

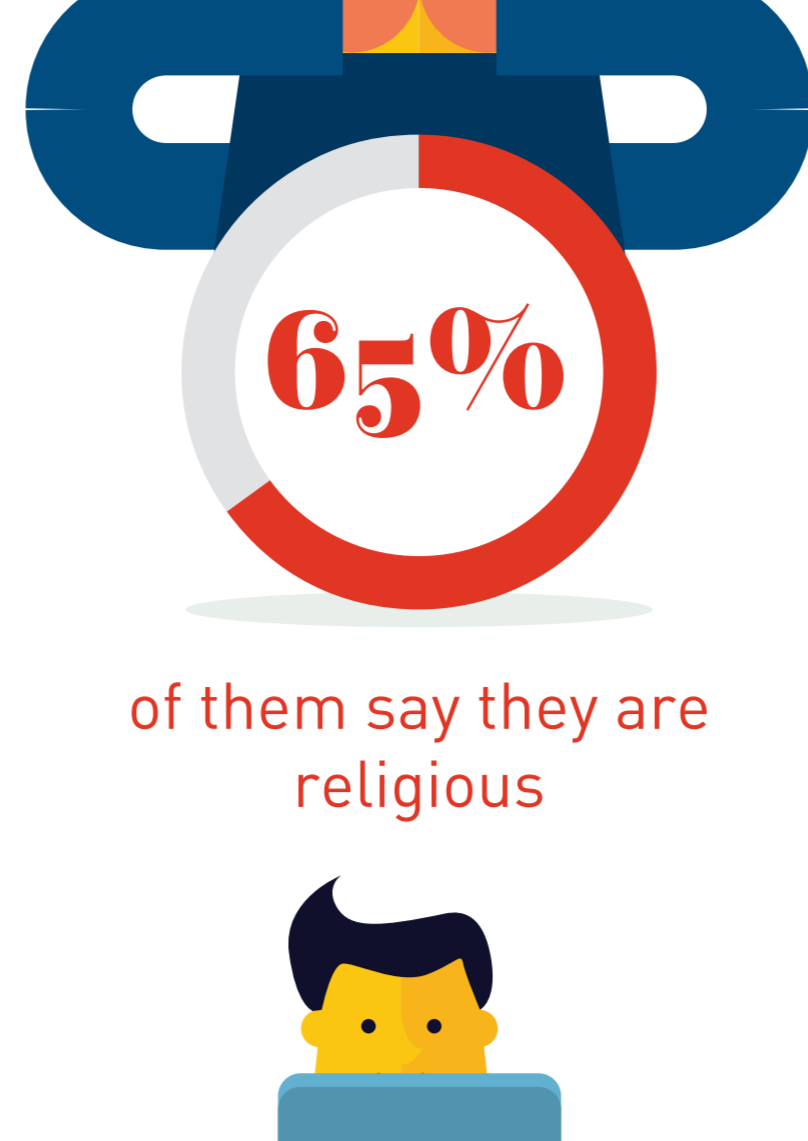
CONTEMPORARY EASTER TRADITIONS

online users, 18+, living in cities with more than 100.000 residents

Traditions As Social Connector



admit they pay respect to customs and traditions

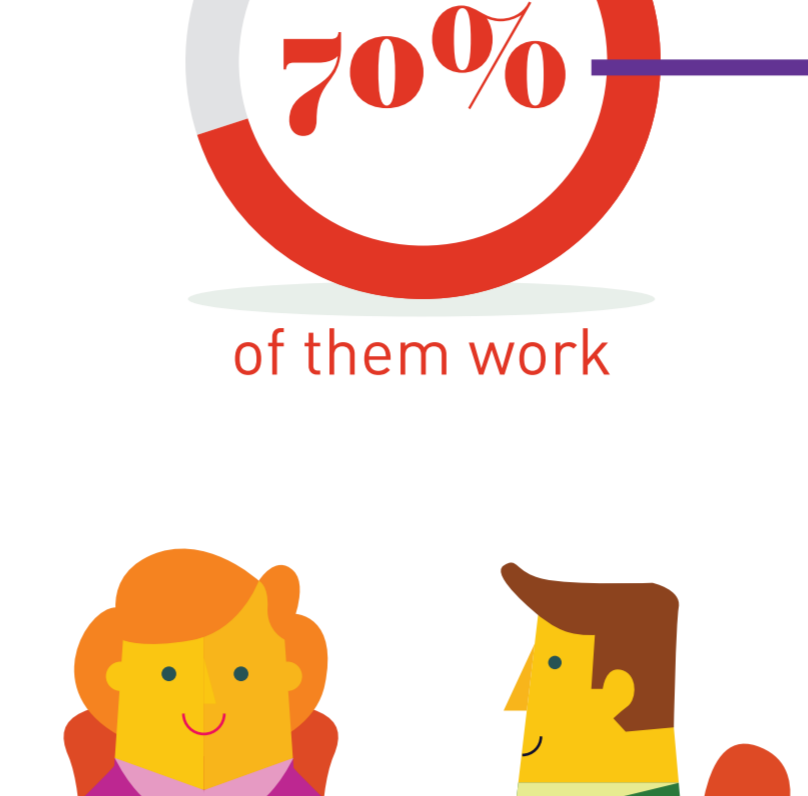


