

BLACK FRIDAY

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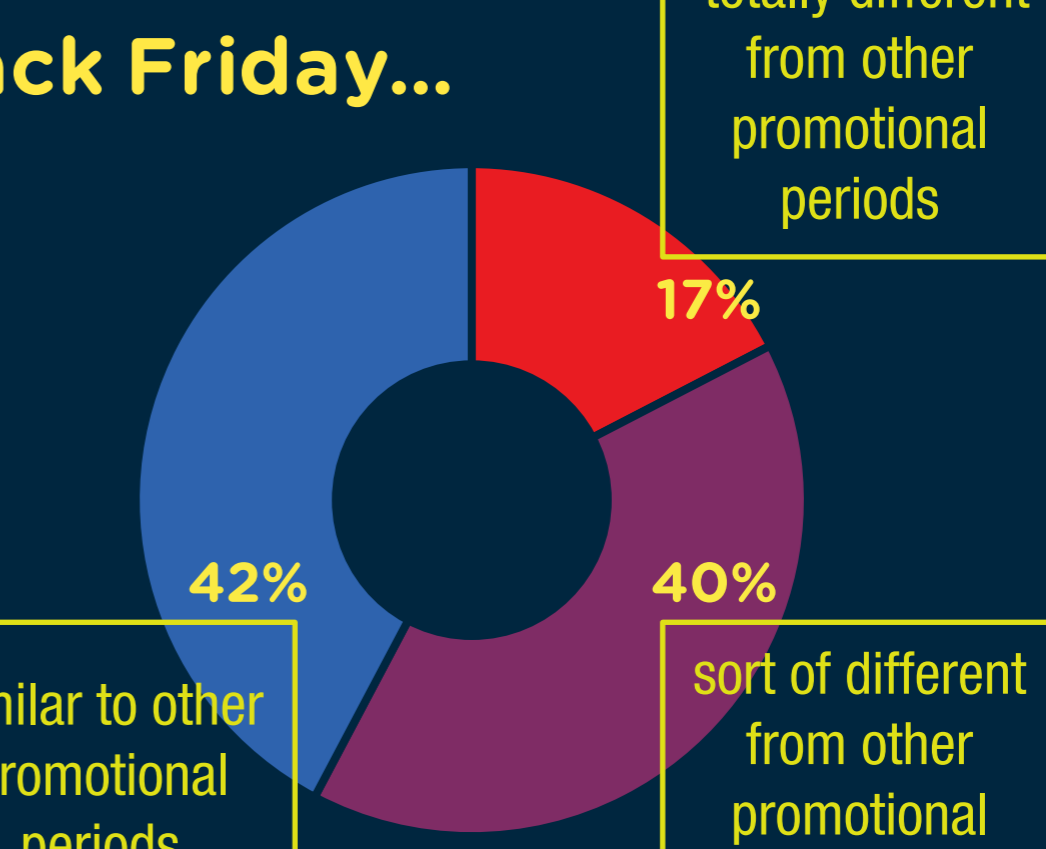
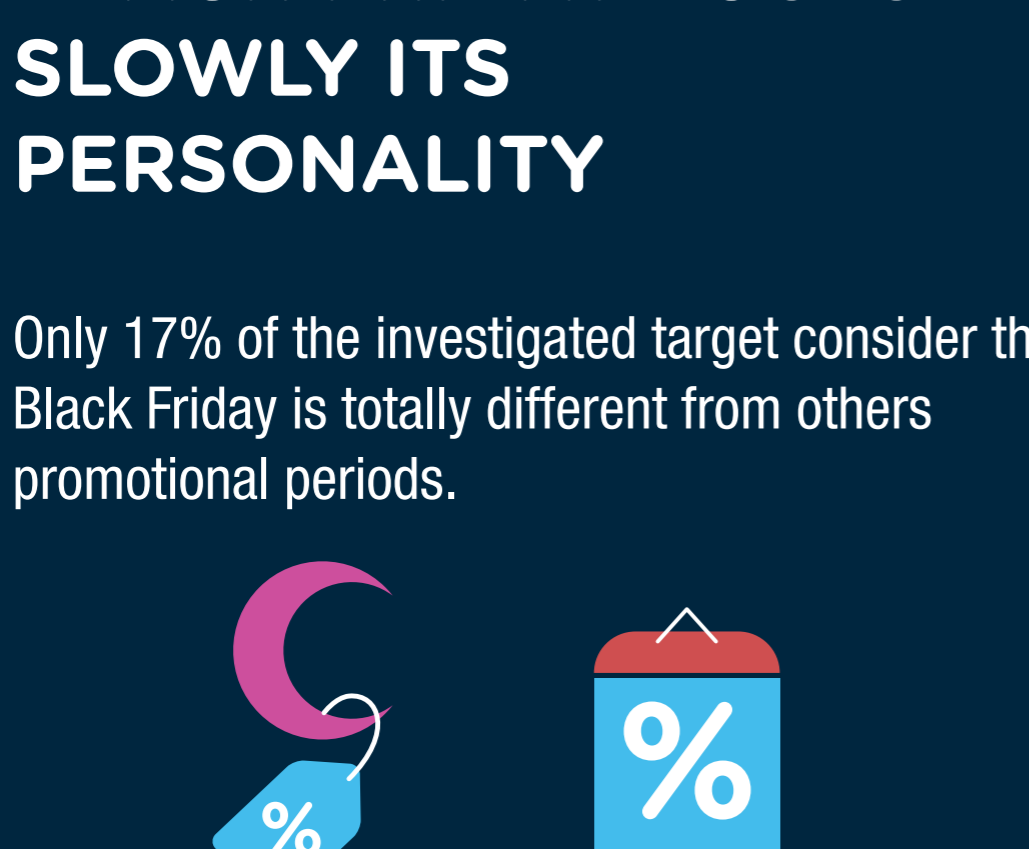
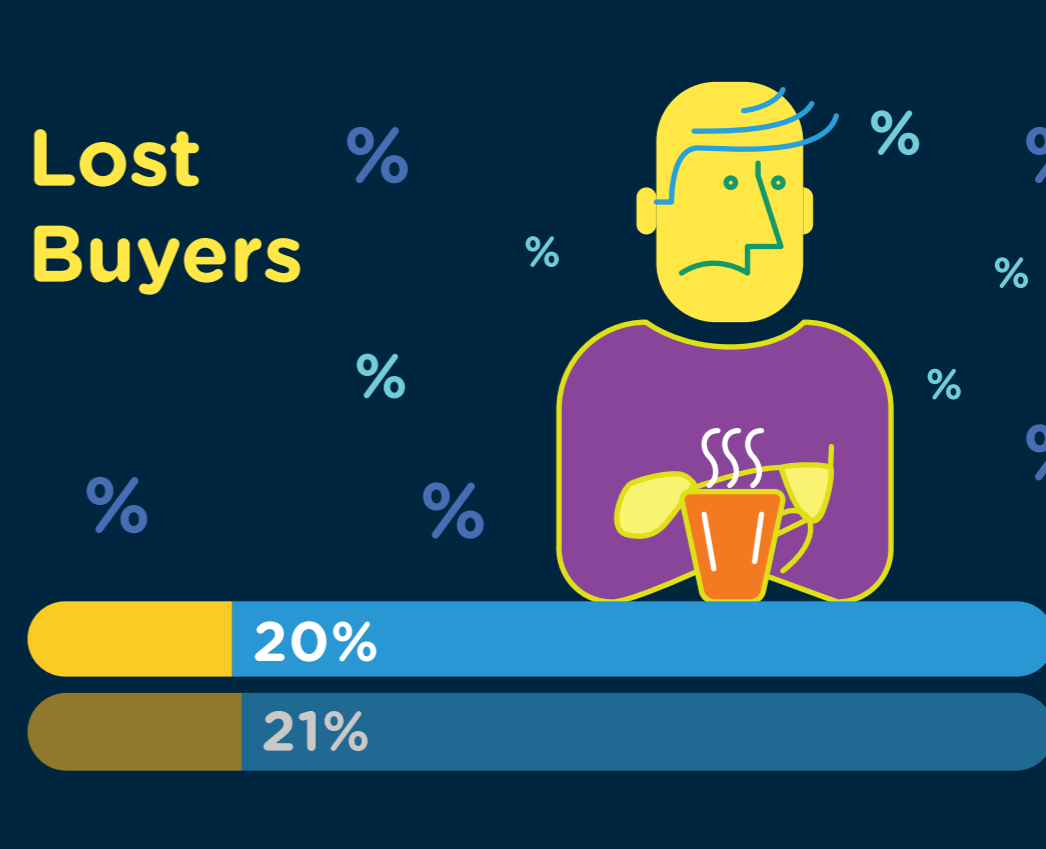
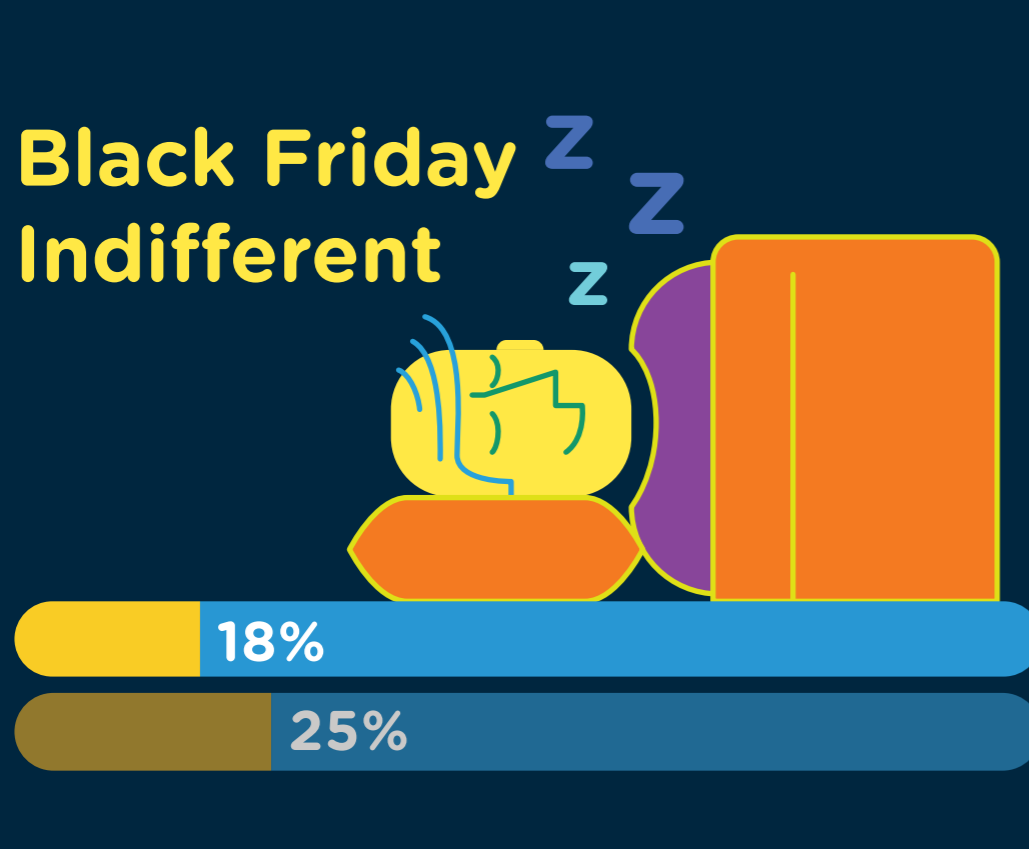
online users, aged 14+, living in urban areas

