HUMANGRAPHEXPERIENCE

by **Starcom MediaVest Group**

presents

INFLUENCE ME

FOCUS ON ROMANIAN PUBLIC FIGURES

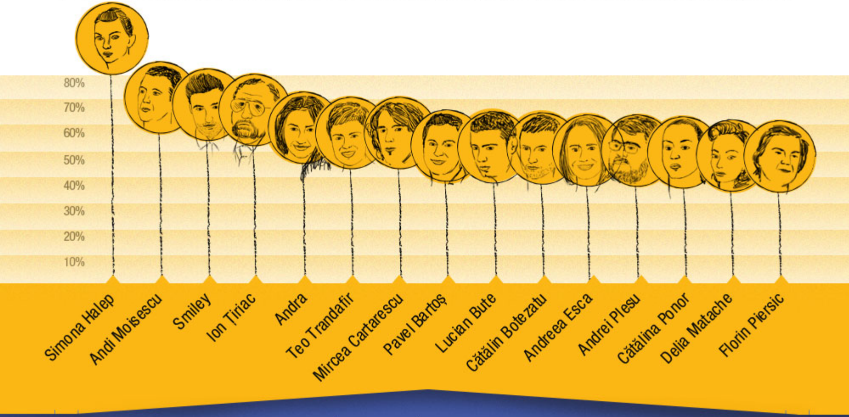
Actors, pop music artists, sportsmen, business people and TV/ radio presenters are preferred celebrities categories by majority of people, followed with interest in mass media.

54%	Actresses /Actors
50%	Pop Music Artists
45%	Sportsmen/ Sportswomen
40%	Business People
38%	TV/Radio Presenters

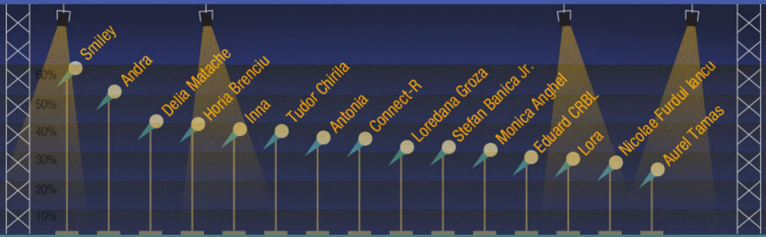
This persons are considered influential if they have:

60%	They have a vast experience in the area
57%	They personally tested the product/brand
53%	I can easily understand what I want to know
53%	They offer up-to-date information