of them say they are religious



of them go to church at least monthly

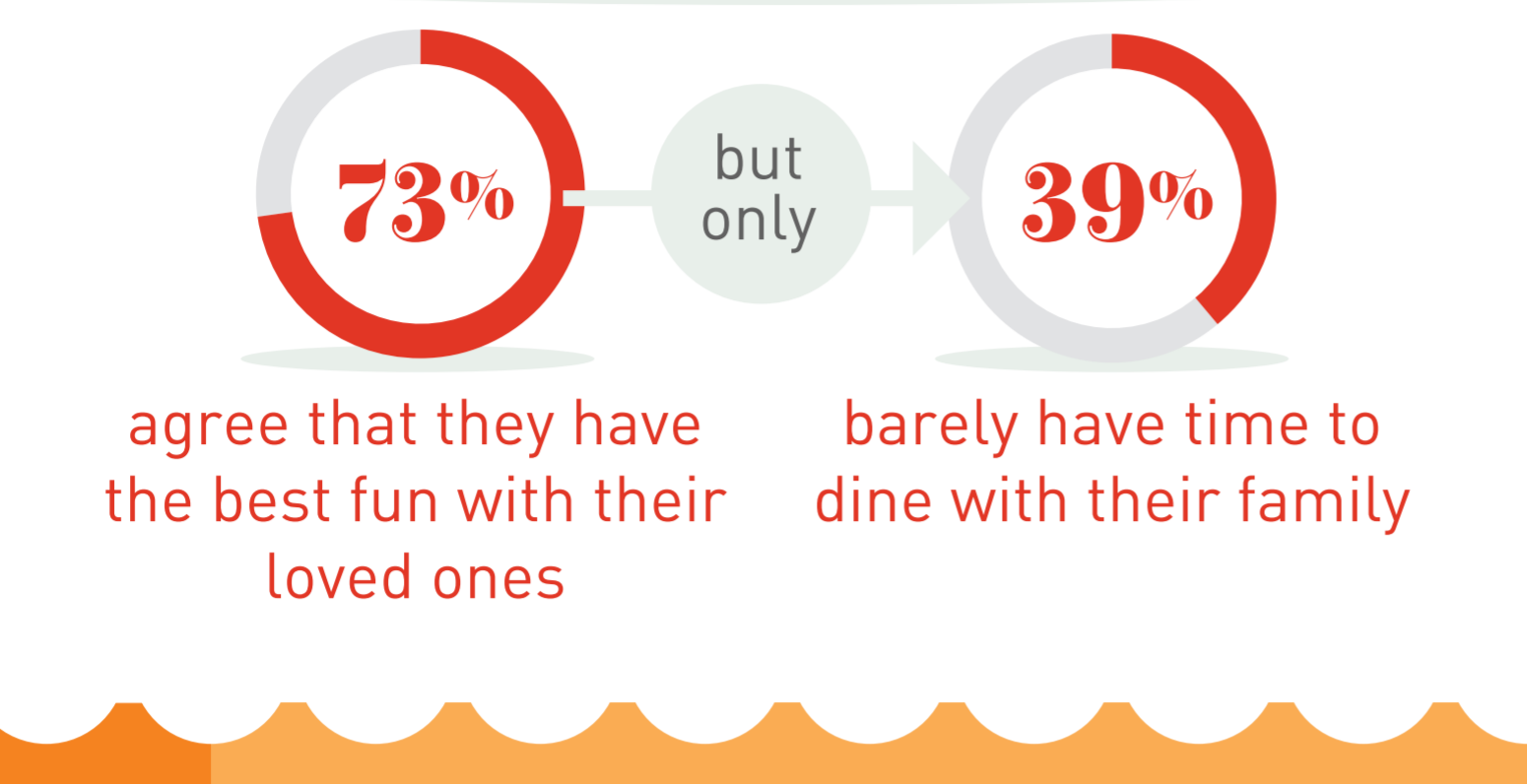
However, their daily free time is limited. Having a good position, building a career and improving their social status seem to be top priorities right now.