BLACK FRIDAY 2016 MANAGED TO MAINTAIN HIGHER LEVEL OF INTEREST VS 2015

2016 Black Friday has registered more Involved Buyers than 2015. The desire to buy products they needed in the household kept their interest for the promotion.

Lost buyers keep constant, their main conversion barriers being that the product was not sufficiently discounted (42%), the discount wasn't real (40%) or that the products they wanted, were not on offer (34%).

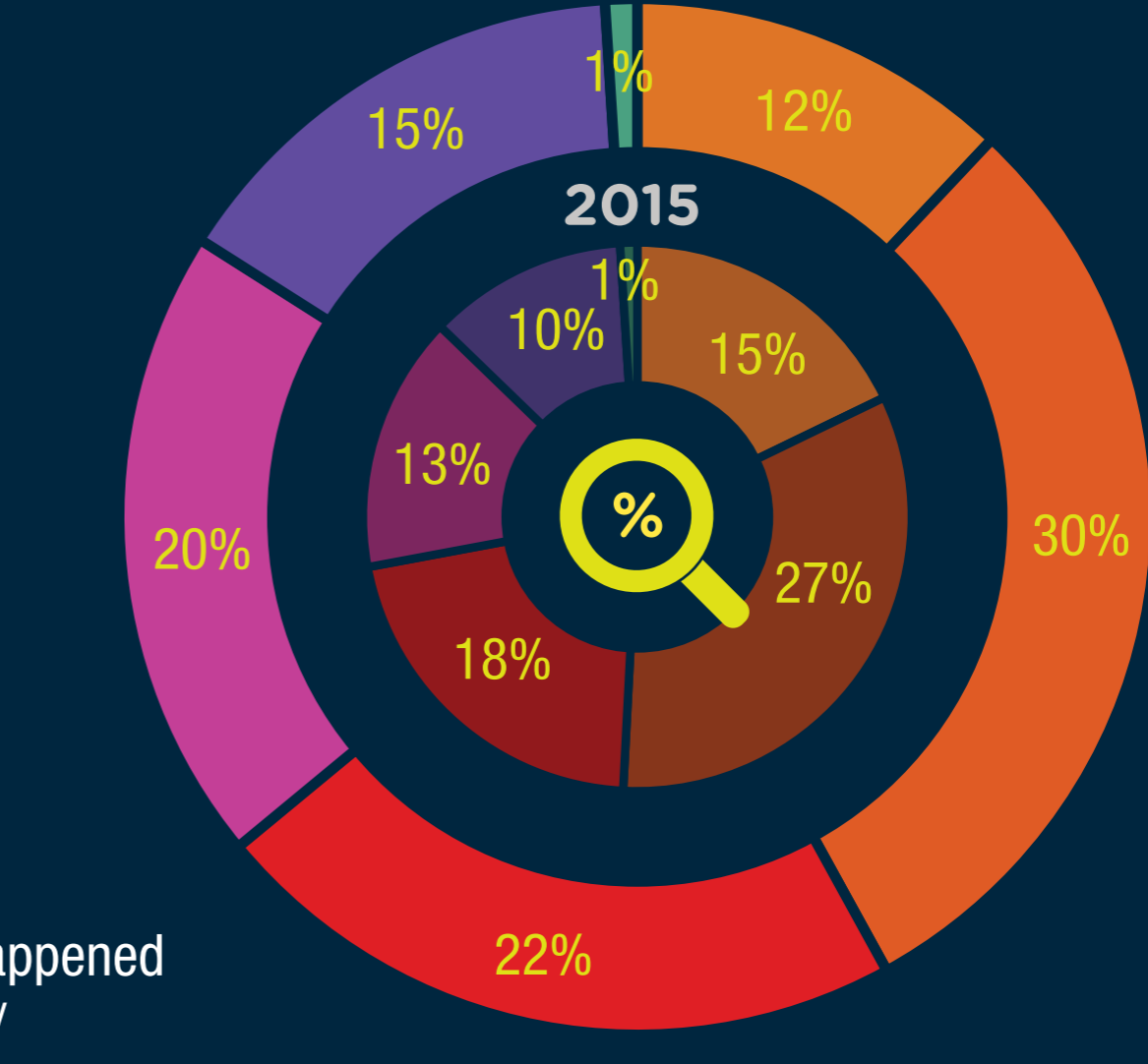
Black Friday Indifferent put more emphasis on the fact that retailers didn't offer real discounts.



BLACK FRIDAY LOSES SLOWLY ITS PERSONALITY

Only 17% of the investigated target consider that Black Friday is totally different from others promotional periods.

You consider Black Friday...



CONTINUE TO START LOOKING FOR INFORMATION WITH 1-2 WEEKS BEFORE

64% in 2016, constant from 60% in 2015 start testing the market with a maximum of 1-2 weeks prior to the event.

Only 20% inform before this time, but compared to 2015 there seems to be a tendency towards starting to inform earlier. Probably also because this year there are more Involved buyers that start prospecting the market earlier.

