HUMANGRAPHEXPERIENCE

presents

Christmas & New Year's Eve

ROMANIAN CUSTOMS & TRADITIONS

Romanians like traditions, even if they add a bit of modernism to them.

They stay up to date with the 'new ways' of celebrating but in the end will win the customs with which they were raised.

Christmas stands for a lot of preparation which requires thorough organization but it is also a good moment for family gatherings and rejoicing life.

74%

pay respect to customs and traditions

67%

are religious persons

73%

like to enjoy life

71%

respect conventions

67%

agree that the best way is the known

69%

have the best fun in the family

52%

are practical, organize the others

way

Christmas is coming!

1 person gives in average presents to 4-5 other persons.

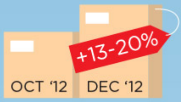
Buying presents is an activity that starts taking form from October and peaks in December.

Judging by the search volume, women are more involved in researching and finding a present for their partners.

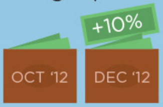
Online Shopping for Presents

Buying gifts determines an e-commerce activity increase in December vs. October.

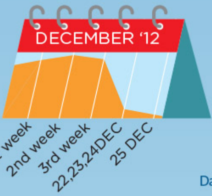
Sales volume



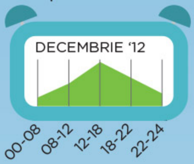
Average spending



E-commerce distribution

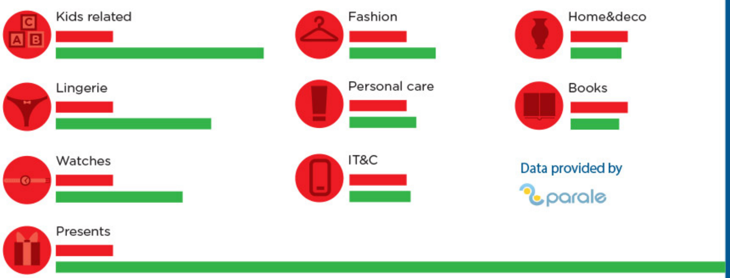


E-commerce per hour



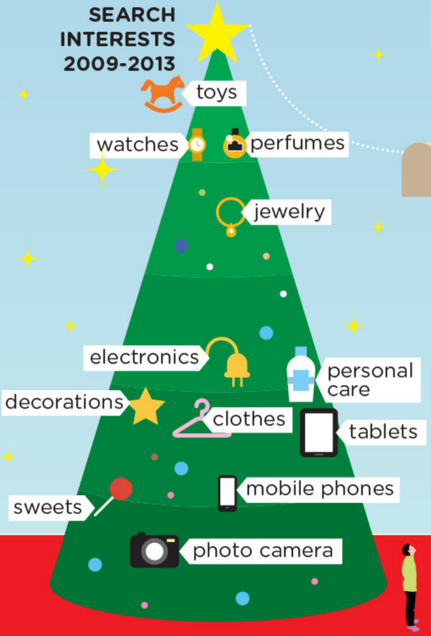
Data provided by parale

Sales Increase Dec 🟩 vs. Oct '12 🟥



Data provided by parale

SEARCH INTERESTS 2009-2013



First in the row of priorities are the presents for kids, but romanians like to make presents from all price ranges.

HIGH INVESTMENT GIFTS WISH LIST

Electro/ Audio-video	31%
Car/Motorbike	20%
Self care app	20%
Heat/Cooling App	16%
Mobile Phones	15%
PC/PC tablet	12%
Wrist watch	12%
House	10%

Beauty Presents

49% shop from specialized stores that offer more than 2 brands.

21% shop from specialized stores with 1 brand.

