Starcom SMG

DATA INTELLIGENCE

HUMANGRAPHEXPERIENCE

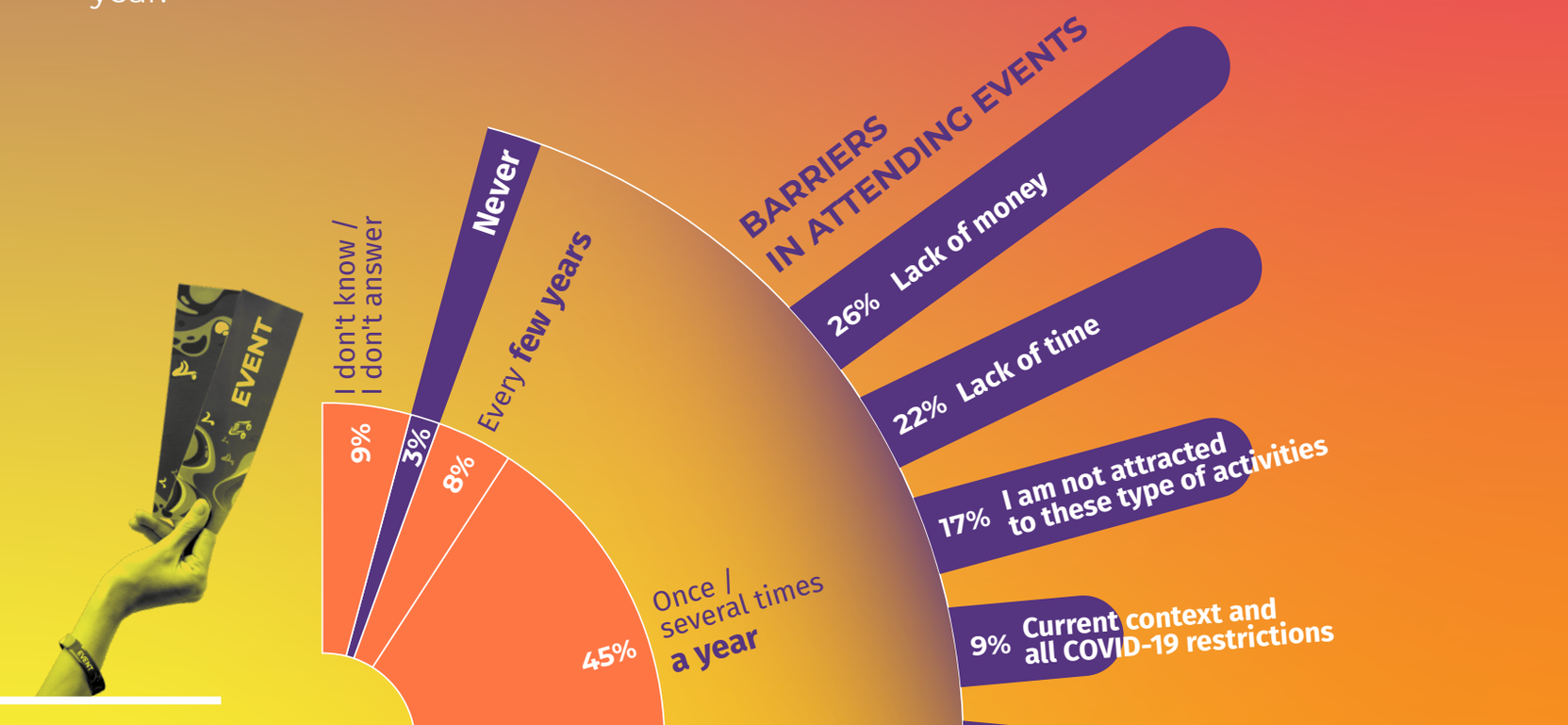
EVENTS BEHAVIOR IN 2022

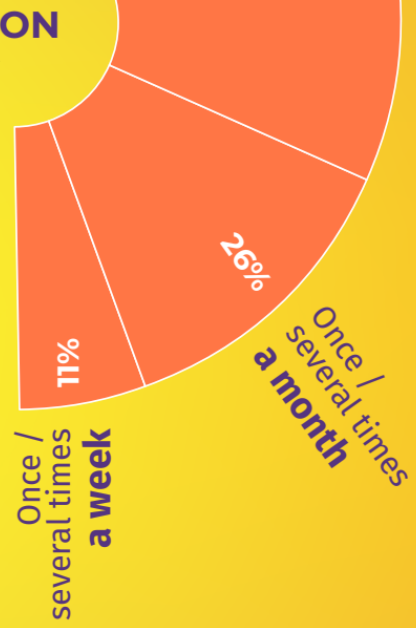
Romanians Participation at Events

Most Romanians from urban areas attend events once or several times per year.