of them work



of them spend 8h/ day or more at the office



agree that they have the best fun with their loved ones

barely have time to dine with their family

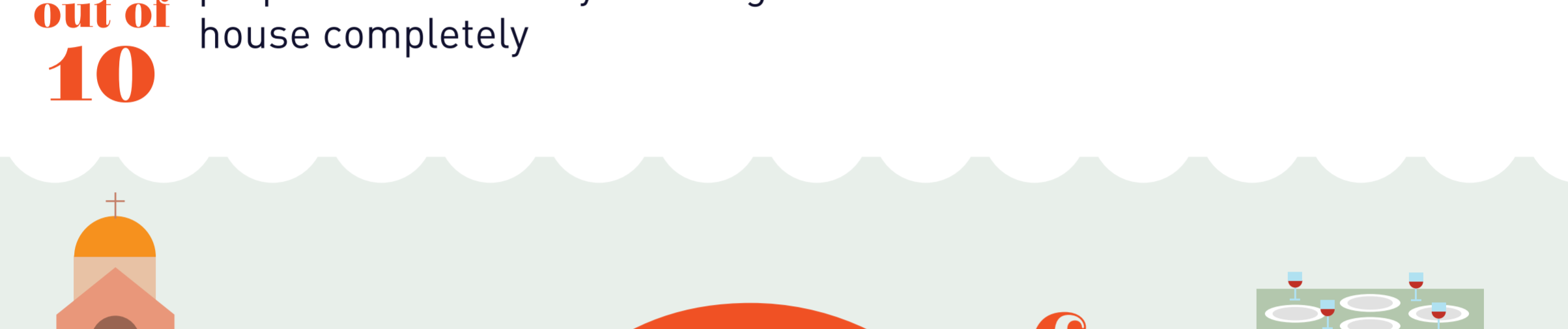
They treasure traditions, but their busy lifestyle is forcing them to readapt their relationship with them, especially when it comes to day by day life. Important religious celebrations represent good opportunities to come together as a family and (re)unite through traditions.

Easter is still very much about traditions



3 out of 10 are following traditions step by step when it comes to Easter

6 out of 10 believe Easter time is mainly family time with a tendency towards traditional, because they still maintain the habit of eating with all the extended family or visiting the godfathers



6 out of 10 prepare for Easter by cleaning the house completely

It's an important religious holiday for which I prepare following all the traditions

29%



61% I get to spend more time with my family, either staying at home, either gathering at my parents' home or visiting our godfathers