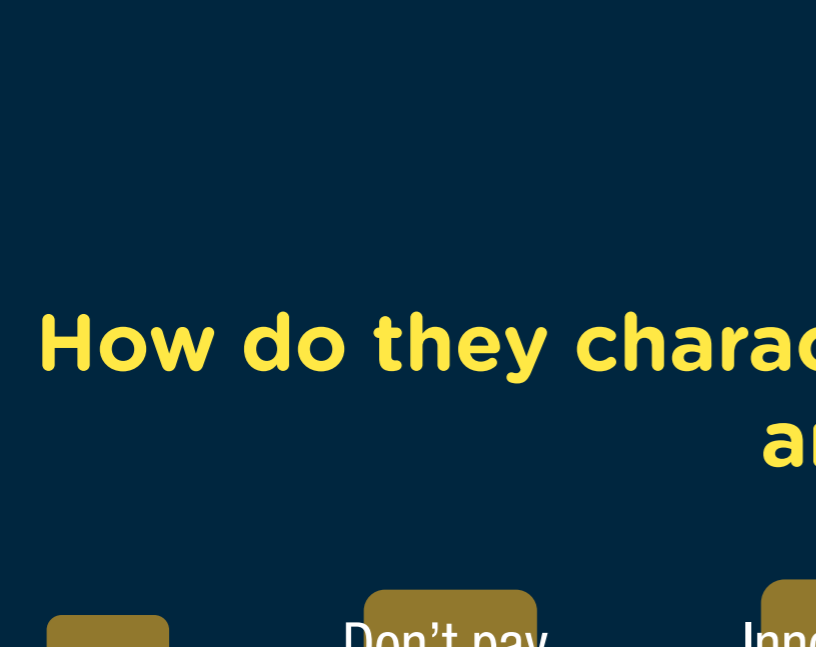
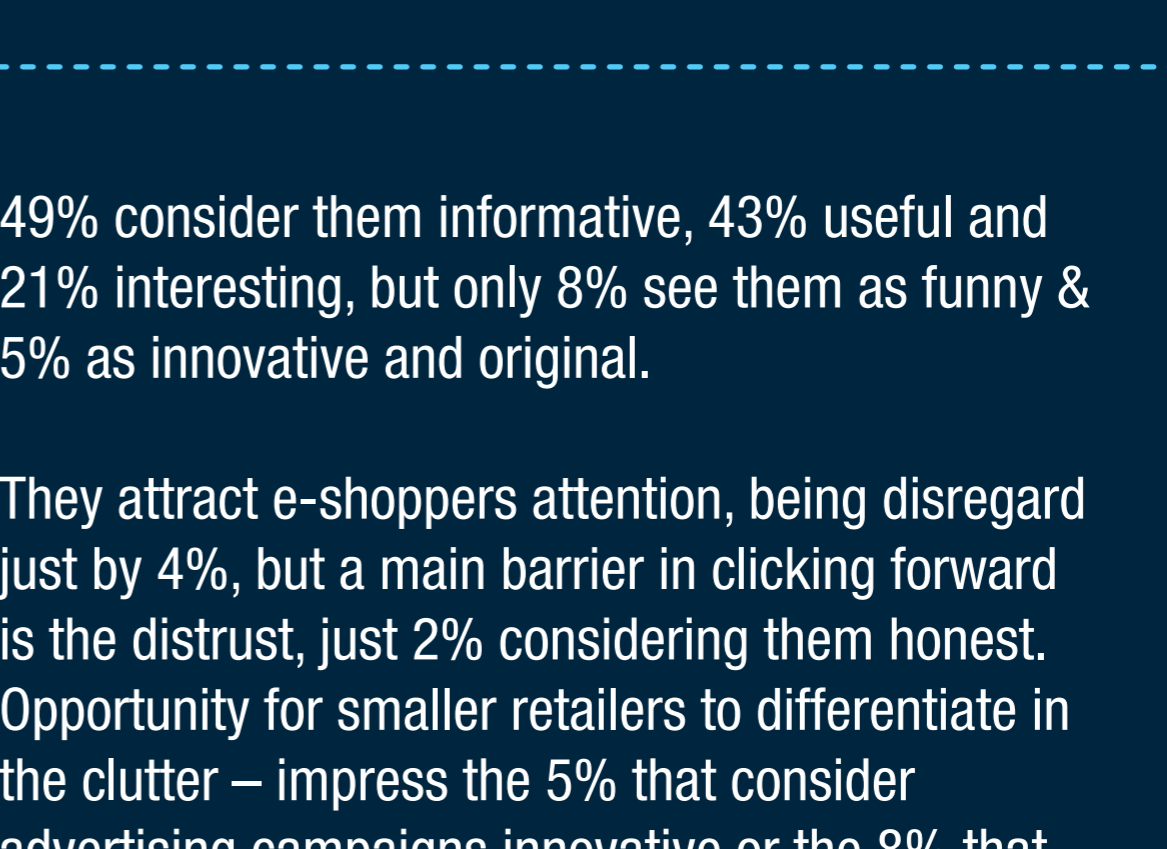


- 1-2 days before
- 1 week before
- 1-2 weeks before
- 3-4 weeks before
- Can't say exactly, it happened after I started hearing/seeing ads for Black Friday
- Don't know

BLACK FRIDAY CAMPAIGNS ARE USEFUL

Although there were brands that started communicating really early, 80% of the online shoppers bought exactly on the Black Friday day or in that weekend.

Black Friday campaigns done before the actual Black Friday day...



The exact time when they made purchases on Black Friday

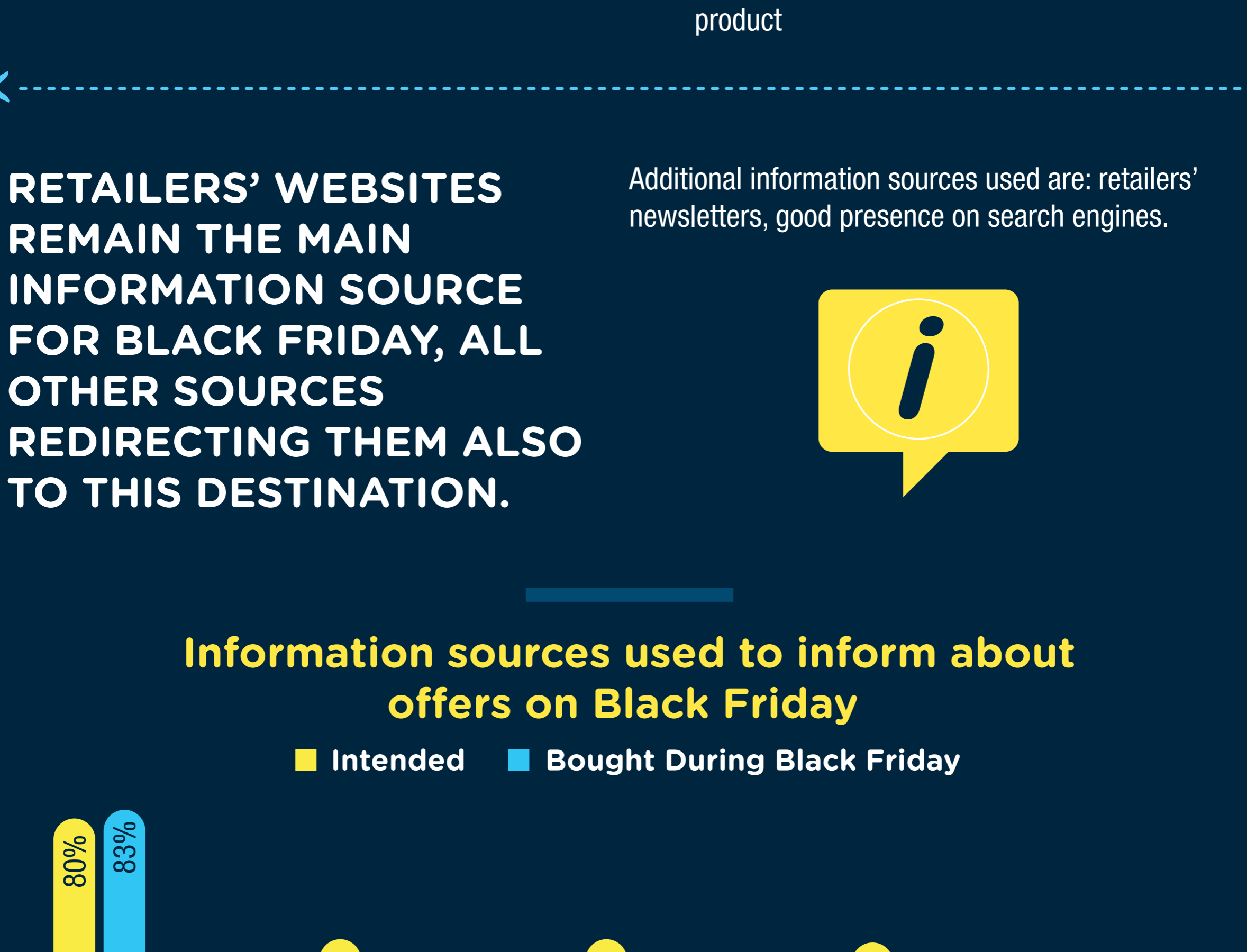


BLACK FRIDAY CAMPAIGNS ARE WELL RECEIVED, ALTHOUGH THEY LACK IN INNOVATION AND ENTERTAINMENT

49% consider them informative, 43% useful and 21% interesting, but only 8% see them as funny & 5% as innovative and original.

