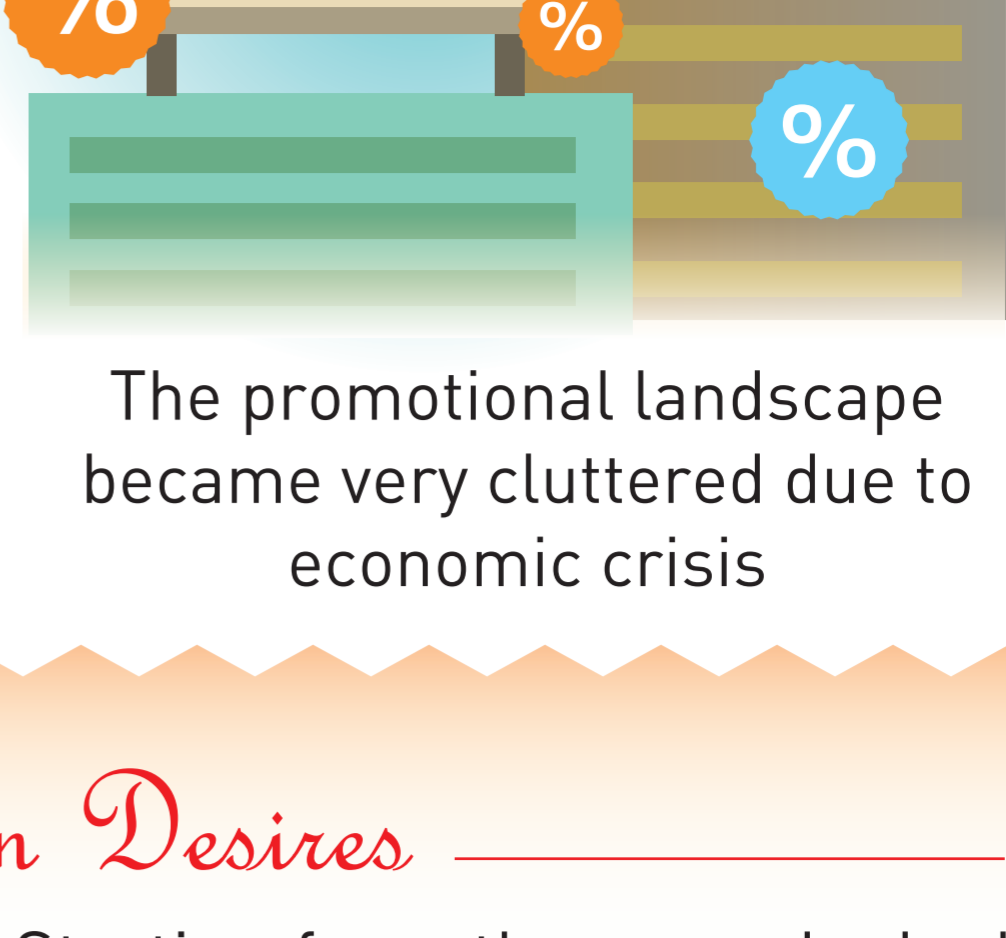




# CURRENCY BEYOND MONEY

## Major Changes

in the relationship between consumers and brands has witnessed in the last years



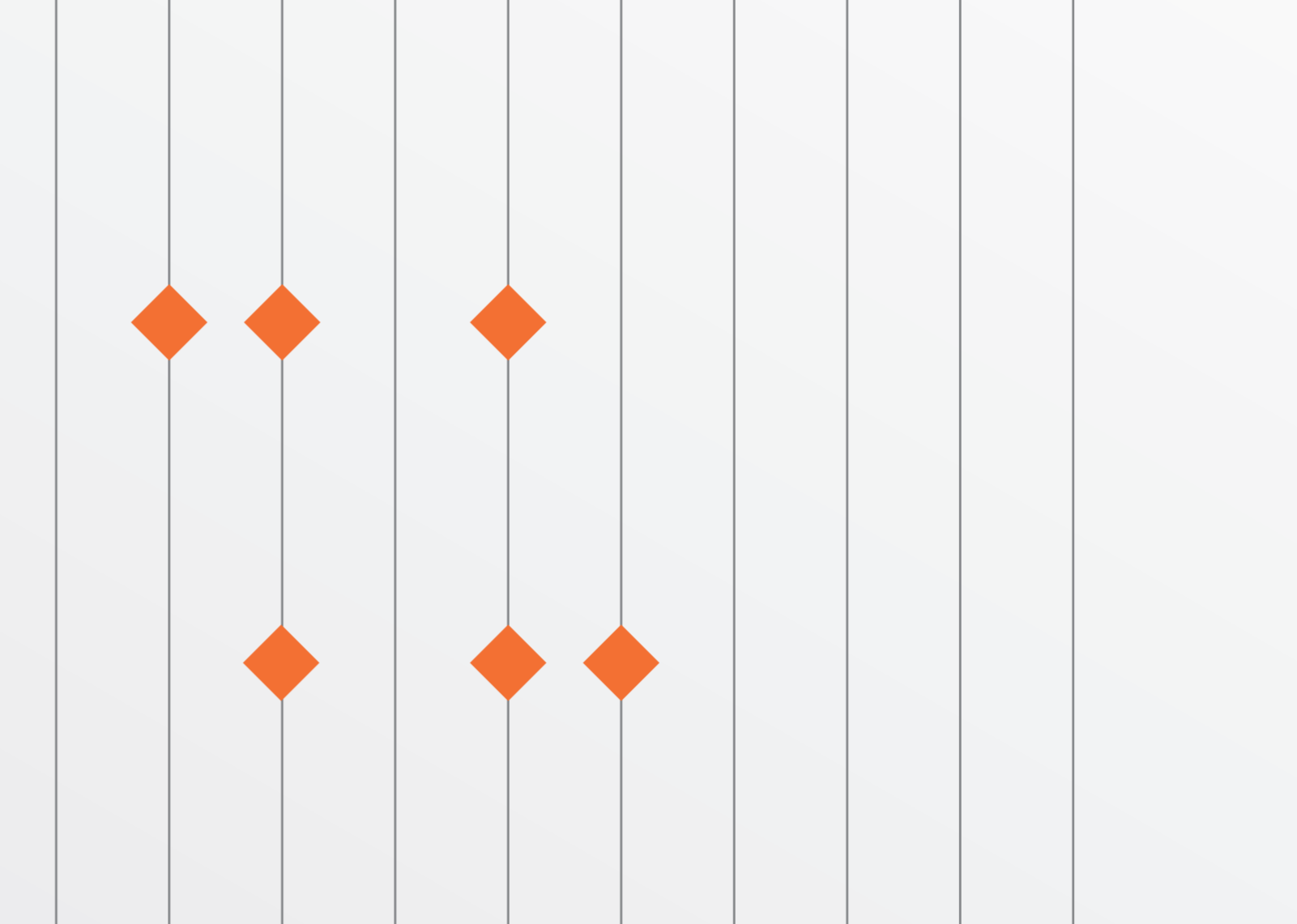
Empowered by technology, people play a more central and active role in the brand marketing

The promotional landscape became very cluttered due to economic crisis

## 10 Core Human Desires

explain the reasons we do most things. Starting from them we looked what emotional currency that a brand can deliver to its customers, in order to enrich their lives and to foster meaningful connections

The study covered 7 segments most often targeted by advertising. That's 59% of total Romanian urban population between 14-74 y.o



### Tech Trend Setters

Open minded people, passionate by technology and being 1st to adopt novelties

### Paparazzi Generation

Youth living in information sharing era.

### Millennial Men

Young men defining their role in society and drawing their future perspectives.

### Social Butterfly

Outgoing people, looking for socializing experiences and frequent visitors of clubs&bars.