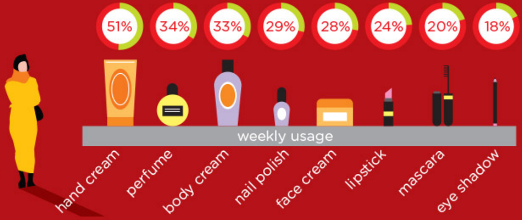
Preferred brands

- Adidas
- H&M
- Nike
- ZARA
- Kenvelo
- Puma
- House of Art

CLOTHES

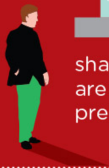
COSMETICS & PERFUMES

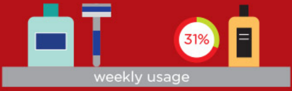
Most often used products that could also be a gift are:



Preferred brands for creams
- Nivea
- Dove
- Avon

Preferred brands for makeup
- Avon
- Oriflame





shaving sets are a suitable present

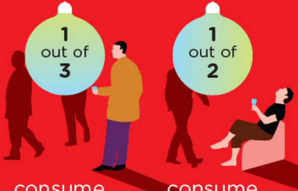
use perfume

Preferred brands:
- Gillette
- Adidas
- Avon Man
- Str8

Delighting Presents

SPIRITS & ALCOHOLIC DRINKS

Are more popular among Romanian men



consume whisky, liqueur or brandy

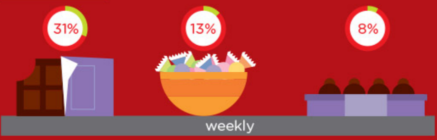
consume bottled wine or sparkling wine

Preferred brandy brands
- Alexandrion
- Unirea

Preferred sparkling wine
- Angelli

Preferred wisky brands
- Jack Daniel's
- J&B

SWEETS



Preferred chocolate
- Milka

Preferred chocolate bonbons
- Poiana Chokotoff
- Silvana

eat chocolate

eat bonbons

eat chocolate bonbons

Milka

Toffifee

M&M

COFFEE

70% drink coffee at home at least weekly.

34% drink also at work.

Preferred brand

Jacobs Kronung

Trendy Presents

For those that don't benefit of a big budget for presents or those that like innovative surprises this type of presents opens a lot of possibilities.

229,000 google mentions

when searching hand made Christmas presents

162,000 google mentions

for hand made Christmas decorations.

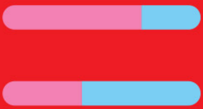
Interests Related Presents

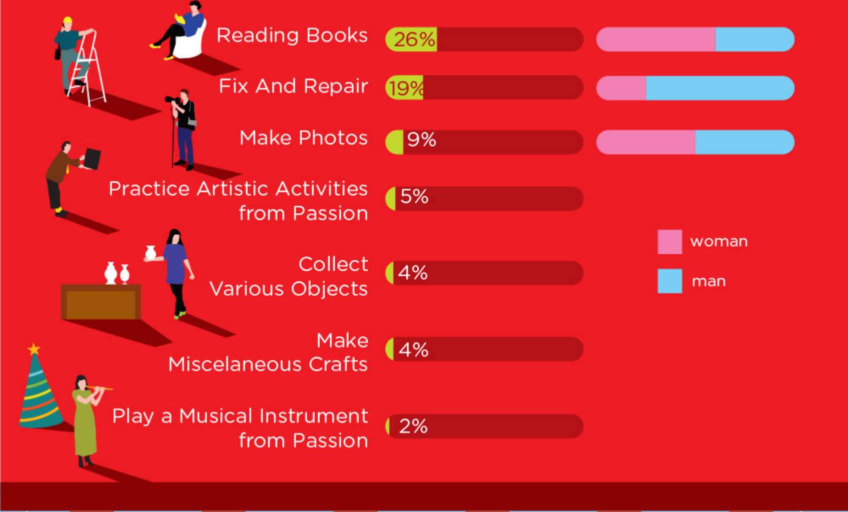
Sometimes most appreciated as they reflect how much the giver knows about the gift receiver.

21% visit gift fairs

29% prefer clothes & shoes fairs

	Weekly activities	Gender Comparison
Cook From Pleasure/Passion	49%	
Play Pc/ Wii / PlayStation /Mobile Phone	28%	

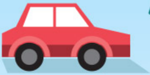




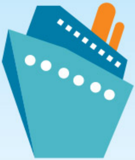
At New Year's Eve home more than Abroad

In Dec 2012 more Romanians celebrated New Year's Eve at home or with friends.

Most used transportation mean



Romanian interest for celebration News Year Eve on cruises increases.