They attract e-shoppers attention, being disregarded just by 4%, but a main barrier in clicking forward is the distrust, just 2% considering them honest. Opportunity for smaller retailers to differentiate in the clutter – impress the 5% that consider advertising campaigns innovative or the 8% that think they are funny.

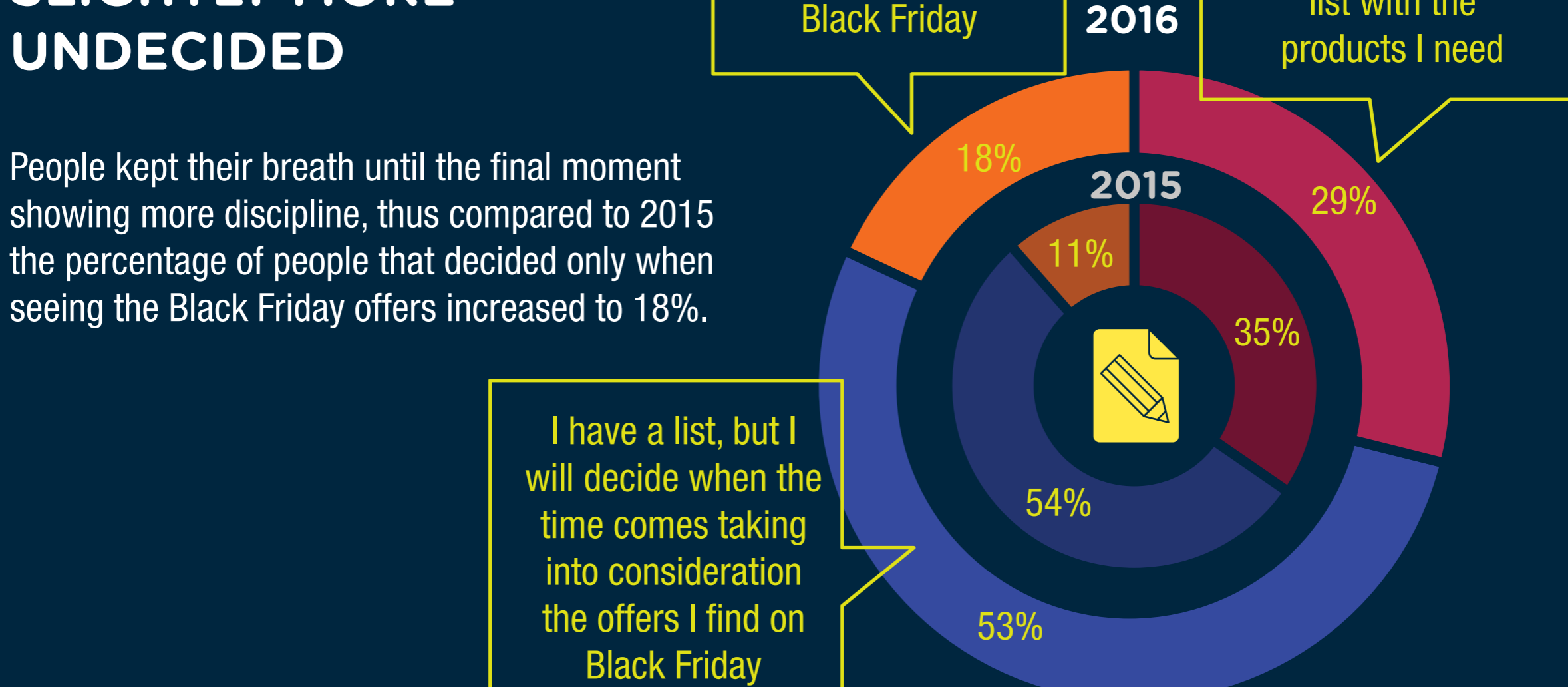
How do they characterize the communication campaigns around Black Friday?



BLACK FRIDAY CAMPAIGNS MANAGE TO INCREASE TRAFFIC ON THE WEBSITE, INCREASES THE AWARENESS FOR THE PRODUCT RANGE, ATTRACT SALES

1 out of 5 register for newsletters opening thus the way for a long and fruitful relationship.

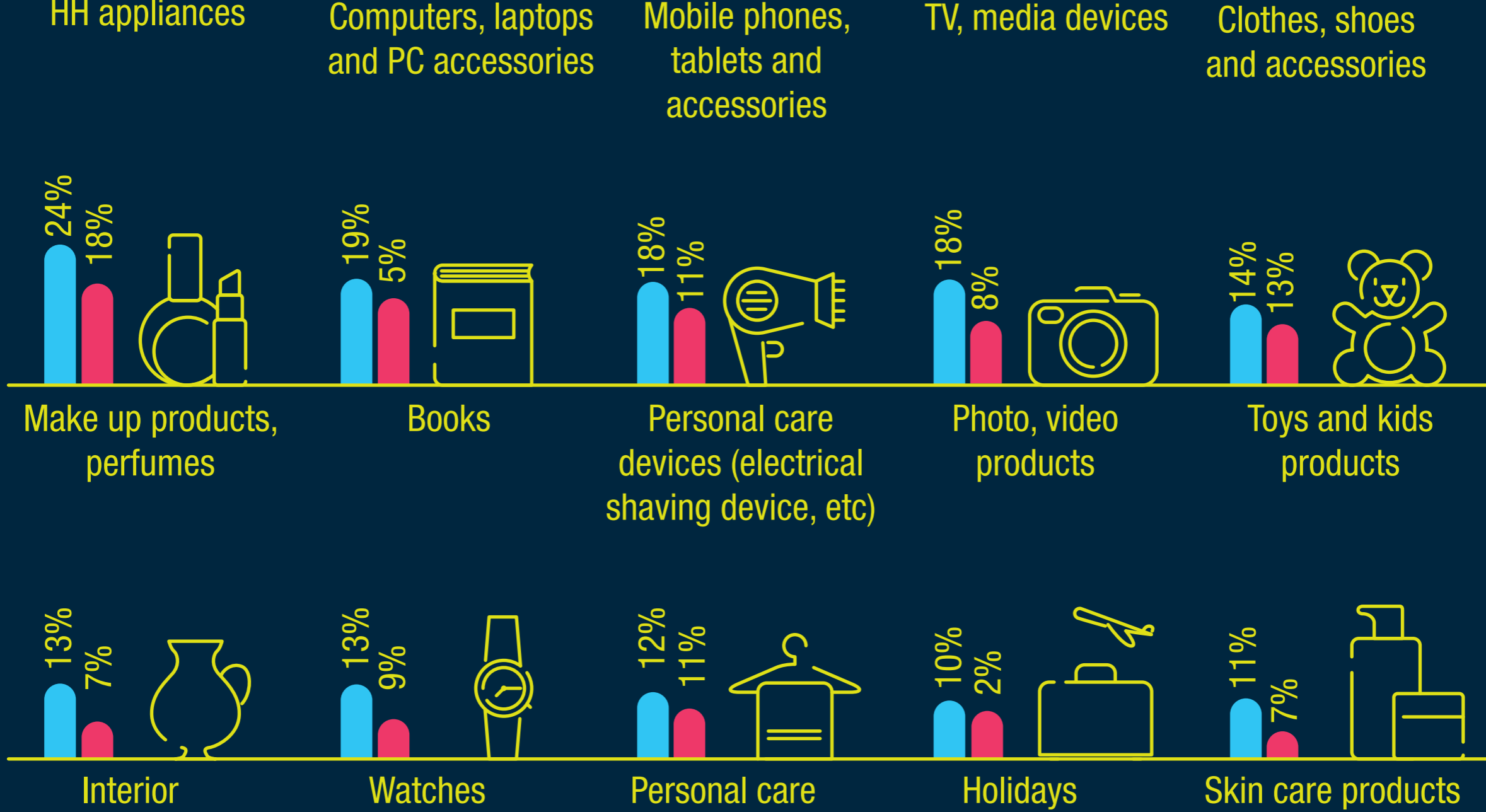
Actions taken after seeing Black Friday campaigns?