Young generations (18-34 y.o.) are the ones that attend events more frequently, on a monthly basis.

Lack of money and time are the main barriers when it comes to events participation among Romanians from urban areas.



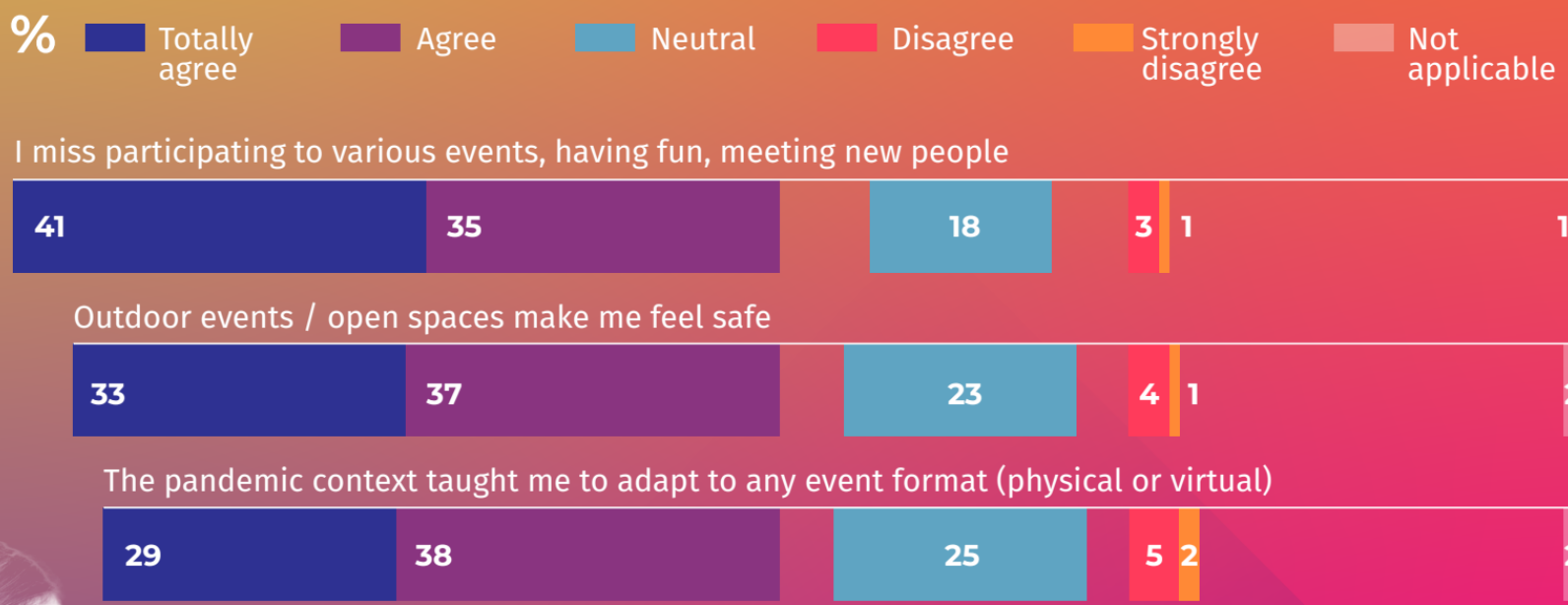


Events Perception in Pandemic Context

8 out of 10 internet users from urban areas miss attending events in order to have fun, meet new friends, especially Gen Z.

However people still have some restrains, that's why they feel safer attending outdoor events.

