf-ruemaensich-mcCann-Erickson-Horizont-NE

HORIZONT.NET HORIZONT Jobs HORIZONT People HORIZONT Stats

Wien, 07. Dezember 2011, 16:41 Uhr

HORIZONT.NET
PORTAL FÜR MARKETING, WERBUNG UND MEDIEN

Newsletter Abonnement Medienjobs Kontakt RSS 3.0

Log ein Registrieren Passwortverloren myHORIZONT.NET

Home Aktuelles Kreatives Video Standpunkt Marktdaten Karriere Termine Services Partner Suchen

Home » Aktuelles » Agenturen »

26.11.2011 Versenden Kommentieren Abgeben Drucken A A

AUFTRITT DES TAGES

von Marco Baal
Reisebüro
HORIZONT.NET

Imagepolitur auf Rumänisch: McCann Erickson trüxt Google aus

Romanians are smart

SEARCH FOR
romanians are smart
AND LET THEM UP
ROMANIAN IMAGE
ON THE INTERNET
FOR THE NATIONAL DAY
ON DECEMBER 1ST

SEARCH FOR

1x Apple iPhone 4 S

Suchmaschinenoptimierung mal anders: Der rumänische Kolb-Schokergelei Rind und


Ecouter. Voir. Partager.

ACTUALITÉS | SPORT | CULTURE-LOISIRS | VIE PRATIQUE | Blogs | Vidéos | Jeux

Accueil > Toutes les Actualités culture-loisirs > Diffamés, les Roumains contre-attaquent sur le Web

INTERNATIONAL INTERNET MULTIMÉDIA

Diffamés, les Roumains contre-attaquent sur le Web

Créé le 28/11/2011 à 09h28

RTL CULTURE-LOISIRS



C'EST SUR LE NET



ACCÉDER À L'ÉMISSION



RTI RADIO
L'HEURE DU CRIME
Jacques Pradel



ÉCOUTER

ÉMISSIONS RADIO

Publicité: **leParisien.fr**

Toute l'actu nationale et internationale



L'ACTUALITÉ EN DIRECT



Le page d'accueil du site Romaniansaresmart.com / Romaniansaresmart.com

Greek Radar.gr

ανιχνεύουμε τις ειδήσεις

on Twitter: the Inspiration Rain Facebook Fan on YouTube: theInspirationRain Facebook Fan

Ελλάδα Κόσμος Αθλητικά Οικονομία Media Τεχνολογία Showbiz Γυναίκα Περιβάλλον

Καιρός Υγεία Σχέσεις Sexy Διασκέδαση Ταξίδια Επιστρώτες Auto-Moto Διάφορα Επικοινωνία

ιρχική > Κόσμος >

Οι Ρουμάνοι είναι έξυπνοι

25 Νοεμβρίου 2011 8:15 μμ 0 Κόσμος 0 σχόλια

Like 0 Tweet 2

ROMANIAN! ON THE INTERNET!
HELP US PROVE THE WORLD THAT ROMANIANS AREN'T DUMB, UGLY OR RUDE.
[CHANGE ROMANIA'S IMAGE]

Other languages >>>

Google: ROMANIANS ARE SMART IN AS MANY LANGUAGES AS POSSIBLE AND LET'S CHANGE ROMANIA'S IMAGE ON THE INTERNET.

SHARE WITH EVERYBODY: Facebook, Twitter, YouTube, Google+

Hotel El Greco (Thess)

Thessaloniki City Centre Hotel Offers you a New Option,Book Now
www.hotelgreco.gr

High Power Ulfespo4

3.2V 20Ah to 1000Ah from EUR20 BMS, chargers, 12V batteries
www.ev-power.eu

Thessaloniki Car Rental

Airport Service, Full Insurance Full Range of Cars, GET A QUOTE NOW
www.rentacarpolos.gr

Διασύνδεση Google

Δημοφιλή

Χριστίνα Μουστάκα: Τα 5° sexy λεπτά που Ρίδη Αφρίδα (μύνη) Νοεμβρίου 26, 2011 | 0 σχόλια

Η Rihanna ... και οι πονηρές της φίλες Νοεμβρίου 27, 2011 | 0 σχόλια

FACEBOOK VIDEO TUTORIAL SMART ROMANIANS

Austrian web sites also praised Romanian's effort.