RETAILERS' WEBSITES REMAIN THE MAIN INFORMATION SOURCE FOR BLACK FRIDAY, ALL OTHER SOURCES REDIRECTING THEM ALSO TO THIS DESTINATION.

Additional information sources used are: retailers' newsletters, good presence on search engines.

Information sources used to inform about offers on Black Friday



ON BLACK FRIDAY 2016 ROMANIAN WERE SLIGHTLY MORE UNDECIDED

People kept their breath until the final moment showing more discipline, thus compared to 2015 the percentage of people that decided only when seeing the Black Friday offers increased to 18%.

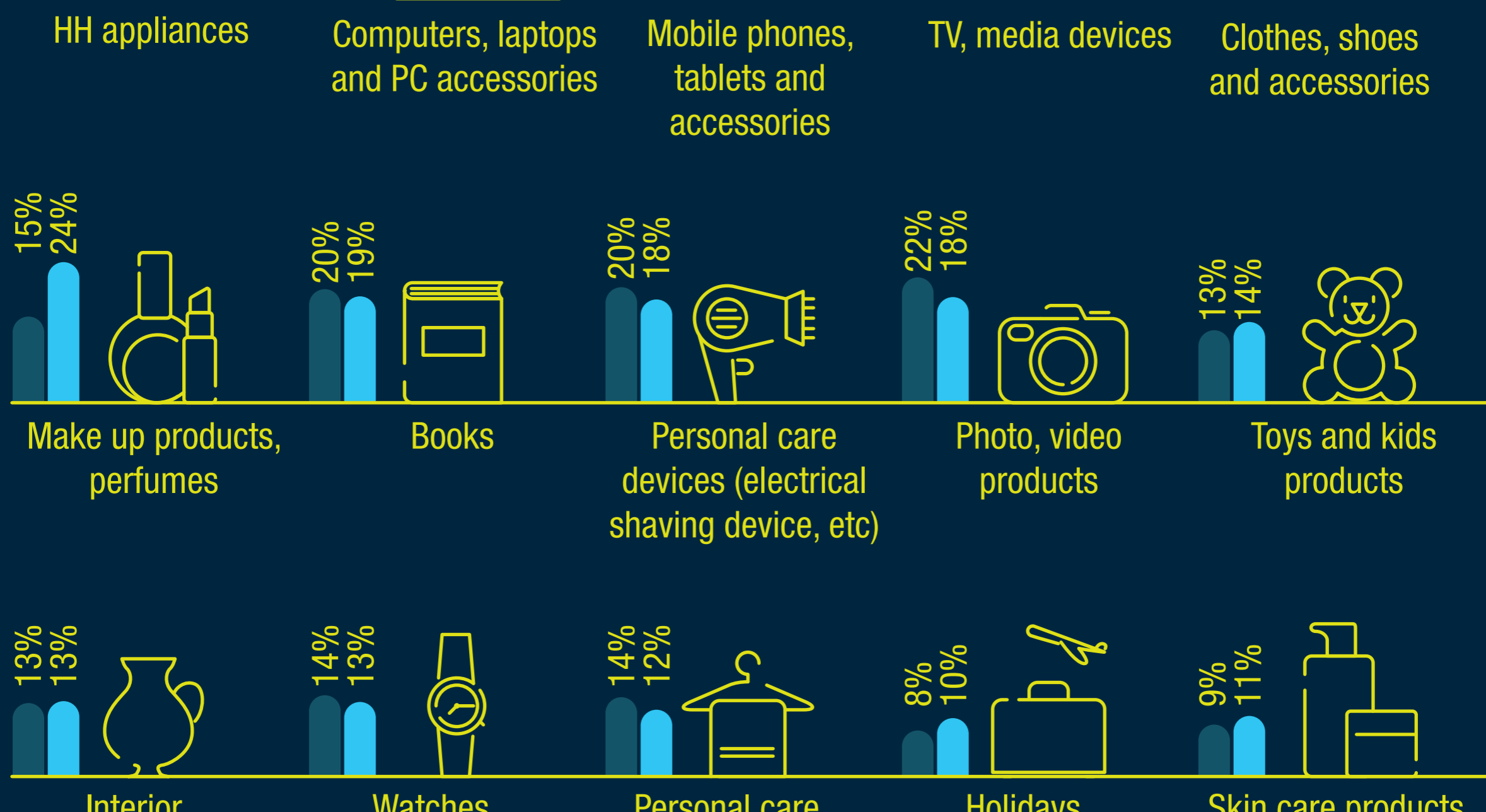
I didn't decide it yet, I will decide when I see the offers for Black Friday (2016: 18%, 2015: 11%)

I already know what I will buy, I made a list with the products I need (2016: 29%, 2015: 35%)

I have a list, but I will decide when the time comes taking into consideration the offers I find on Black Friday (2016: 54%, 2015: 53%)

RETAILERS STILL HAVE SPACE TO MAXIMIZE THE POTENTIAL OFFERED BY THE INITIAL PLANS OF BLACK FRIDAY SHOPPERS

Even though high investment categories register the highest purchase intention, in the end the categories with the best conversion index are those with smaller financial investment, like: books, toys, personal care products or make up products.

