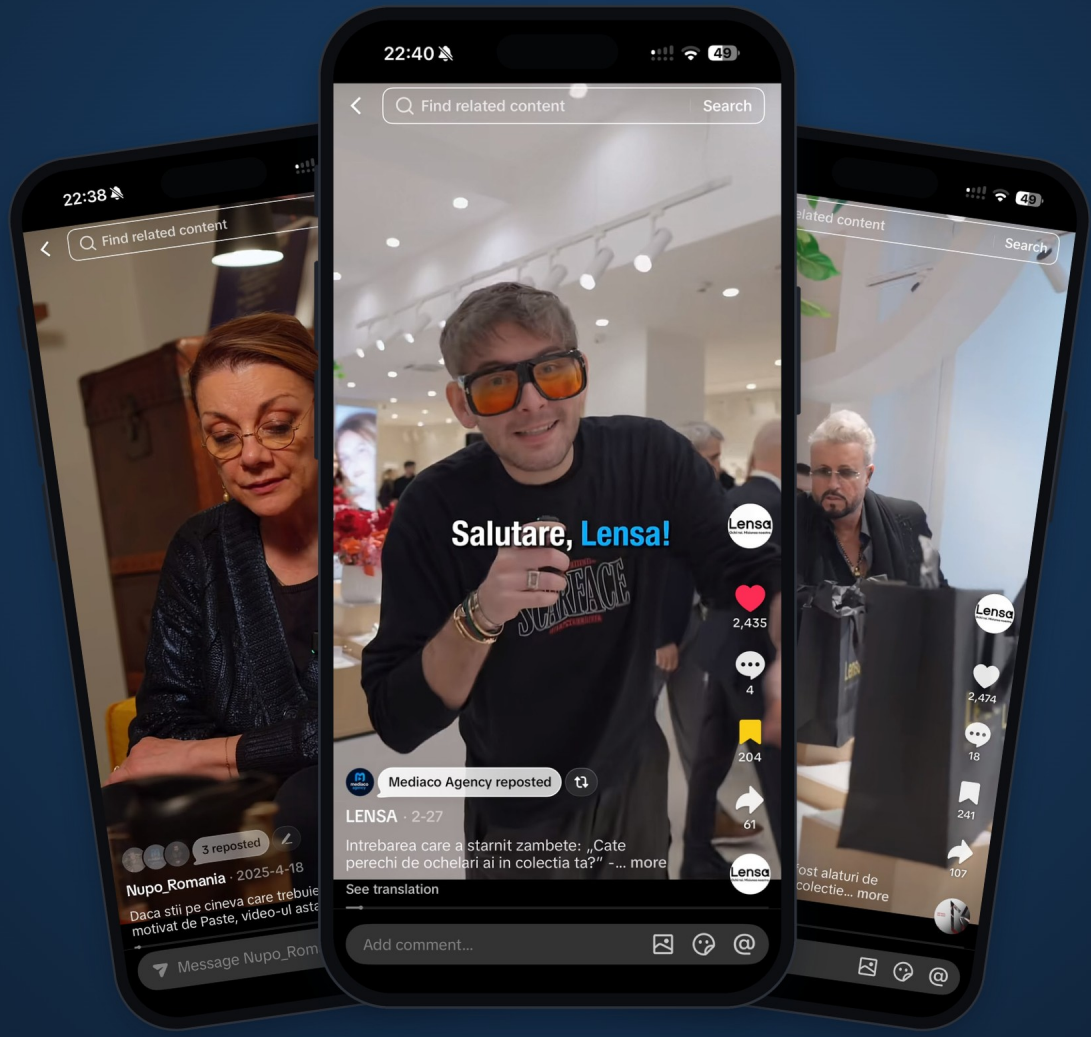
mediaco agency

We speak fluent TikTok.

A 360° communication agency. Content, creators, paid media, press and out-of-home, built for the feed first.



mediaco.ro · fere@mediaco.ro

A 360° communication agency that speaks fluent TikTok.

Mediaco thinks in feeds, not formats. We script, cast, shoot and edit content made for TikTok first, then scale it across creators, paid media, press and out-of-home.

TikTok-native content

Scripted, shot and edited in-house, built for the feed.

Influencer marketing

From top-tier faces to micro-creators and seeding.

Paid media

TikTok, Meta, Google, LinkedIn and ChatGPT Ads that scale what works.

Press, PR & DOOH

Media relations plus the Mr. Charge screen network.



FOUNDER

Gabriel Fereșteanu

14+ years in traditional media: TVR, Evenimentul Zilei, Virgin Radio and PRO FM. Host of the evening show “Fere, după 7!” on PRO FM.

fgabi

TRUSTED BY

Brands that trust Mediaco.

Lensa

nupo

STÉRIMAR

fiGA. fiori di GUARANÀ

CLINICILE DR. ALECU
CENTRU DE IMPLANTOLOGIE ȘI ESTETICĂ

JUICY CRAB

Mr.Charge CHARGE ON THE GO

CRISNOS MED by dr. Constantin Stan

parfumat.ro

GARMASTAN®

Meolle FRAGRANCES

AUMA

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PODIUM

INDUSTRY EXPERIENCE

FMCG | HoReCa | Pharma & Healthcare | Beauty & Fashion | Food & Beverages | Tech

PROOF

Content that travels.

