



Tomi's 30 years anniversary

Disciplines: Design & Digital Visual Languages / Emerging medias / Strategy

The Client:

Tomi is a 30 years old leading Romanian sauce brand. Known for its unmistakable flavors and iconic communication in its early existence, followed by international acknowledgement for visuals standing out, it has become a staple in homes, fast-food spots, and urban culture, connecting generations through everyday meals and an extra-pigment for local-culture.

<https://www.tomi.ro/produsele-noastre/>

<https://www.tomi.ro/istoria-tomi/>

The Audience / conversation partners

- Urban millennials & early Gen Z (20 - 40) connected to Romanian street culture, fast-food lifestyle & music scene.
- Creative urban consumers (design-aware, social media active) who value nostalgia + contemporary aesthetics.
- Loyal Tomi sauce buyers who grew up with the brand and see it as part of everyday urban culture.

The Challenge

- Cultural dilution: 30 years of Romanian urban culture risk being reduced to aesthetic clichés instead of lived, authentic moments.
- Relevance risk: Urban culture evolves fast; what felt iconic yesterday may feel outdated today. The design must feel actual yet consistent to the brand, not retro for the sake of it.

Context

- In 2027 Tomi celebrates 30 years as part of Romania's urban culture.
- The 30th anniversary isn't just a celebration - it's a visual manifesto, mapping three decades of urban energy, nostalgia and creativity.
- The campaign, to be launched in 2027, should generate engagement in digital space as much as within supermarkets where Tomi is present.

Campaign's Tone of voice:

Bold and authentic, with a playful, witty edge. Nostalgic yet modern, connecting 30 years of urban culture with today's youth energy. Slightly provocative, visually dynamic, and culturally relevant.

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To Do

Create a 30th anniversary campaign that makes Tomi visually iconic and culturally relevant, inspiring both consumers and retailers to engage with the brand, while enhancing their in-store and at-home experience. To activate the Creative / Ambient Media Strategy, pick a relevant moment in the life of its consumers, making it truly relevant (Saint Andrew, Dragaica, 1-2 Mai, National Day of Romania - pick the one that's the most relevant for the efficiency of the campaign, with results in sales, digital and instore positive reactions)

Deliverables

I. PDF (max 2 pages)

- Idea (1 line)
- Insight (3-4 lines)
- focus on the cultural insight and the places where the campaign is active
- Creative Media Strategy (3-4 lines) Where are the creative places where your campaign will be active, in order to generate reactions in the digital space & stores
- Promo Mechanism (3-4 lines) What's your proposal for the audience, in order to buy (to consume one or more Tomi Sauces. It's an anniversary-you can consider collectible items)
- Expected Outcome 2027 (2 lines).

II. At least 3 Visual Items out of 4 possible

1. A Tomi 30 collage poster - 2D/3D illustration depicting the evolution of Romanian urban culture over the past 30 years (fast food & Tomi sauces | urban culture | music)
2. One sample of digital / Emerging media content (Social media // App / Game design)
 - In-store / shelf presence
3. A master design can then be further adapted into Tomi 30 anniversary sauce labels (to be launched in 2027)
4. Other creative media solutions, including a packaging concept featuring a selectable set of 3 Tomi Sauces

Inspo: <https://www.adsoftheworld.com/campaigns/1-2-3>

II. A3 Board

- Team name + Catchy campaign title.
- Sections: Idea | Insight / Tension | Promo Mechanism | Strategy

Include at least 3 best visuals.

Samples: A3 boards from different competitions.

Deadline:

Send your solutions via **a google drive link**, under YOUR_TEAMS_NAME, until Nov 5h, at win@thealternativeschool.com, cc: teodora.migdalovici@thealternativeschool.com. Make sure the link is public before sending the email.

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Recommendations

- Focus on visual storytelling: the poster should tell the story of 30 years of Romanian urban culture, integrating fast food, music, and Tomi sauces in a cohesive and engaging 2D/3D collage.
- Bridge generations: include references that resonate with millennials (nostalgia, '90s-2000s urban life) while keeping the design fresh and relevant for Gen Z.
- Maintain brand identity: use recent Tomi visual language as inspiration to ensure consistency and recognizability across all assets.
- Adaptability & Coherence: ensure the master design works across multiple formats - posters, social media content, shelf presence, packaging - without losing impact.
- Cultural authenticity: avoid clichés or forced references; the design should feel organic, credible, and relevant for Romanian urban culture.
- Time is Critical: Pick the most relevant moment in the audiences' personal calendar, to nail down Tomi's Romanian Roots, while making sure it's vibe is contemporary.
- Shareable & memorable: the campaign should spark conversation and social sharing, making Tomi 30 instantly recognizable.
- Packaging integration: for the 3-product Tomi bundle, think of creative ways to translate the poster's visual language into smaller-scale, eye-catching labels.
- Activation timing: recommend aligning the campaign with a culturally significant moment, event, or season to maximize relevance and emotional impact.
- Be aware: the best ideas will qualify to be implemented, publicly mentioning the competition context via PR. Create that kind of work you would love to see while strolling on the streets, going in a supermarket or stumbling upon while meeting with your gang.
- If the ideas are exceptional, with both clear reference to Romanian Cultural codes, while being easily understandable for a foreign audience, they will be entered international competitions, mentioning your name. Of course, you can include it in your portfolio.

Using AI tools is encouraged, but it's use should genuinely enhance your creative idea or help explore unexpected and diverse directions. Prompt creatively or don't prompt at all.

In your PDF submission, please clearly mention which AI tools you used & What each tool was used for (shortly)

Evaluation criteria:

- 30% Idea & Insight - originality, relevance
- 30% Strategy - relevance to the competition category, cultural impact, scalability potential
- 30% Execution - craft, attention to detail
- 10% "Wow" Factor

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