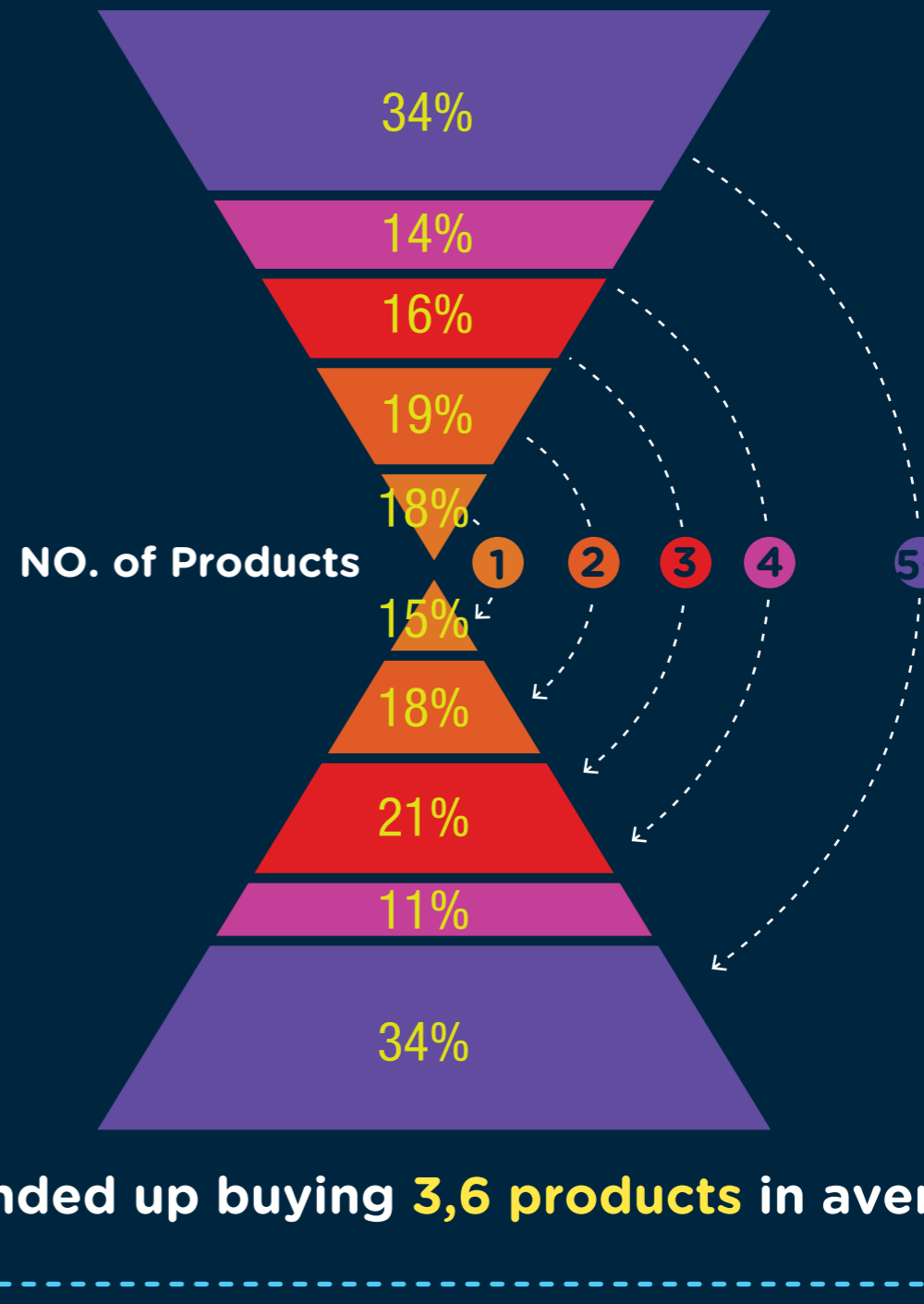


THE PURCHASE INTENTION GOES DOWN FOR ALMOST ALL HIGH INVESTMENT CATEGORIES VERSUS 2015.

But make up and perfumes, clothes, shoes and accessories have increased purchase intention in 2016 vs. 2015.

They planned to buy **3,5 products**

BLACK FRIDAY 2016, PEOPLE BOUGHT EXACTLY THE SAME NUMBER OF PRODUCTS THAT THEY PLANNED

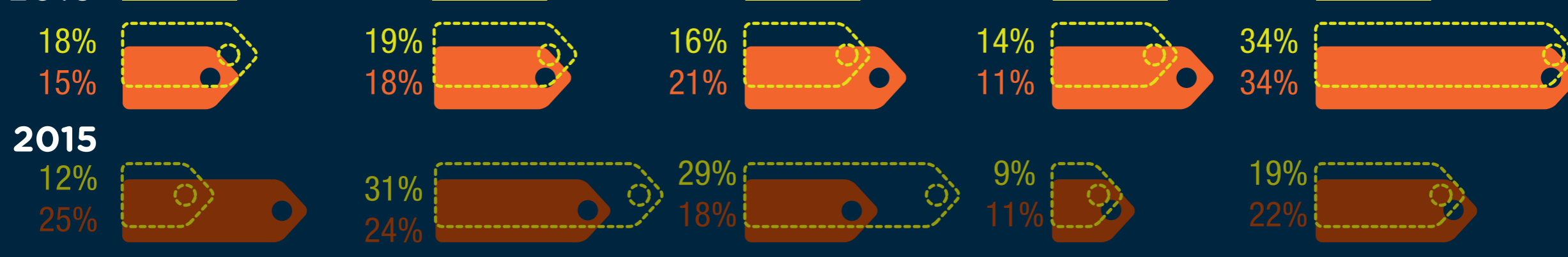


And ended up buying **3,6 products** in average

FOR BLACK FRIDAY 2016 PEOPLE BOUGHT MORE PRODUCTS THAN IN 2015

Compared to 2015, shoppers planned to buy in 2016 more products: 48% intended to buy 4+ products and 45% actually did, compared to 28% that planned the same in 2015 and 33% that actually bought.

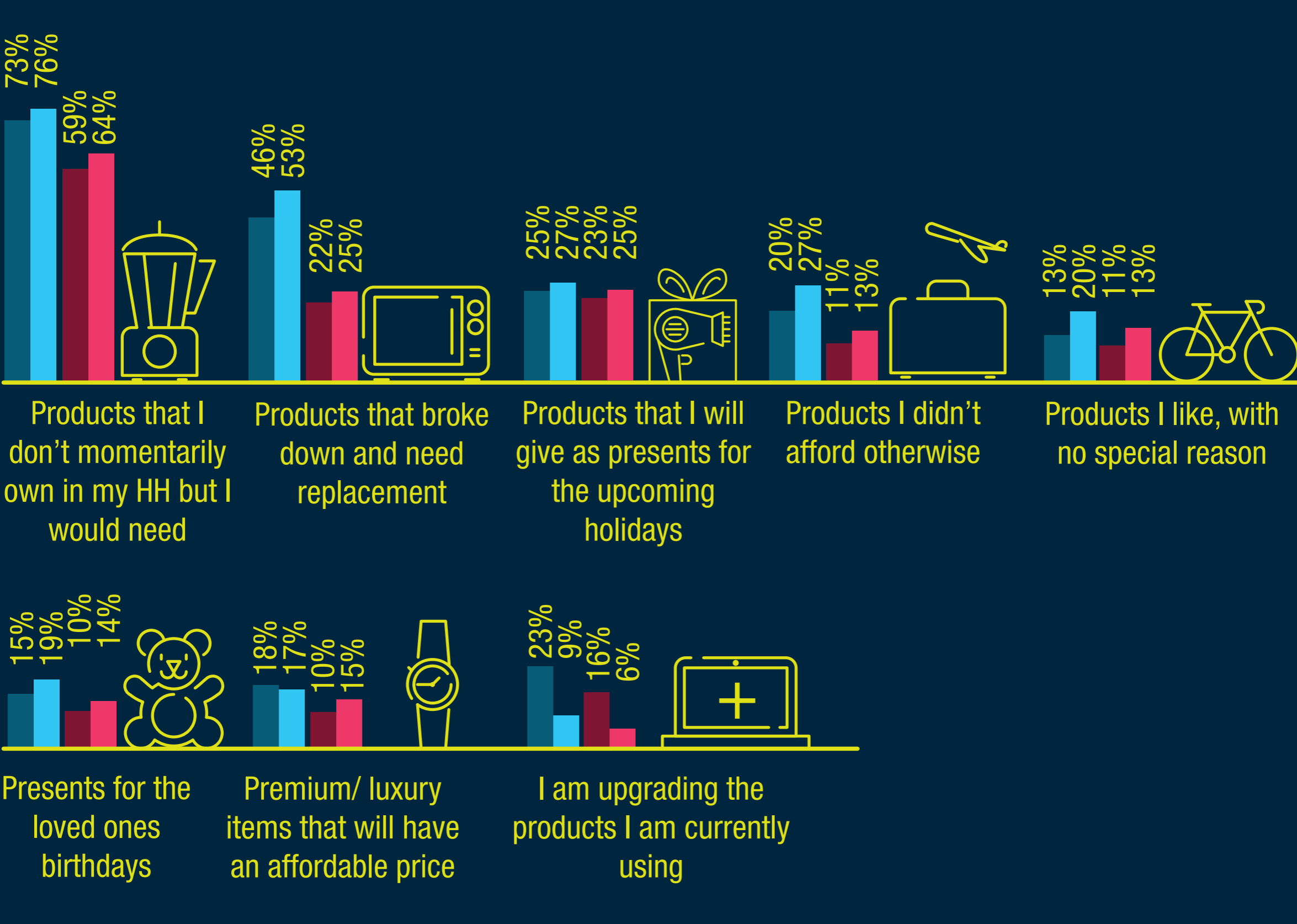
2016 2015
Intended Bought Intended Bought



PEOPLE REORIENTED THEMSELVES TOWARDS BUYING PRESENTS OR LUXURY ITEMS AT MORE AFFORDABLE PRICES, PROBABLY NOT BEING ABLE TO BUY THE PRODUCTS THEY INITIALLY WANTED

Even though the main drivers for shopping on Black Friday are buying products for the HH or products that broke down, their buying intention didn't totally translate into purchase.