3.5M

Juicy Crab × Shrimp BOX

Glovo launch. Creator views on a €0 influencer budget.

3M+

Lensa × Carolina Lemke

Romanian launch, plus a LIVE with 15,000+ viewers.

1.5M

Camomilla Blu

With Dr. Roxana Brătescu, on just €200 in ads.

1M+

Carmen Tănase × NUPO

Organic views in the first 24 hours.

*TikTok views

Making a VLCD diet credible, week by week.

The challenge: position NUPO as a credible VLCD diet that delivers real results and stands apart from its competitors.

CREATIVE PROJECT

The first vertical reality show on Romanian TikTok

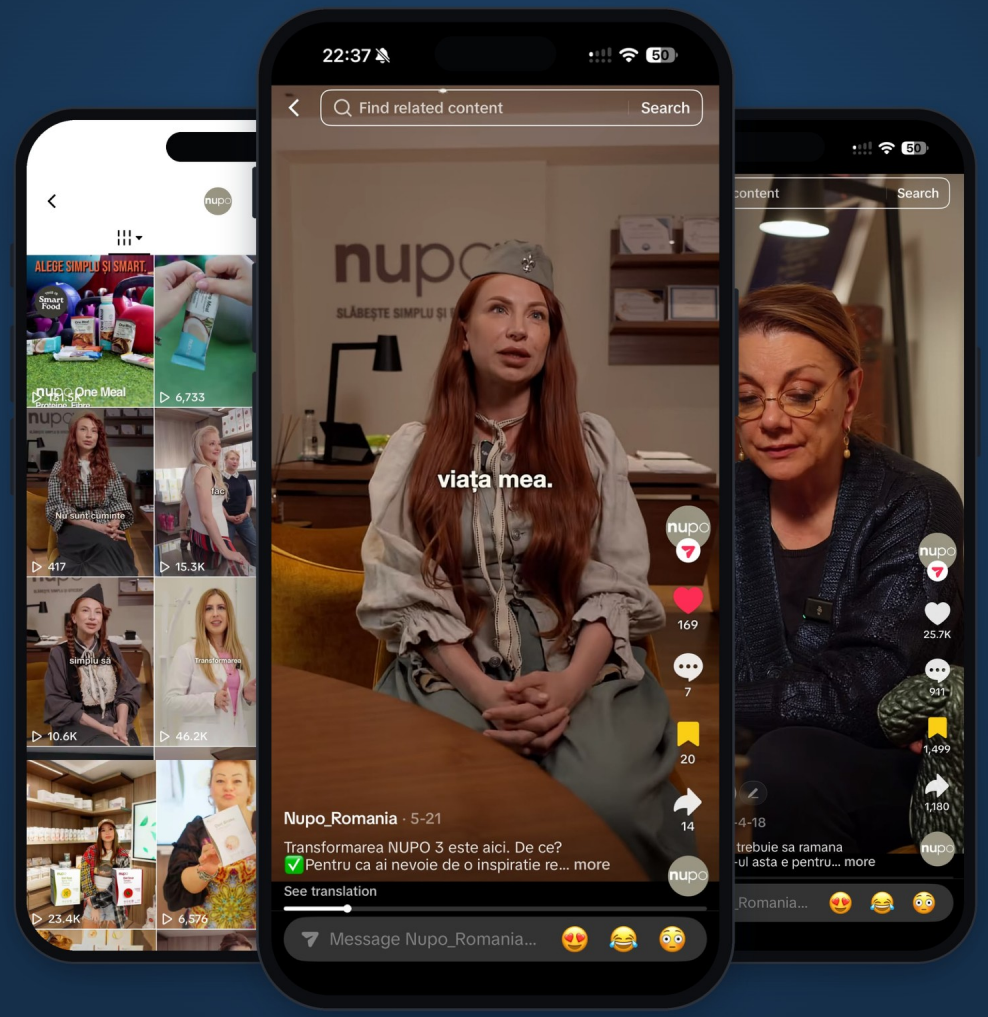
We selected real clients and followed their progress week by week, turning real transformations into a series people come back for.

1M+

organic views in 24 hours with Carmen Tănase

885.6K

views on a single Carmen Tănase clip



TikTok feed · Reality series · Carmen Tănase

Leader in optics. Leader in the feed.

The challenge: keep Lensa's leadership in optics not only on the shelf, but in the feed.

