



## Creative PR Brief



Our Romanian rowing team is one of the most awarded teams from the Olympiads. Altogether, when we speak about sport performance the first names that come on the lips of the Romanians are Hagi, Chivu, Mutu, Nadia Comaneci and, eventually, the others.

The campaign task is the construction of the Romanian pride feeling that are contemporary with the most awarded rowing team from the world, from which belongs Elisabeta Lipa - named the sportswoman of the century in this field. So, how can we make of rowing a national sport and an emblem of Romania?

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