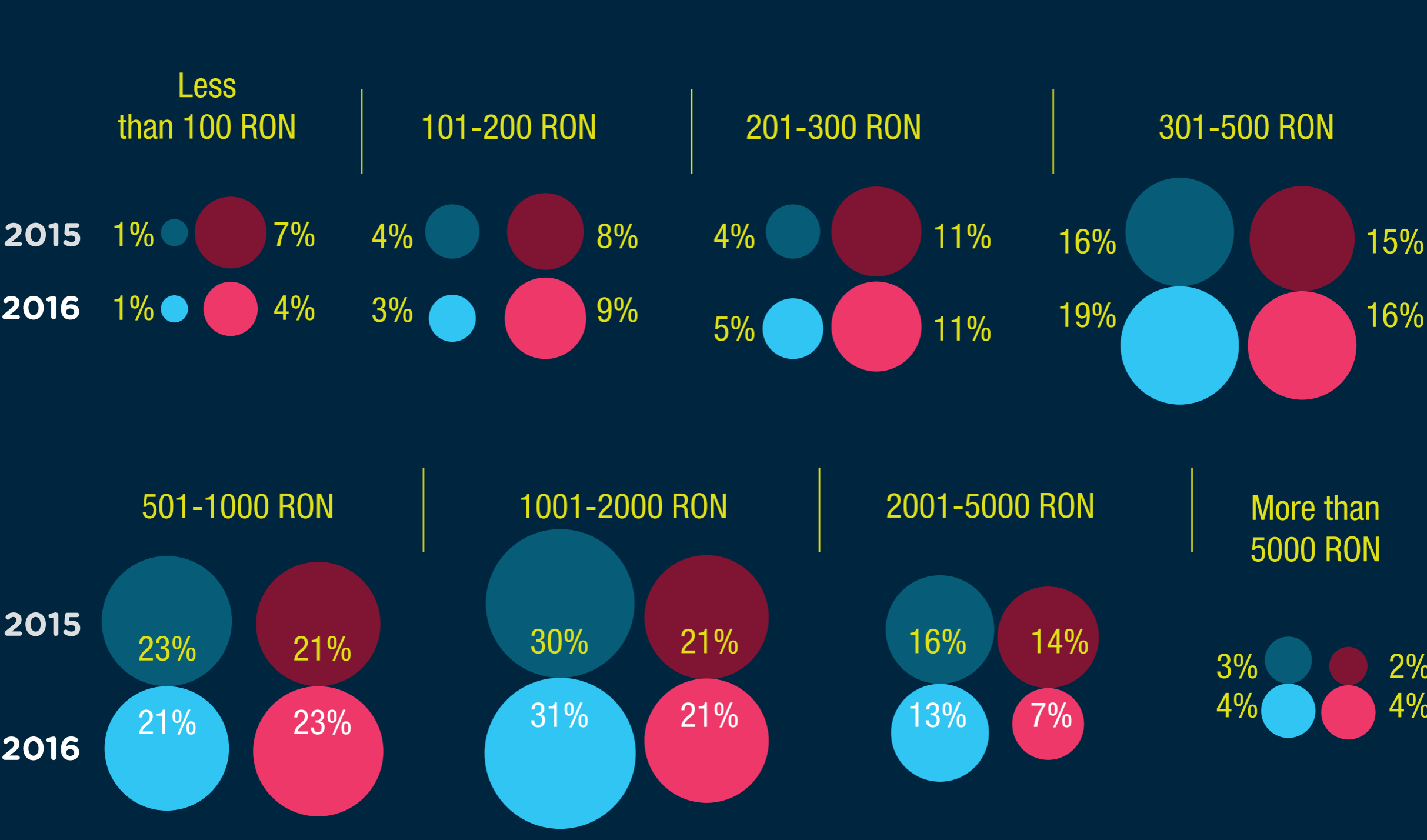
2016 2015
Intended Bought Intended Bought



EVEN IF THE NUMBER OF PRODUCTS INCREASES, THE BUDGET REMAINS STABLE VS 2015

As noticed in 2015, people would be willing to spend more money on Black Friday. Similar to previous year, the expectations regarding the spent budget was overestimated. In 2016 Romanians wished to spend 1001-5000 RON online and probably ended up spending less than 300 RON.

2016 2015
Intended Spent during BF Intended Spent during BF

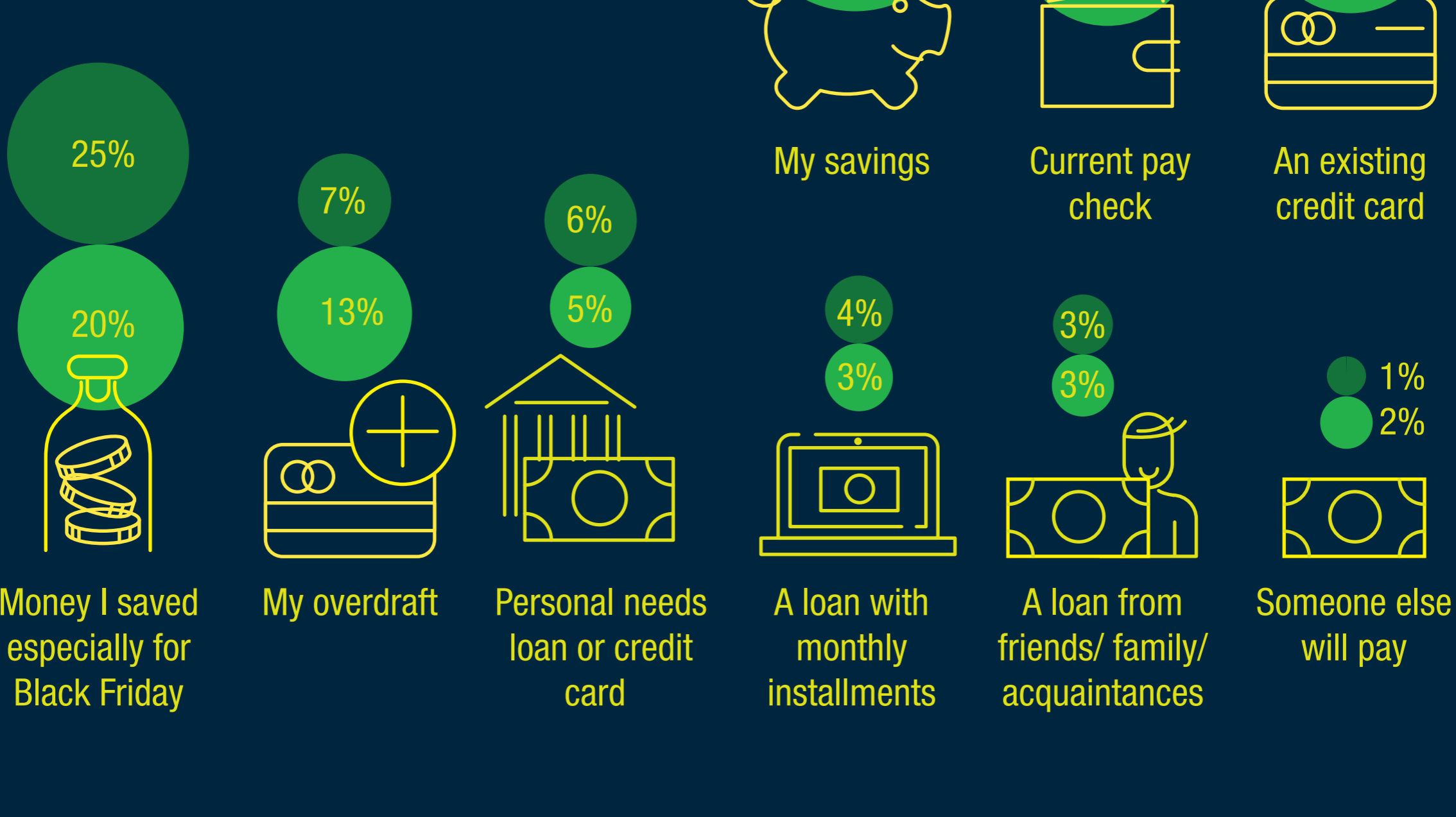


ROMANIANS STILL USE THEIR SAVINGS FOR SHOPPING ON BLACK FRIDAY

People plan to pay for their Black Friday purchases using their savings (36%), current pay check (23%), an existing credit card (23%) or with money saved especially for this occasion (20%).

More people used their overdraft to pay for their shopping in 2016 vs 2015, probably for spontaneous shopping of: makeup, perfumes, clothes, shoes or accessories.