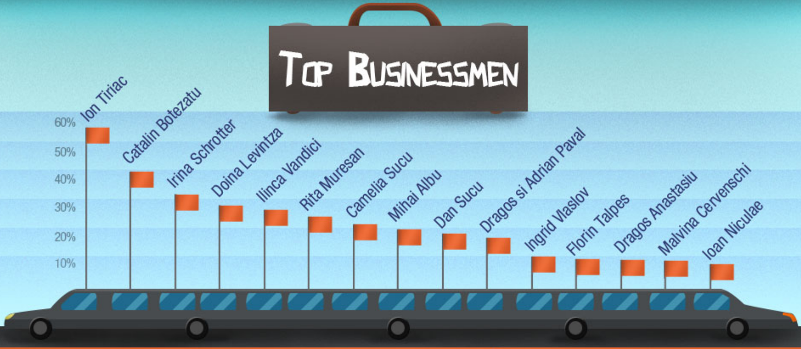
ROMANIAN PREFERRED PUBLIC PERSONS



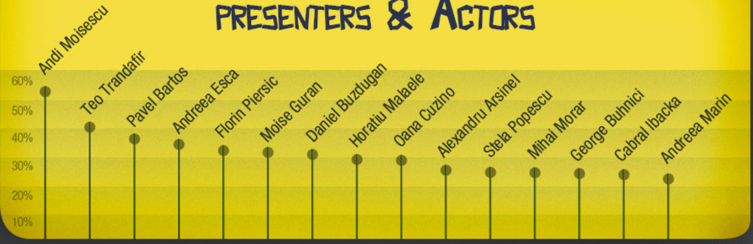
TOP SINGERS



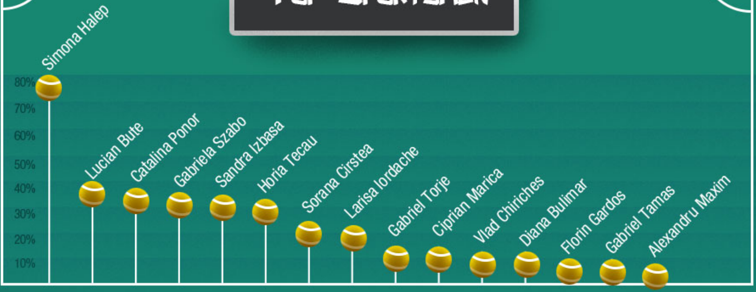
TOP BUSINESSMEN



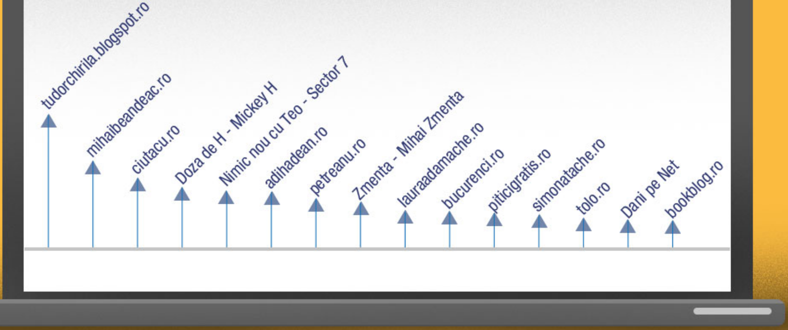
Top TV/ Radio Presenters & Actors

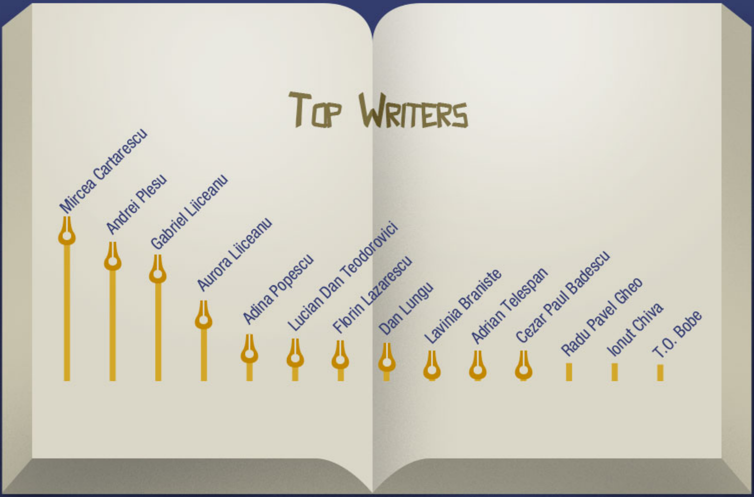


Top Sportsmen



Top V/Bloggers





TELECOM/ MOBILE PHONE OPERATORS

TV/radio presenters, pop music artists, vloggers and friends that already use the services are the most influential information sources when it comes to Telecom services.