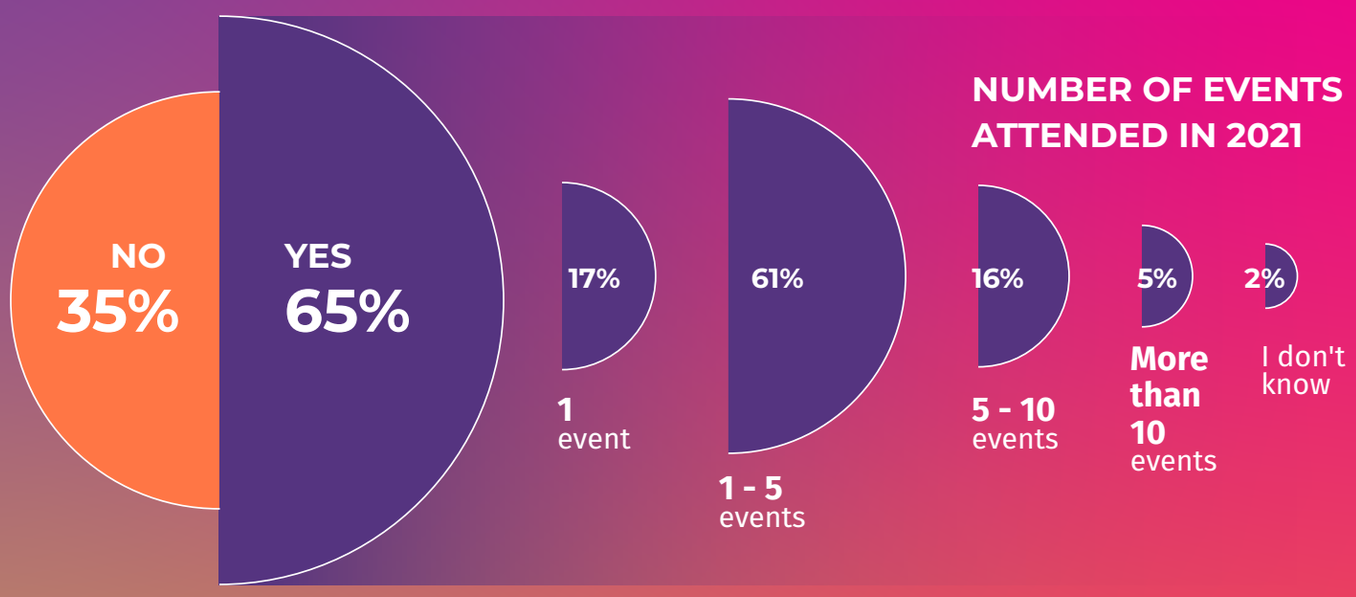
No matter their life stage, during pandemic period more than half of internet users learned to adapt to different types of event formats.



Events Participation in 2021

Even with the pandemic context, more than 6 out of 10 urban internet users have attended events in 2021, in greater extent younger generations (18-34 y.o.).

On average urban internet users participated to approximately 3 events in 2021.