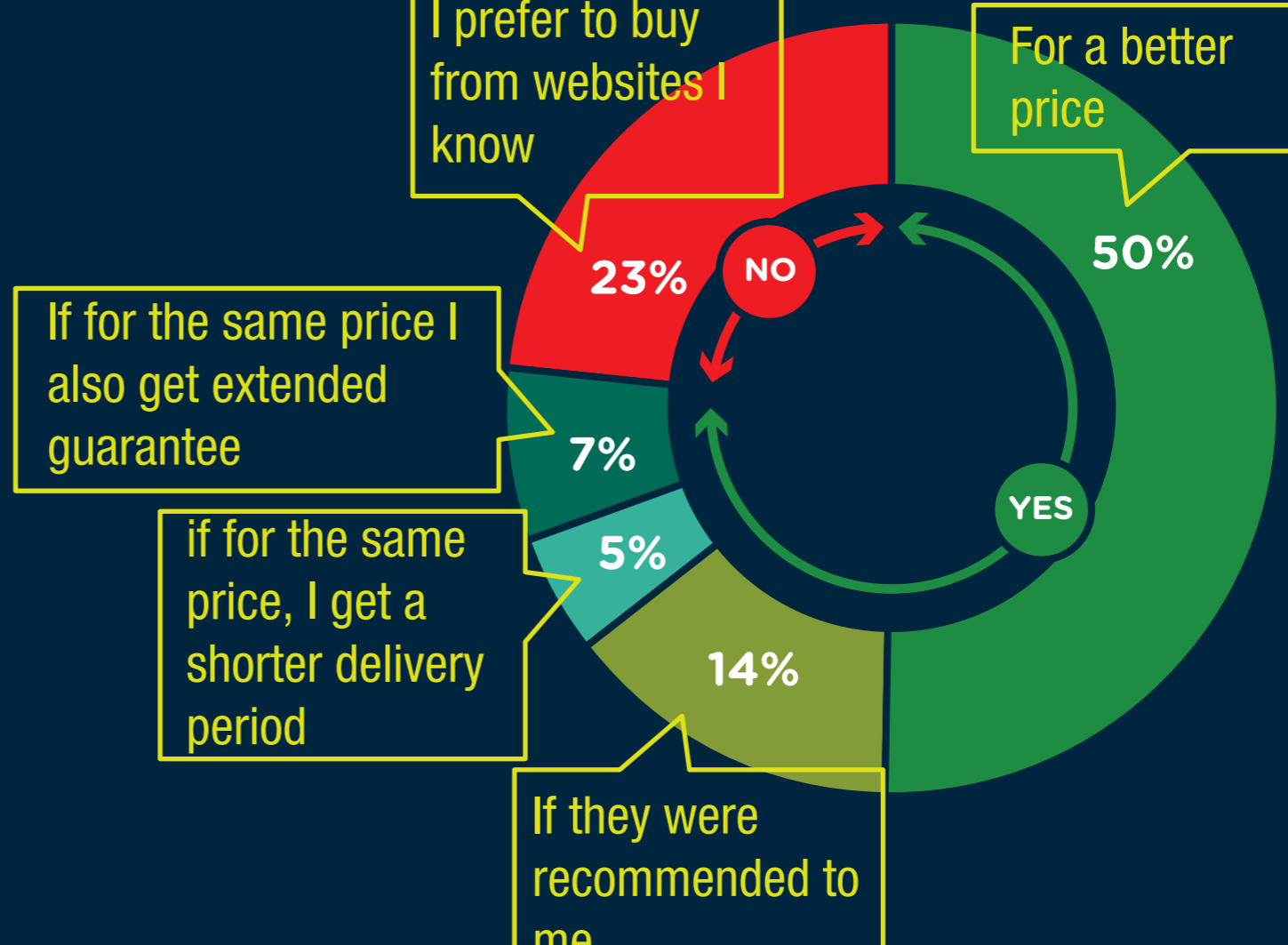
2015 2016



BETTER PRICES IS ENOUGH REASON TO BUY FROM A NEW ONLINE RETAILER

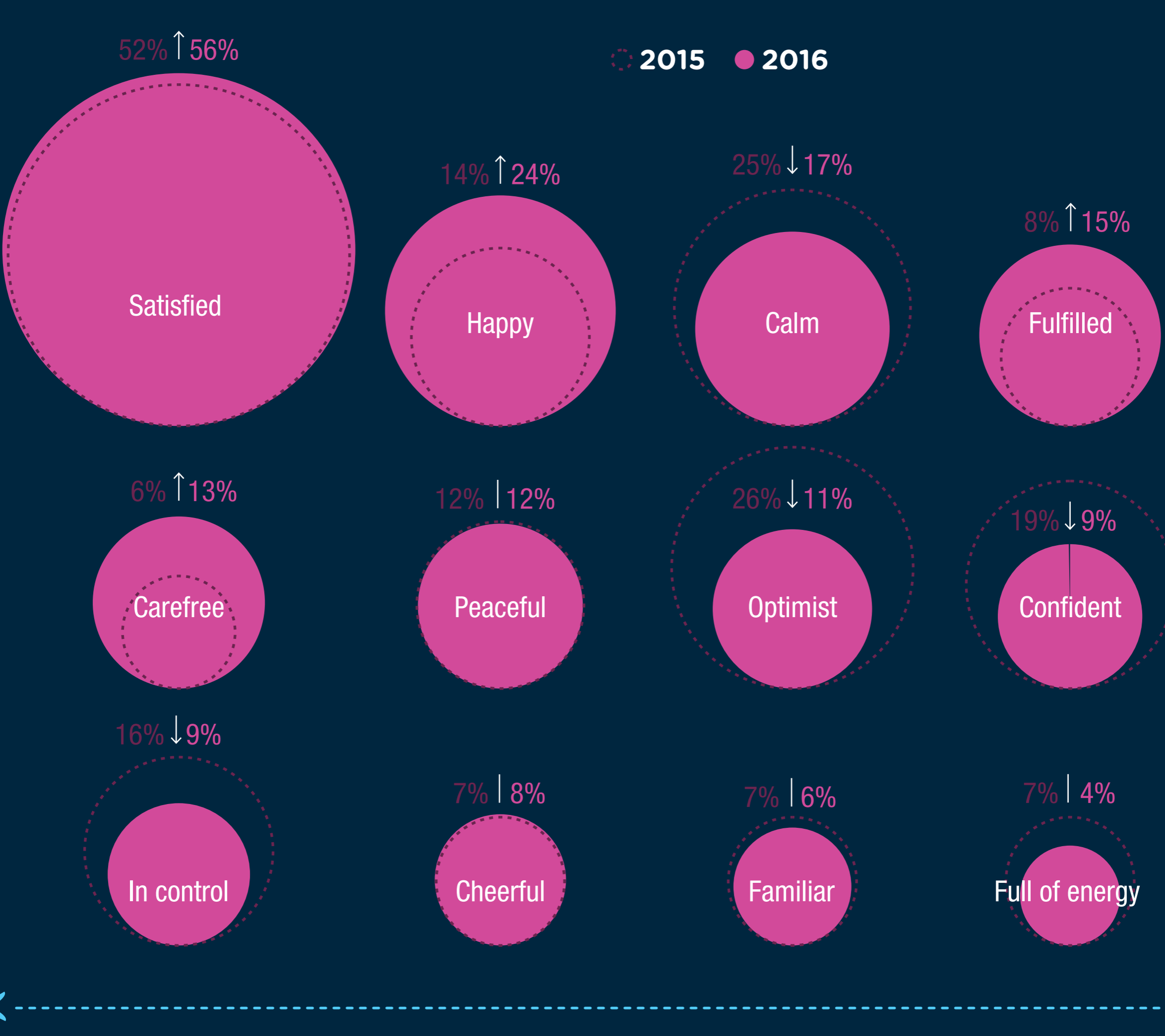
It also helps if the online store was recommended, or offers additional benefits, like: extended guarantee or better delivery. Only 23% remain loyal to their providers.

Are they willing to buy from websites they didn't use before?



THE FEELING OF SATISFACTION CHARACTERIZES ALSO BLACK FRIDAY 2016

Romanians that shopped for Black Friday 2016 feel less in control, confident or optimistic than in 2015, but compensate with feeling happy, fulfilled and carefree.



58% of Romanians that shopped online for Black Friday 2015 estimated they will also shop in 2016.

Increased purchase intention for Black Friday 2017 - 75% of Romanians that shopped online for Black Friday 2016 estimate they will also shop next year.