10% A few days off, which I can use to travel, go to city breaks

Yes, I clean the home, but not more than usual

27%

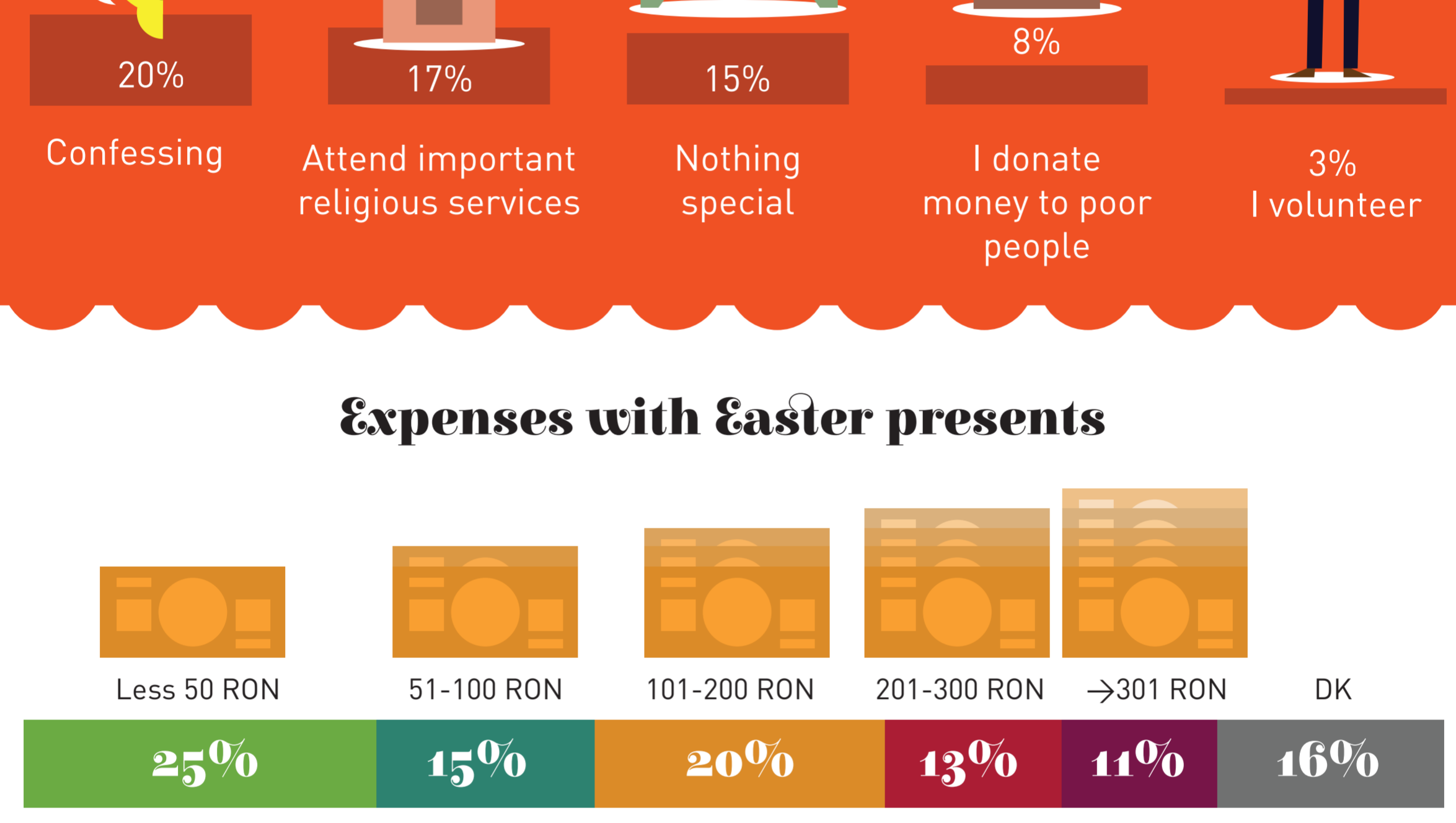


63% Yes, I totally clean the house (e.g.: clean the carpets, clean the windows etc.)

