

EUROPEAN ENGAGEMENT INDEX

Create boldly.
Live boldly.

Vacarus Valentin – 17.10.25



Godmother

» Godmother

ADVERTISING
EXPERIENCE:

25
YEARS



TEAM:

50
PEOPLE



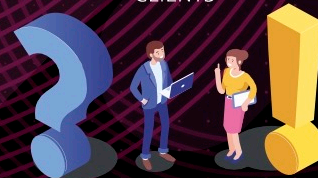
OVER THE YEARS WE PLANNED MORE THAN

+1000
EVENTS



WE HAVE WORKED
WITH

+400
CLIENTS



WE LAUNCHED OUR
DIGITAL AGENCY

cognition
insightfully yours



FIRST **ROBOT** FOR
INSTANT PRIZE

tappy



TEAMBUILDING
APP



INSTALAȚII DIGITALE
PENTRU EVENIMENTE

CYBEREVENT





27

Countries

1200+

Talents

400+

Awards

Members

Click on the map to highlight the contact

27 NAMES



New Europe Market Dynamics



Primary Client Objective	Top Audience Demand	Tech Adoption Level
Creativity	Engagement	Follower
Budget Outlook	Measurement Focus	Key Cultural Driver
Growing	Engagement & Creativity	Growth & Differentiation



37TH
AMERICA'S CUP
BARCELONA



GLOBAL AUTOMOTIVE PARTNER OF THE 37TH AMERICA'S CUP

Market Realities: Innovation Meets Budget Pressure



Client brief



Client budget



Market Realities: Innovation Meets Budget Pressure

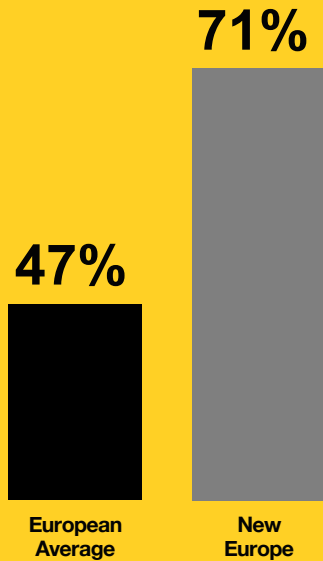


BYD

BYD DOLPHIN SURF DYNAMIC LAUNCH

Bucharest May 2025

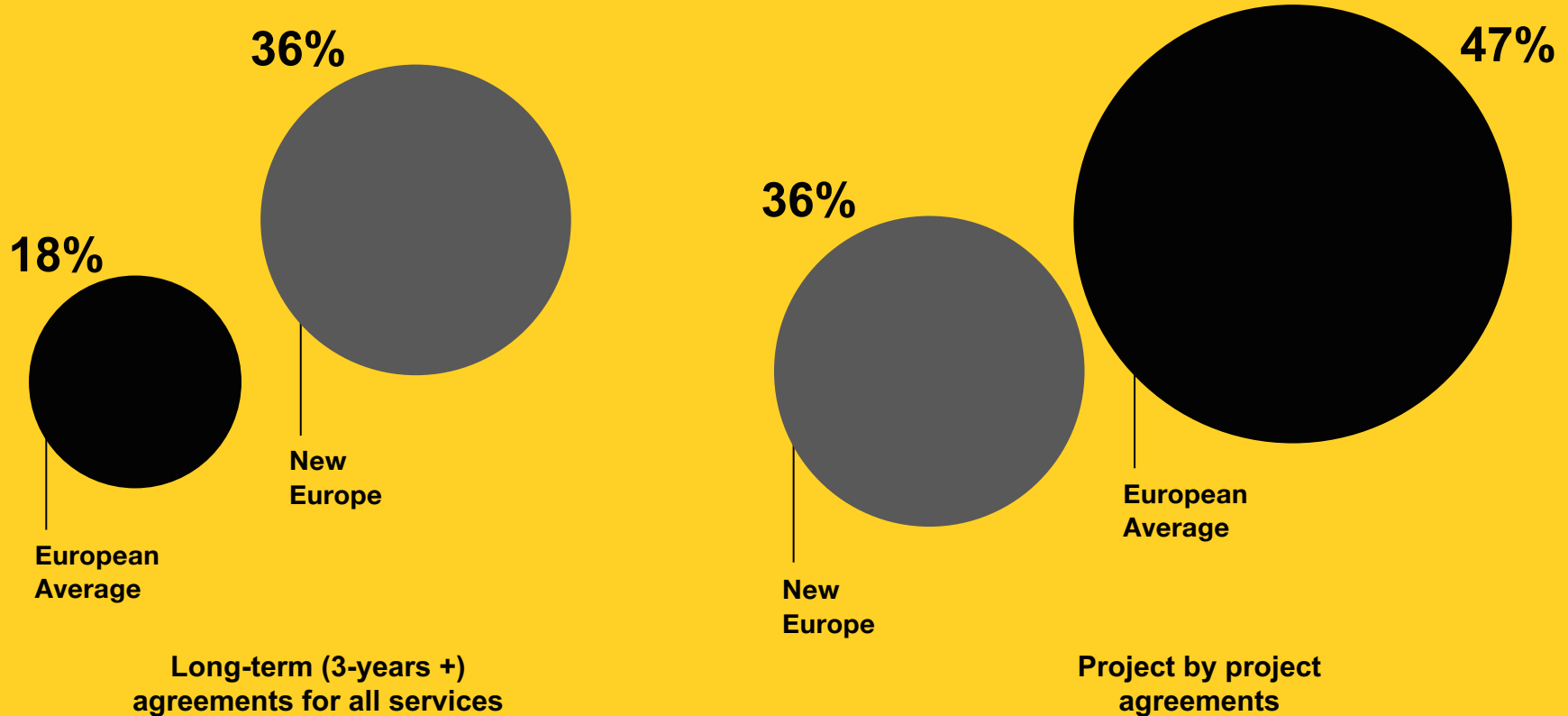
Data are Key: Engagement is KPI #1



Long-Term Agreements



Long-Term Agreements Preferred



Sustainability

**“We don’t accept agency
Partners without ISO certification.”**

European
Average

15%

Sustainability

**“We don’t accept agency
Partners without ISO certification.”**

New
Europe

0%

European
Average

15%

10%

ampronta de
carbon este
generata
de
events



SUSTAINABILITY



Pitch Process in New Europe

01

Long-Term Focus

New Europe clients strongly prefer multi-year agency agreements

02

Flexible on Sustainability

Less rigid requirements for sustainability certifications in pitches

03

Fresh Ideas Valued

A slightly higher emphasis on new perspectives when selecting agencies

04

Pan-Paradox European

A disconnect between wanting fresh ideas and believing pitches are effectiveness.

10X !!!

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