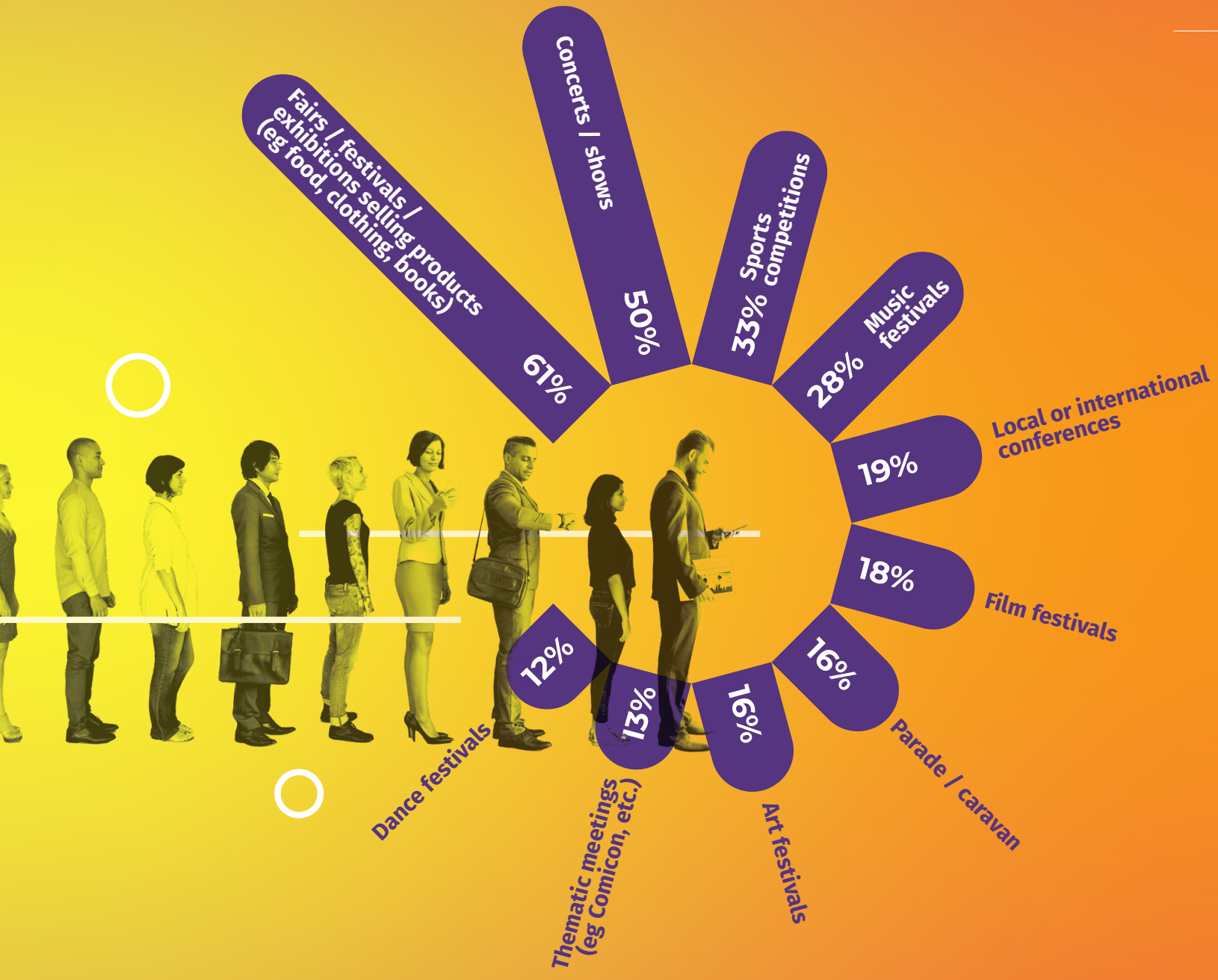
Types of Events Attended in 2021

Half of urban internet users attended concerts/shows in 2021, especially people with age between 35 and 44 y.o..

Most popular type of events in 2021 were the fairs/festivals/exhibitions with selling products (eg. Food, clothing, books), especially among more mature

Millennials (25-34 y.o.) preferred in 2021 film and art festivals, while Gen Z (18-24 y.o.) were in greater extent present to music festivals than the other age age segments (45+ y.o.).

segments.



Events' Impact on Romanians' Emotions

Events were missed during pandemic period, due to all restrictions, that's why half of urban internet users were excited while attending events in 2021, especially 25-34 y.o. age segment.

There were a few that felt insecure, but didn't stop them to enjoy their free time during these events (in greater extent mature segments 45+).

I felt really good. I can't wait to attend face-to-face events again
45%

I felt ok, just like before the pandemic
38%

I felt insecure, but I wanted to do something else in my free time
15%

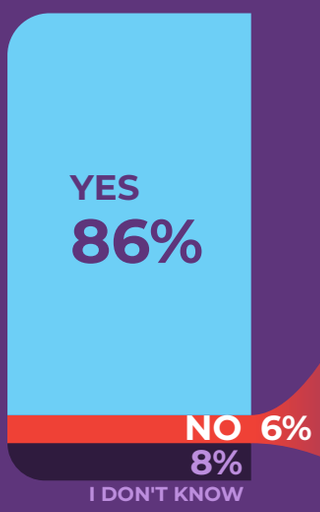
I felt uncomfortable, I would not repeat the experience for a while
1%