I maintain it clean all the time **10%**

10%

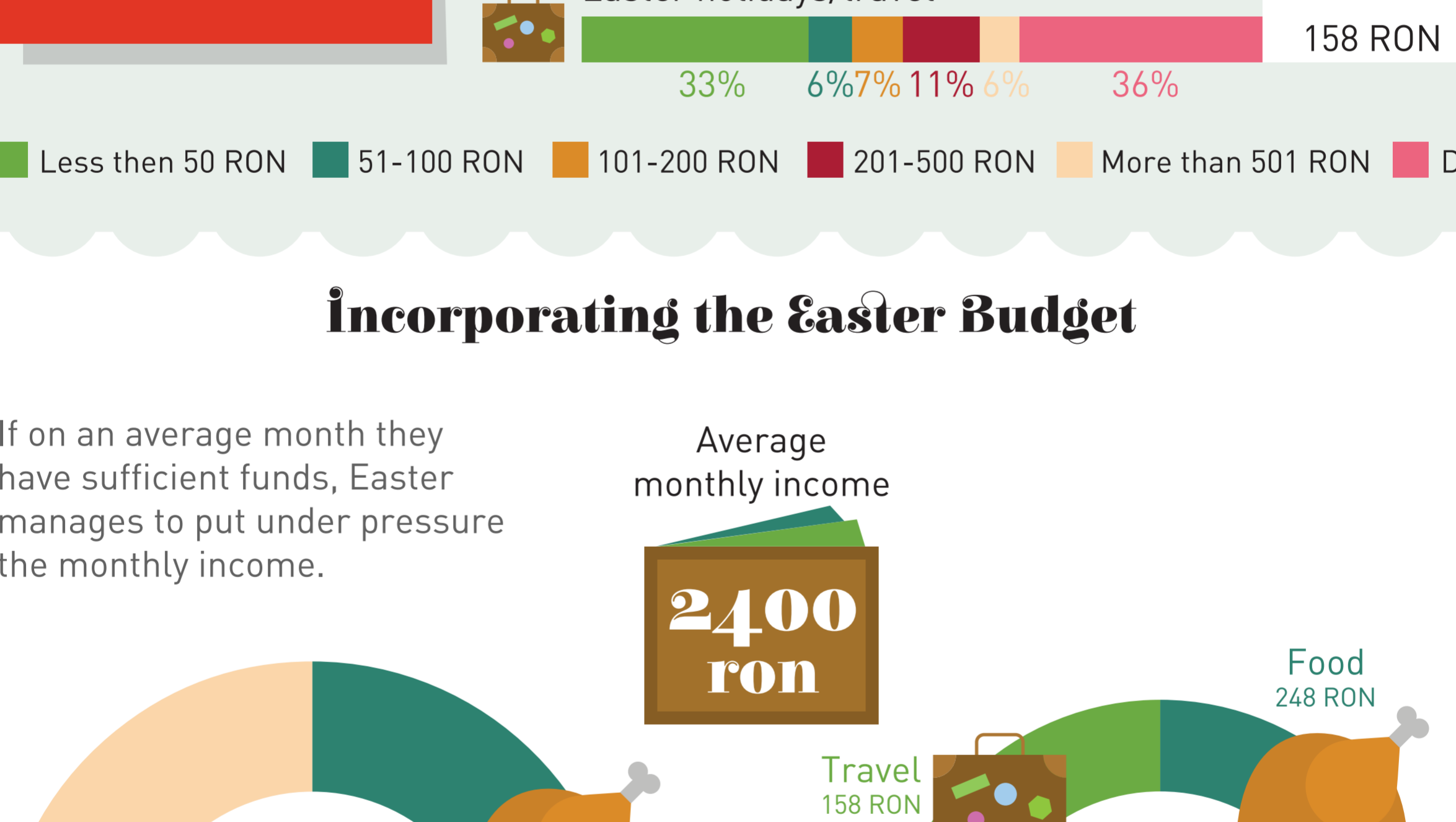