### Yuppies

Young professionals, on the peak of their career development, with an active and busy lifestyle.

### Modern Moms

Moms trying to balance their family, social and professional lives.

### Bargain Hunters

Calculated women, relying on promotions to cover all family needs.

## TECH TREND SETTERS

67% get angry when not listened to



30% work to obtain a higher social status, rather than money



69% want to be noticed when they do something good



62% often influence people's behavior



72% impose their points of view during a discussion



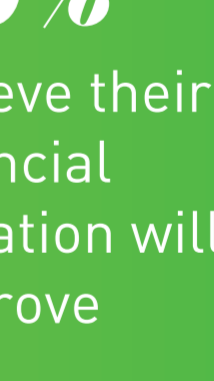
**desire to be taken seriously**  
Need their voices heard as authentic, genuine & worthy of attention

**What to offer them:**  
listening  
recognition  
praise & reward  
status symbols

79% want to be always up to date with news



61% Buy latest model of appliances



64% indulge themselves buying something special



**desire for more**  
Need to compensate for frustrations or other desires

**Can be obtained through:**  
Indulging pleasures  
Stimulations of the senses  
More & improved technology or materials property

49% get easily bored



79% want a better financial status



77% guide themselves after customs & traditions



75% admit being religious



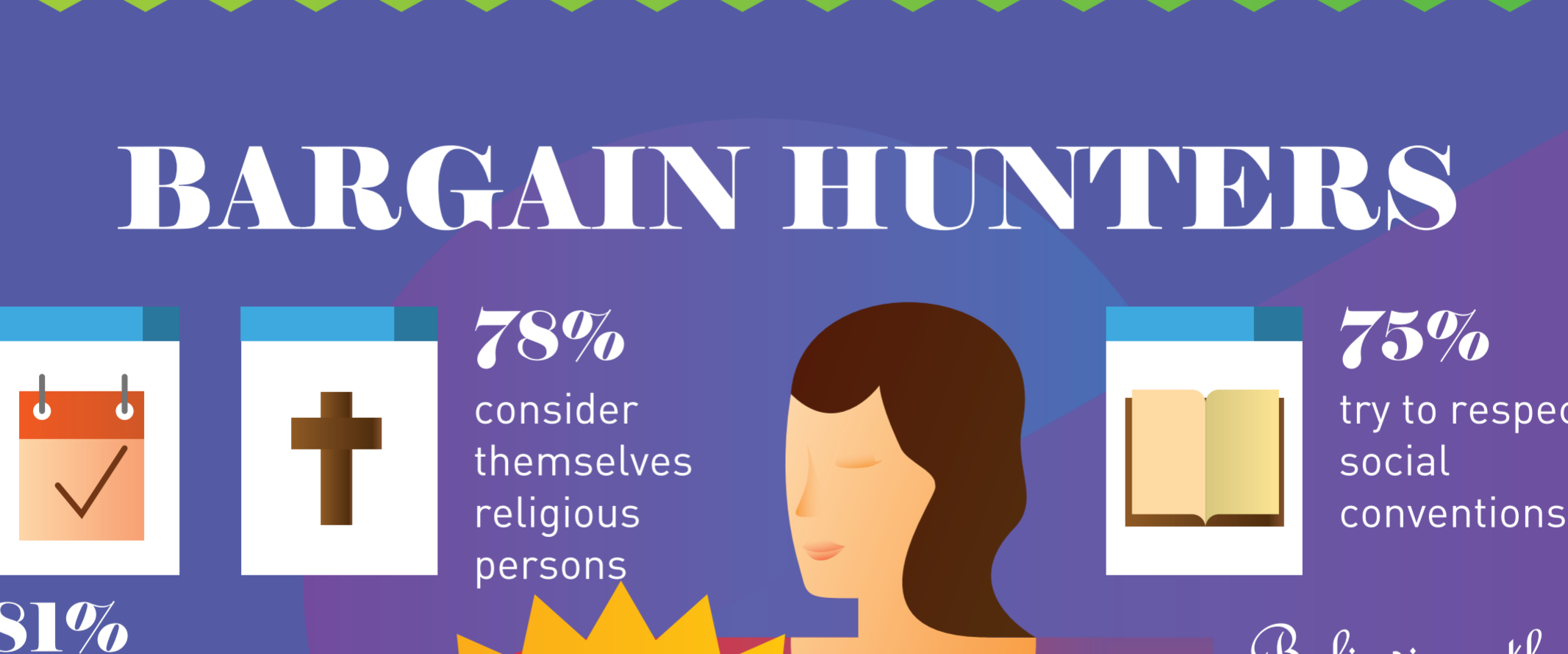
63% always look for a challenge



**something to believe in**  
Need a system that helps them understand and position themselves in the world.

**Believing they obtain:**  
Comfort, consolation & inspiration  
**Explanations**  
Desire to go forward

## YUPIPIES



70% miss no chance to do what they like



**something to happen**  
Uncertainty is the key, it keeps them going towards that something they want but also spices up their life.  
On one side they want comfort, stability, consistency BUT on the other side they long for adventure, things to be different.

60% act on impulse



76% always look for challenges



59% get bored even when doing something they like



63% want to have products before their friends



66% consider their welfare more important than others



53% work to obtain a higher social status



80% are willing to quit more to build a career

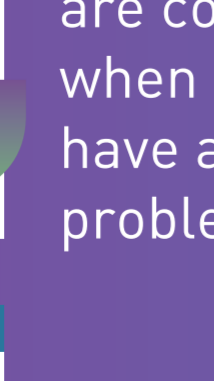


**desire for more**  
Means to increase and perfection their skills  
Material stuff that improves their life style  