www.socialmediacub.at/2011/11/wie-google-mit-schokolade-verfuehrt.html

SOCIAL MEDIA CLUB AUSTRIA

home about

MITTWOCH, 23. NOVEMBER 2011

Wie Google mit Schokolade verführt werden kann - Follow Up Kampagne aus Rumänien [Video]

Hat jemand gewusst, dass am 1. Dezember Rumänien Nationalfeiertag ist? Wahrscheinlich kaum jemand. Ist auch unwichtig, ausser für die neue ROM-Kampagne. ROM kennt man vielleicht noch aus dem vergangenen Jahr, als eine integrierte Kampagne für die Traditionsmarke gelauncht und buchstäblich das gesamte Land mobilisiert wurde. Worauf soll eine Traditionsmarke Wert setzen, wenn nicht auf dem Nationalstolz? Es sind Zeiten, in denen das amerikanische Leitbild noch immer idealisiert und das eigene Land in der internationalen Medienlandschaft belächelt wird.

Romanians are smart

SEARCH FOR

Social Media Club Austria on twitter

@smClubAustria

smClubAustria T-Mobile sollte seine Agentur feuern - Pseudo Flash Mob Copy bit.ly/rMAJOL [Video] via @mpared cc @TMobile
4 hours ago · reply · retweet · favorite

SocialMediaCuts T-Mobile sollte seine Agentur feuern - Home For The Holidays Surprise [Video] bit.ly/v9RXZE @SocialMediaCuts
4 hours ago · reply · retweet · favorite

hedu hedu gossip wurde gerade veröffentlicht! bit.ly/v5hCk9 • Topthemen heute von @bienenchen @profilonline @dieterbormann @smClubAustria
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3 hours ago · reply · retweet · favorite

alphazeichen RT @smClubAustria: Storytelling mit selbstgemachter Landkarte

twitter

Join the conversation

Social Media Club Austria



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DER TECHNOLOGIE PRESSESERVICE FÜR JOURNALISTEN




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[rumänischen](#)

[initiative](#)

[agentur](#)

[rom](#)

[suchmaschine](#)

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[international](#)

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[dezember](#)

[PresseBox](#) > [McCann-Erickson Deutschland GmbH](#) > [Zum Nationaltag möchte Rumänien das erste Land der Welt werden](#)

Pressefach: McCann-Erickson Deutschland GmbH

Pressemitteilung BoxID 466610

Zum Nationaltag möchte Rumänien das erste Land der Welt werden, das sein Ansehen im Internet verändert!



Manifesto

(PresseBox) Frankfurt, 28.11.2011, Gibt man bei der Suchmaschine Google als Suchbegriff "Rumänen sind" ein, erscheint als erster Vorschlag für eine Vervollständigung der Suche "faul". International sieht es nicht besser aus: "Dumm", "lausig", "hässlich" und "Diebe" sind noch die harmloseren Beleidigungen, die das Suchportal aufgrund der Häufigkeit der in dieser Art gestellten Anfragen in den jeweiligen Sprachen automatisch anbietet.

Das soll sich ändern. Hierfür sind Unterstützer aufgefordert, bis zum rumänischen Nationalfeiertag am 1. Dezember so viele Suchanfragen bei Google wie

möglich zu stellen, die die automatische Vervollständigung positiv beeinflussen. Auf Deutsch lautet das für diesen Zweck gewählte Syntagma "Rumänen sind intelligent". Eine vereinfachte Teilnahme ist unter www.RomaniansAreSmart.com möglich.

Die Initiative wurde von dem rumänischen Kult-Schokoriegel "Rom" und der Agentur McCann Erickson Romania ins Leben gerufen, um darauf aufmerksam zu machen, wie stark das Bild der

Over 30 Romanian personalities joined the cause (actors, directors, TV show presenters, olympic medalists).
Everyone expressing their positive opinions about Romanians in Testimonials.



On the 1st of December we had a live marathon with transmissions all day long and a live show on Realitatea TV (The CNN ☺ of Romania).

We've amplified the movement inviting people to keep on searching.

This brought us an increase in searches by more than 30% in one day only.

We've also had one of the biggest Hip Hop Star singing live in one of the live transmissions.