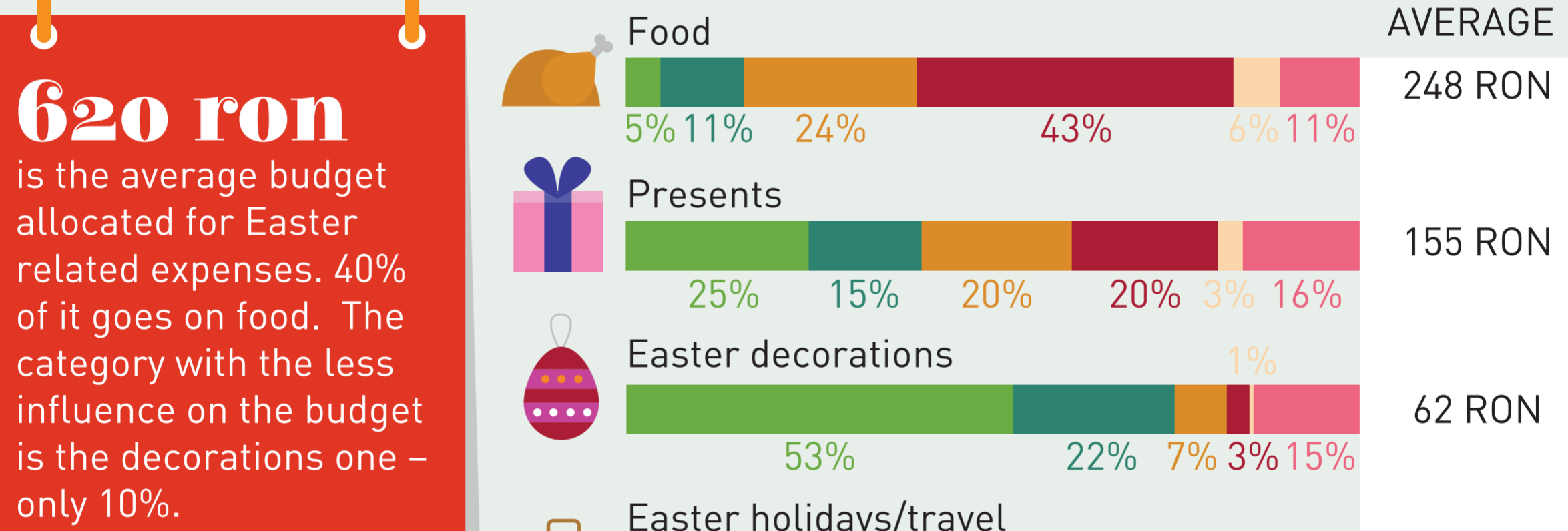
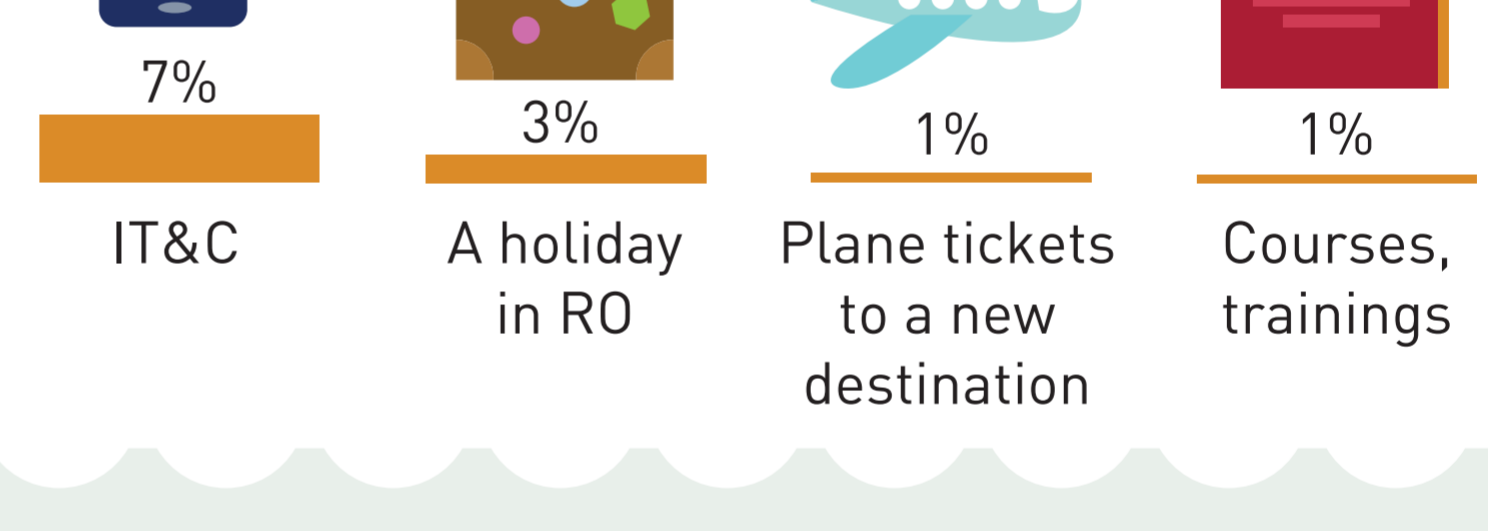
Easter related Activities