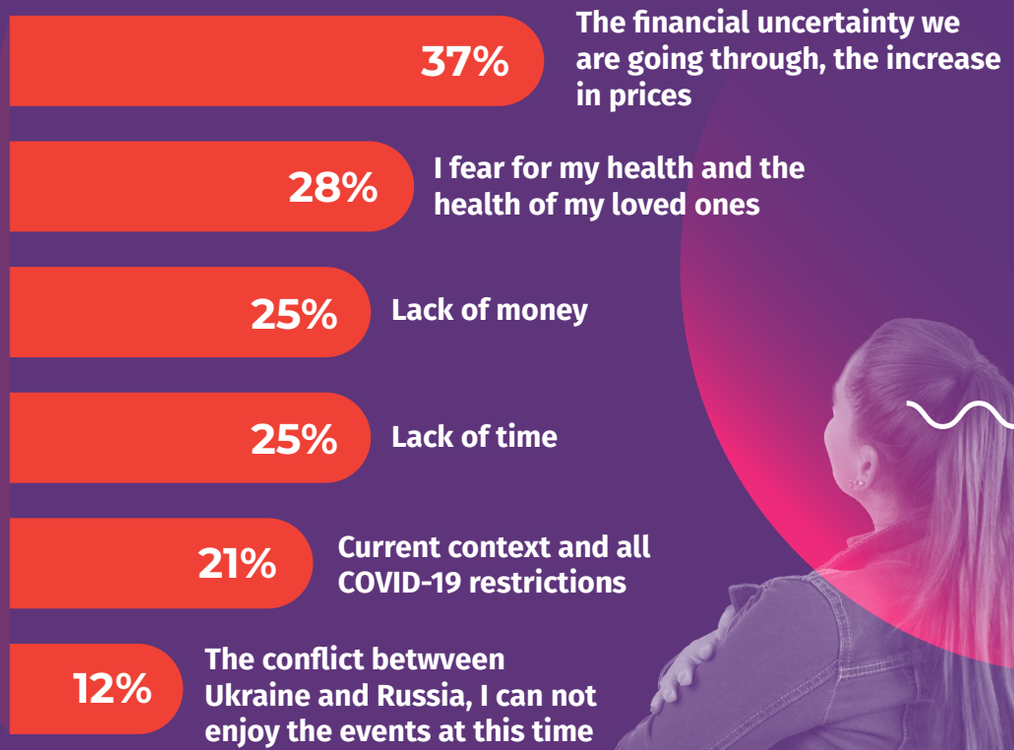
I don't know / I don't answer
1%

Planned Events in 2022

9 out of 10 urban internet users plan to attend at least one event this year, most eager are the 25-34 y.o. age segment.

The financial uncertainty/price increases, is the main barrier for those 14% that don't have event plans for this year.





Events Behavior in 2022

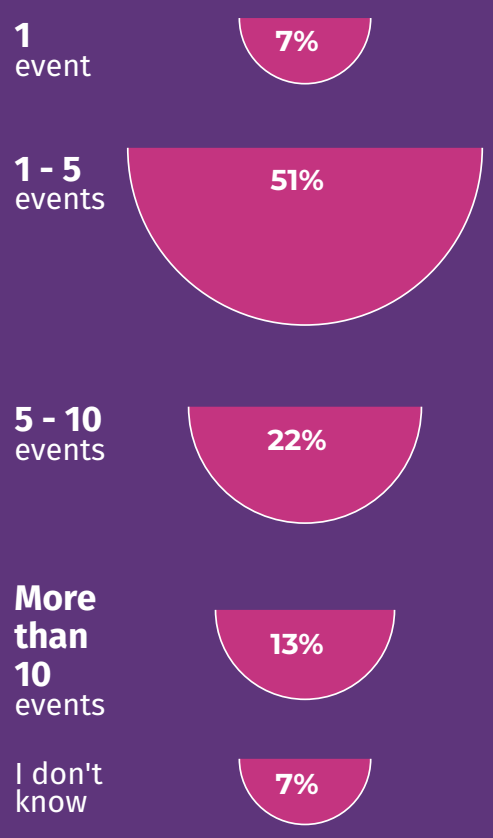
Urban internet users plan to attend to more events than last year, on average about 5 events. We observed an increase interest even among more mature segments (45-54 y.o.).

Concerts/shows, fairs and music festivals are main type of events planned for 2022. Music festivals remain the youngest generation (18-24 y.o.) favorite type of event.

Christmas, fashion and food obtained the highest attending intention among types of fairs/exhibitions.

In terms of music festivals, most expected are Untold and Neversea.