Compared to Dec. 2011

-6%

Romanians left the country **=713.100**

*vs 2011

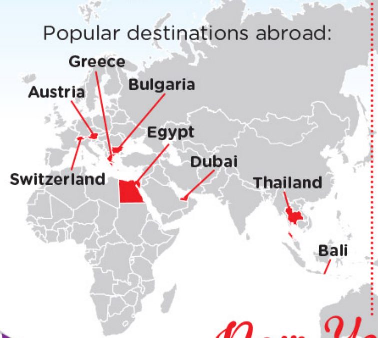
-3%

foreign tourists entered the country

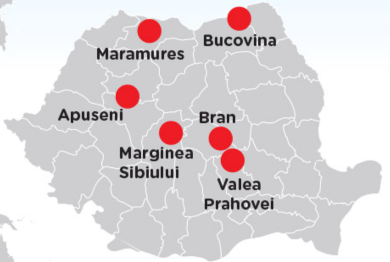
-3%

Romanians that booked a night in a hotel or pension in RO **=1.005.300**

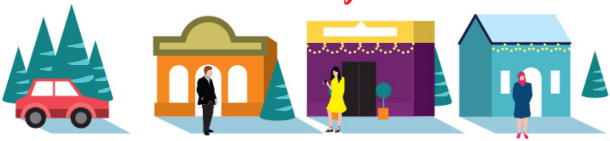
Popular destinations abroad:



Popular destinations in RO:



New Year's Eve Celebration Options



Trips

Can start from ~ **550 RON** in RO and increase up to **1500 EUR** for a luxury boat trip, or even to more thousands of EURO for exotic destinations

Restaurant Party

Can cost **~300-900 RON**, depending on the location. Selected menus and known entertainers/ celebrities raise the price.

Party in the club

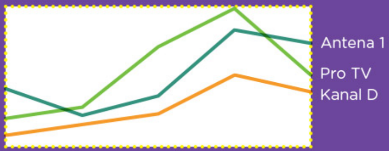
A bit more affordable and more used by youth: prices can start from zero and increase up to **~400 RON**.

Party at home

Reduced costs as participants know each other and split party organizing costs (food, drinks and some thematic decorations).

New Year's Eve in front Of TV

All main televisions attract more attention on New Year's Eve versus normal days in December.



New Year's Eve party time in front of the TV is short. After 24:00 o'clock viewership is highly decreasing.

Capturing Holidays Memories

44% own a compact camera

7% own a professional camera

23% own a video camera

41% use the mobile phone camera – also most used mobile phone collateral feature.

25% use it weekly

14% upload photos online

44% of those that have a FB account upload weekly a photo/ music/ movies.

Holiday Wishes Inspiration

Romanians look online for the inspiration necessary to write Christmas and New Year's Eve messages.

831,000 google mentions on Christmas messages

969,000 google mentions for New Year's Eve SMS

The trend shows a decrease of interest in the last years

Transmitting Holiday Whishes

Romanians like spreading the joy or best wishes especially around big celebrations like Christmas or New Year's Eve.

Mobile is clearly the most preferred mean of communication

55% urban people have at least 1 landline

RCS & RDS 28%

Romtelecom 17%

SMS & MMS

SMS

+24% SMS were sent **=13.873 mil.**

MMS

+41% MMS were sent **=14,9 mil**

Mobile Lines

+7% minutes spoken from mobile to mobile **=52.576 mil.**

+5% minutes spoken from mobile to fix lines **=2.283 mil.**

Fixed Lines

-17% minutes spoken from fix to fix lines **=2.933 mil.**

+4% minutes spoken from fix to mobile lines **=1.191 mil.**

Conclusions & Recommendations

Christmas is a time of Traditions and Family, while New Year's Eve is about Celebration and Friends.

Gifts that feel personal, authentic, and custom are increasingly important.

Harness consumer's interests and inspire personalized presents.

Replace the pressure of the 'perfect' gift with the emotions of sharing a moment.

Christmas is also about tradition, thoroughly preparations and precious time spent with the loved ones.

Use traditions as a contextual communication hook and encourage family traditions sharing.

Facilitate Christmas preparations, saving energy for celebration.

New Year's Eve blast impregnates within the pale of the entire new year.

Associate with good New Year memories by camera ready advices, celebration ideas and best good whishes choices.

Be the new New Year's Eve mistletoe.

Ask for details from consumer@ro.starcomworldwide.com