Expenses with Easter presents



Traditional presents, like new clothes, cosmetic products or books are the most beloved Easter presents. At the opposite end are high value presents (IT&C products, holidays etc.).



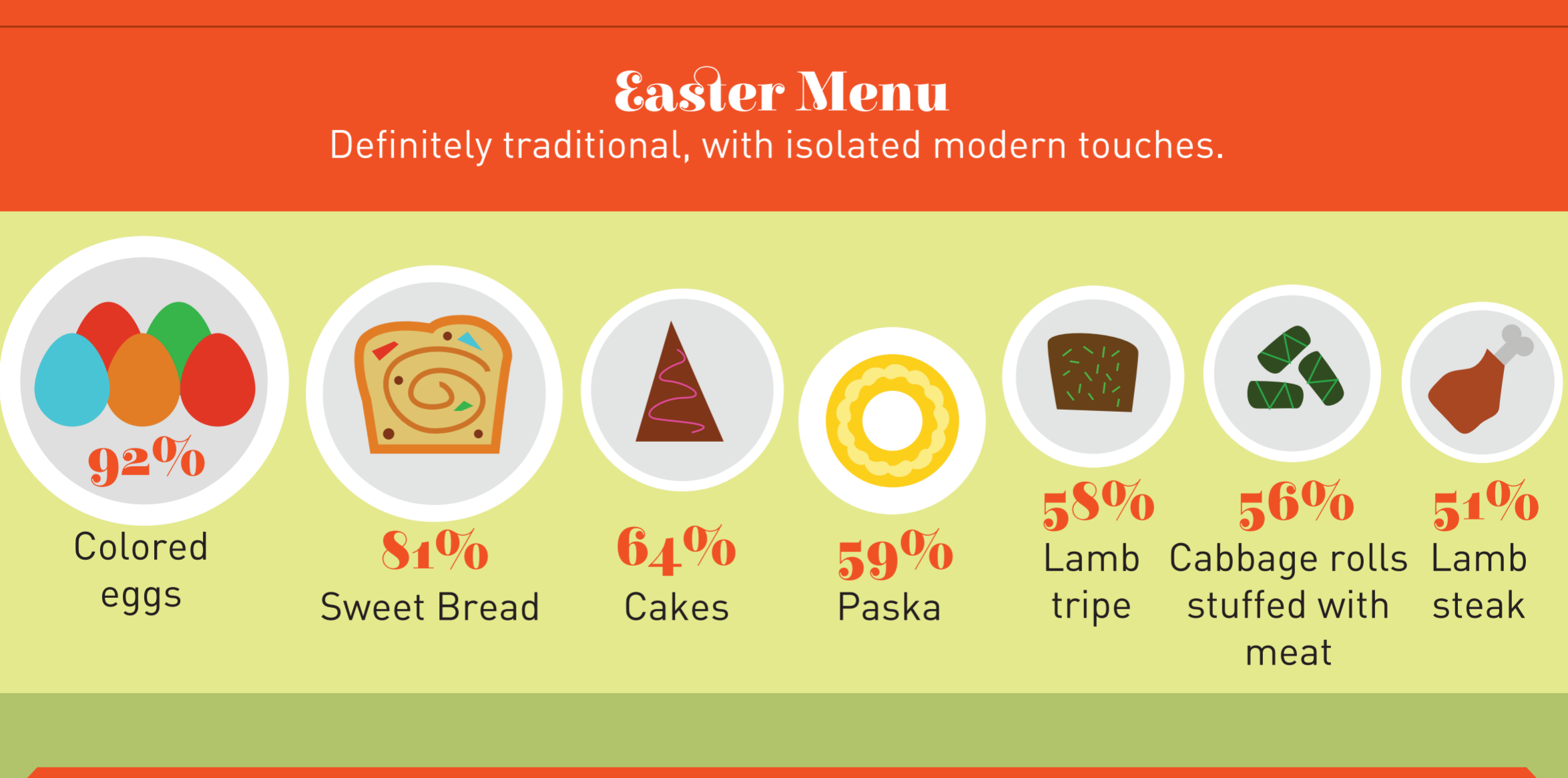
Incorporating the Easter Budget



Easter food is mostly traditional

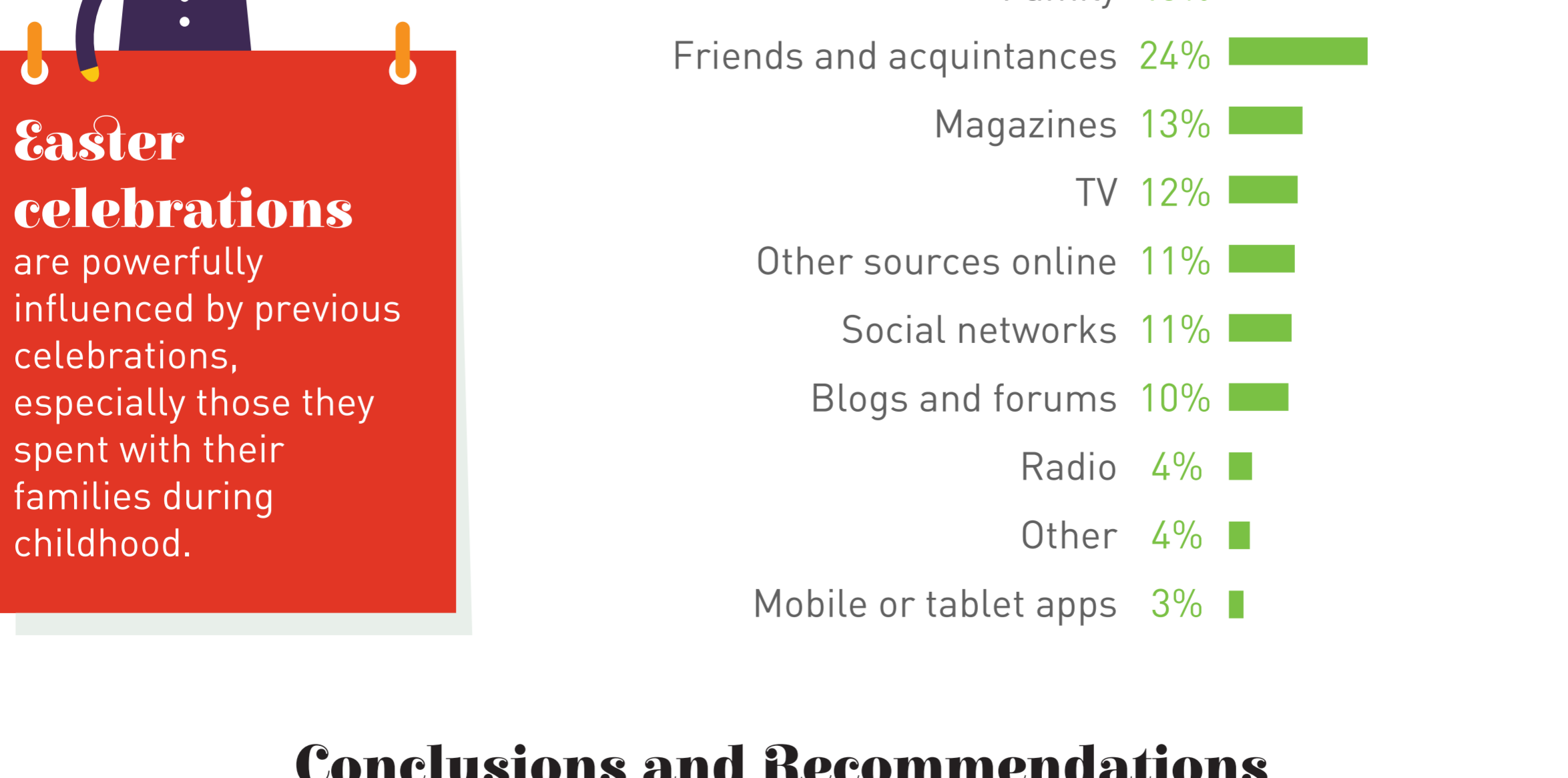


Who cooks



Easter Menu

Definitely traditional, with isolated modern touches.



Easter celebrations are powerfully influenced by previous celebrations, especially those they spent with their families during childhood.



Conclusions and Recommendations

Traditions continue to play an important role even in the life of contemporary Romanians. It is the traditions that they learned as children that they treasure most and which they try to (re)live during important religious celebrations. Brands could embrace this return to childhood sentiment of joy or the importance of passing by traditions as a connection between generations.

Easter is also about preparations, like complete house cleaning or cooking. Help them finalize more quickly this household chores, so that they could enjoy more the actual celebration.

Celebrating Easter is also putting pressure on their budget, pushing the average HH income to its limits. Differentiate within highly cluttered Easter promotional landscape by giving them emotional extra reasons to buy.

Facilitate traditions exchange across regions & generations. For example: organize the traditional Easter egg hunt original from Transilvania also in other regions, as a perfect time to involve children in Easter celebration; enable them to connect with their far away relatives on Easter day