NUMBER OF EVENTS PLANNED IN 2022

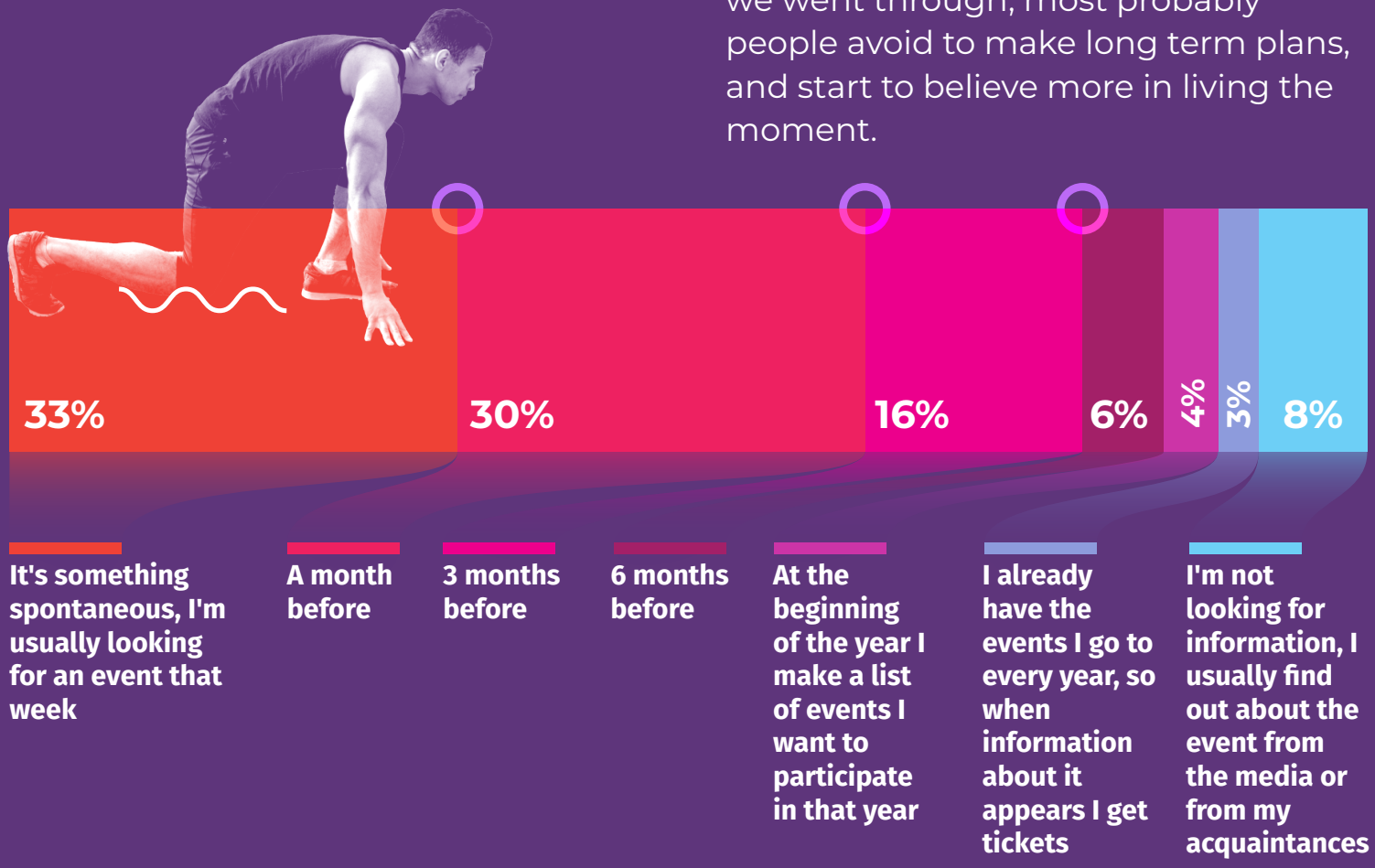


TYPE OF EVENTS PLANNED IN 2022

For 6 out of 10 urban internet users

Start Point for Planning Events

attending to an event is more like a spontaneous plan, made in the same week with the event or planned at most a month ahead. Especially taking into consideration the special context we went through, most probably people avoid to make long term plans, and start to believe more in living the moment.