Ways to prolong fun along friends or comfort & relaxation along family

87% read to keep up to date



75% respect customs & traditions



90% believe their financial situation will improve



54% believe life will get better



**something to believe in**  
They are working hard to have a satisfactory personal development.

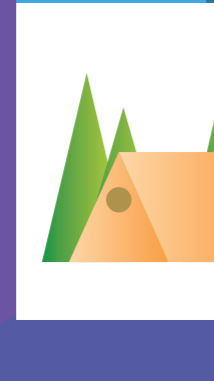
93% do things in their own way



**Having something to believe in brings them:**  
Energy & force to carry on  
Consolation, comfort & support  
Goal visualization  
Trajectory guidelines, smoother pathway

## BARGAIN HUNTERS

81% respect customs & traditions



78% consider themselves religious persons



75% try to respect social conventions



76% miss no chance to do what they want



55% are disposed to make sacrifices in order to build a career



63% impose their points of view during a discussion



67% make others accept their suggestions



53% often influence people's behavior



Control means to act by plan - If plan changes, they become anxious



**desire to control**  
Means to stick to the plan - mostly financial as this are most uncontrollable for them

1  
2  
3

What to offer them:

**Realism**  
**Credibility**  
**Organization**  
**Trusted info sources**

**Their planning efforts recognition**  
**Means to stick to the plan - mostly financial as this are most uncontrollable for them**

74% are consulted when other have a problem



**desire to connect**  
Their connection circle is limited to close ones as family, neighbors and probably colleagues. Friendships are bind with people that share same values - they are not attracted by diversity.  
At informational level, will look after subjects which are easily accepted by anyone (e.g. politics, VIP gossips) and not after those that need to be followed.

75% like to have guests



**Connections are facilitated by:**  
Family & home appreciation  
Proximity  
Traditions  
Following role models

73% consider best fun is in family



55% consider coffee a pleasure of life



73% consider that people should be happy with what they have



73% consider best fun is in family



71% consider holidays a good moment to spent family time



**desire to belong**  
Affiliation to a homogeneous group gives them solid benchmarks

**Support**  
**Belonging pride**  
**Harmony**  
**Safety**  
**Understanding**