Results



1. Changed predictions on Google



http://www.google.fr/#hl=fr&cp=16&gs_id=19&xhr=t&q=les+roumains+ sont+ intelligents&pf=p&scient=psy-ab&source

Favorites Suggested Sites Upgrade Your Browser

les roumains sont intelligents - Recherche Google

Vous Web Images Vidéos Maps Actualités Gmail Plus

Google

Recherche

les roumains sont intelligents

les roumains sont intelligents

les roumains sont des voleurs de poules

les roumains sont des voleurs

les roumains sont racistes

Tout

images

Les Roumains sont intelligents, éduqués et aimables - Photos

fr-fr.facebook.com/.../Les-Roumains-sont-intelligents-éduqués.../...

YouTube - Broadcast Yourself - Opera

File Edit View Bookmarks Widgets Tools Help

☆ Bookmarks YouTube - Broadcast Yo...

Web www.youtube.com

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You Tube

Sign in to customize your homepage

Sign In

Create Account

romanii sunt

romanii sunt destepti

romanii sunt educati

USDA2DAYTV uploaded 13

Google

Search

Everything

Images

Maps

Videos

News

Shopping

More

Search near... [Enter location] Set

The web

Pages from the UK

More search tools

romaniens are gypsies

romaniens are smart

romaniens are latin

romaniens are rude

romaniens are smart

Why do people think Romanians are gypsies? - Yahoo! Answers

Answers.yahoo.com ... Other - Culture & Groups

22 Oct 2007 - I am Romanian. Gypsies are people from South India...

Why do people think Romanians are gypsies?

Are Romanians white, or what some say they're gypsy?

How many of you think all Romanians = gypsies - tonight?

Are Gypsies originally from Romania or from some other nationality...

More results from answers.yahoo.com >

Romania's minorities - Gypsy

www.elcizik.org.uk / history

Gypsies in the world - Migration, migration map, Timeline: Persia, Anatolia, Romania

The Gypsy peoples originate from Sind region now in Pakistan. Their Rom ...

Romani people - Wikipedia, the free encyclopedia

en.wikipedia.org/wiki/Romani_people

The n spelling is common particularly in Romania. In order to distinguish from ... was presented by Emir Kusturica in his film of the Gypsies (1988) and Black ...

Roma in Romania - Wikipedia, the free encyclopedia

en.wikipedia.org/wiki/Roma_in_Romania

Flora Coabă, an important leader of the Romani community (also known as the "King of all Gypsies") declined in an interview that he worries that Romania may ...

Google

Căutare

Toate

Imagini

Videoclipuri

Știri

Mai multe

romanii sunt educati

romanii sunt educati

romanii sunt

romanii sunt paduchiosi

romanii sunt latini

Știri despre romanii sunt educati

Cum sa faci educatie ecologica in Romania

121.ro - cu 23 minute în urmă

Premiul castigat de proiectul l'Velo este un semn ca R

Insa mai sunt multe de facut. 'Premiul reprezinta o rec

impactului ...

4 articole asemănătoare

Romanii sunt destepti

BestMusic.ro - 9 articole asemănătoare

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romanians are

romanians are

romanians are smart

romanians are ugly

romanians are stupid

romanians are rude

romanians are not white

romanians are not slaves

romanians are gypsies

romanians are latin

romanians are slaves

Images

Maps

Videos

News

Shopping

More

Google

Imagini

romanii sunt

romanii sunt destepti

romanii sunt educati

romanii sunt frumosi

romanii sunt inteligenti

romanii sunt arabi

romanii sunt paduchiosi

romanii sunt fericiți

Programa de publicitate

Tout danger Google

2. Website

- The campaign was a real success and brought more than 120.000 visits on website in 2 and a half weeks
- The visitors clicked more than 500.000 times on website in order to change the Google suggestions



3. Gained free media

- over 400 Romanian blogs wrote about ROM initiative
- bogs all over Europe wrote about the campaign and also Culture Pub, A French TV show presented a report about the campaign.



4. Facebook

- Users created fan pages and events dedicated to our campaign
- More than 5,000 new fans in two and a half weeks
- Facebook is in TOP 3 sources that drove traffic on website



And still counting...



Thank you!