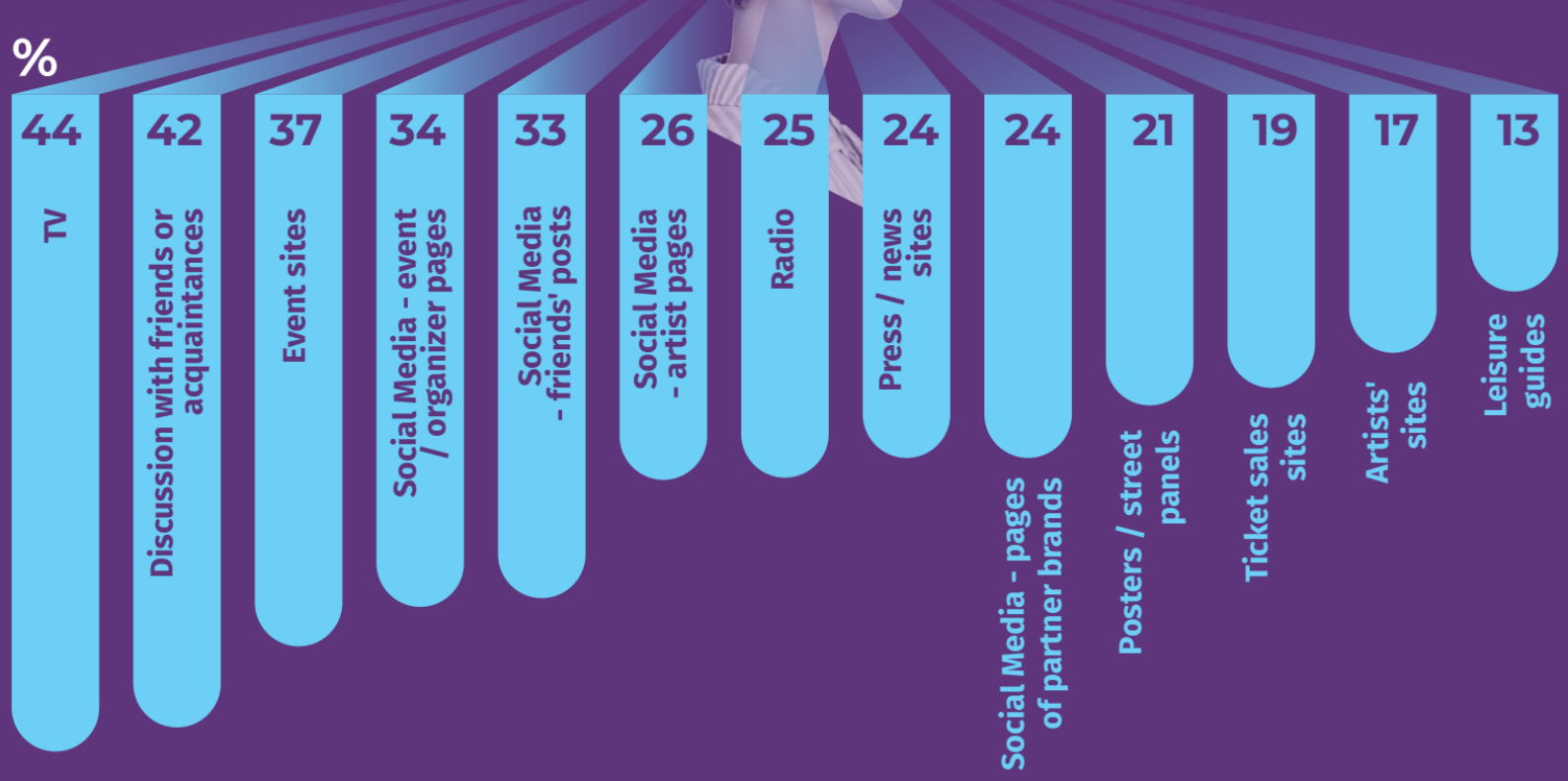


Main Sources of Information about Events

TV and discussions with friends/acquaintances are the main sources of information when finding out about events. Followed by events websites, social media event page and social media – friends' posts.

While for mature segments (45+) the main source of information is the TV, for Gen Z and Millennials are in greater extent their friends' social media posts and their favorite artists social media accounts.