LAUNCH · CAROLINA LEMKE ROMANIA

A launch you could play live

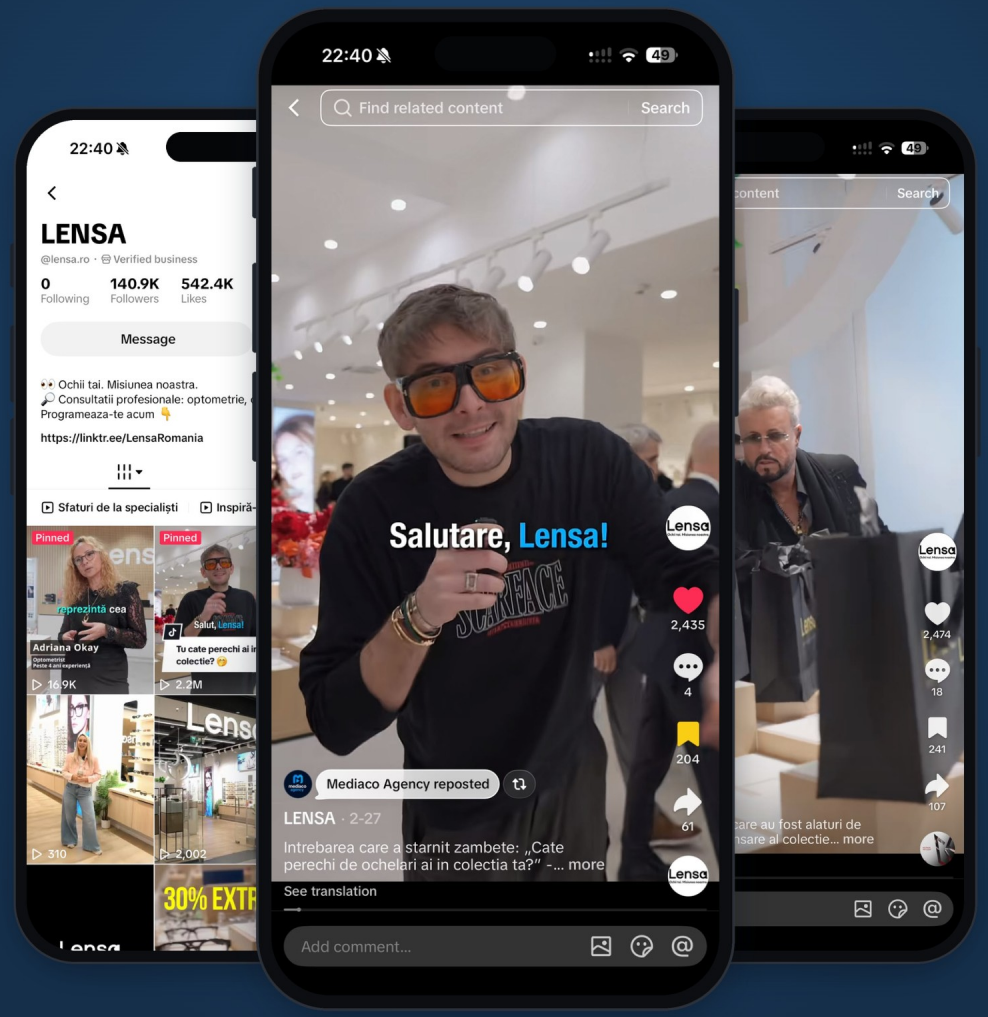
We produced the TikTok deliverables and gamified the event with a LIVE from the launch, with instant prizes, plus a star line-up: Basic Jackpot, Cătălin Botezatu, Otniela Sandu and many more.

3M+

TikTok views on the launch

15,000+

viewers on the launch LIVE



@lensa.ro · Carolina Lemke launch event

The messier you eat, the better you feel.

The brief: a one-off launch for the new Shrimp BOX on Glovo. So we redefined “messy”.

CREATIVE IDEA

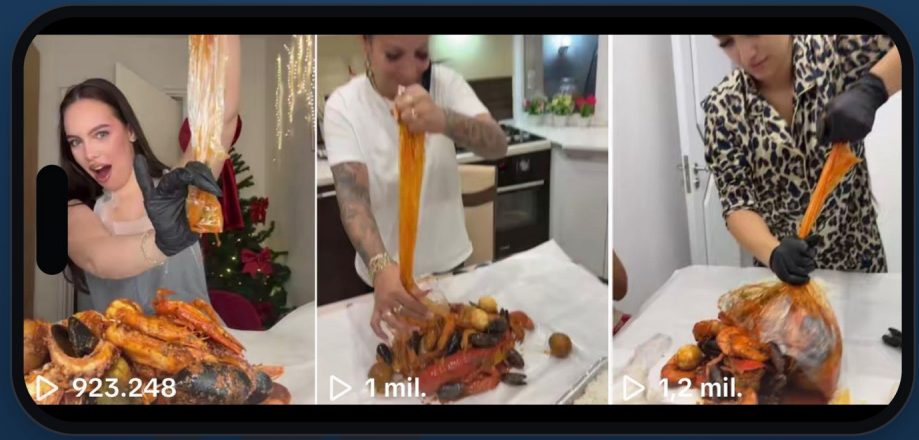
We sat a piglet at the table

A piglet dined as a VIP guest at Juicy Crab, while creators dug into the Shrimp BOX on a €0 budget. The story travelled all the way to national media, including Click!.

3.5M+
TikTok views, €0 influencer budget

1.2M
views on a single creator video





National press (Click!) · Creator videos

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Thank you.

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