Events announced on radio and posters/street panels are in greater extent noticed by the 35-44 y.o. age segment.



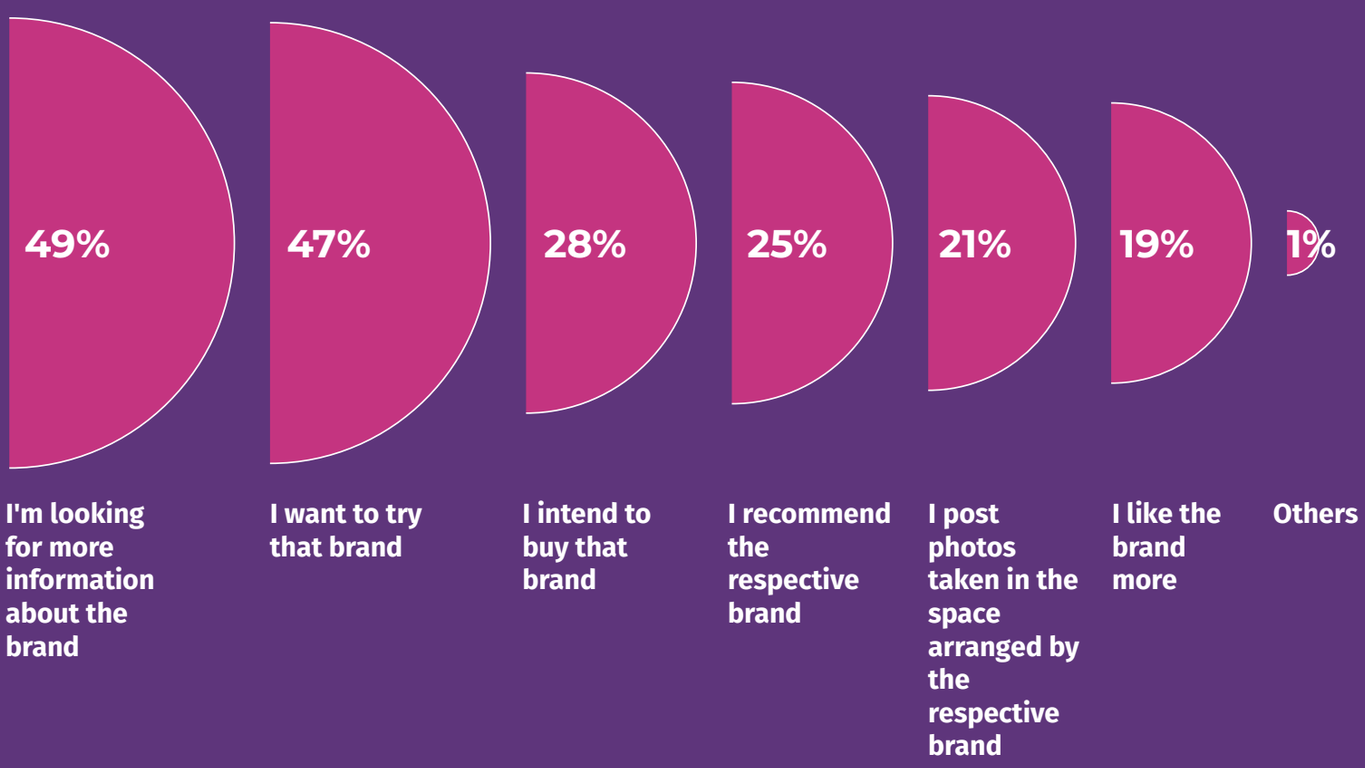
Most Waited Festival Experiences in 2022

6 out of 10 urban internet users expect to relax and live the moment during the festivals planned for this year

While Gen Z (18-24 y.o.) can't wait to have fun, make new friends and participate to brands activities during festivals, Millennials hope to find the most instagramable places and interact with the influencers/celebrities they admire.

The more mature segments are in to relax and be culinary pampered.

Main Actions after Seeing a Brand Involved in a Event/Cultural Activity

Brands involvement in events/cultural activities build best on arousing curiosity and consideration, especially among the more mature segments (45+ y.o.).

For Gen Z (18-24 y.o.) is more about show off, by posting photos with the brand, while for age segments between 25 and 44 y.o., this kind of brand activity builds on loyalty (through recommendation and brand love).