29%

TV/Radio Presenters

28%

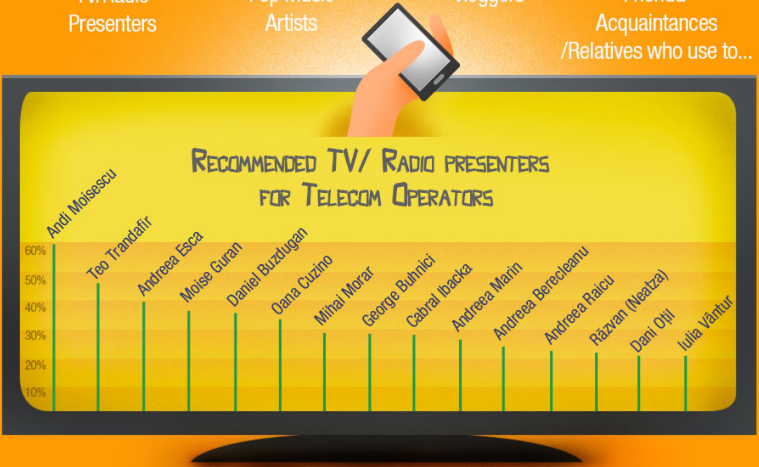
Pop Music Artists

25%

Vloggers

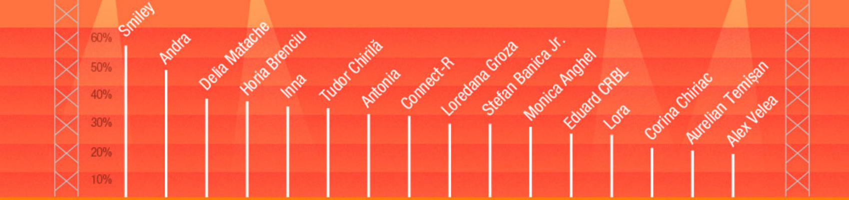
25%

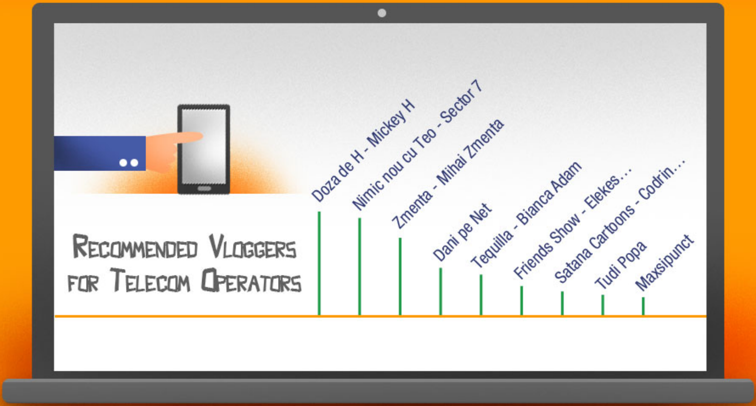
Friends/ Acquaintances /Relatives who use to...



RECOMMENDED TV/ RADIO PRESENTERS FOR TELECOM OPERATORS

RECOMMENDED POP SINGERS FOR TELECOM OPERATORS





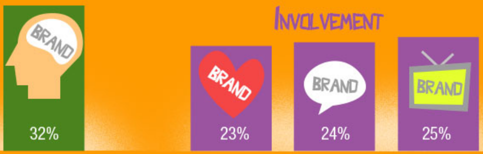
RECOMMENDED VLOGGERS FOR TELECOM OPERATORS

CELEBRITY INFLUENCE OVER THE P2P FOR TELECOM SERVICES

Celebrities are great for raising awareness when it comes to Telecom services. By increasing the awareness people will talk more about advertising, consider a new brand/ service instead of another and subsequently even buy it or recommended it to others.

AWARNESS

INVOLVEMENT



32%	23%	24%	25%
remember the brand	love the brand	talk about the brand	talk about the advertising

CONSIDERATIONS

TRIAL

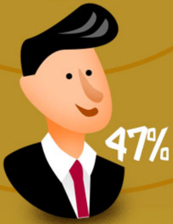
PURCHASE

ADVOCACY

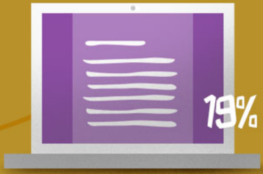
23%	22%	24%	22%	22%	23%	23%
learn more about the brand	better understand the benefits of a product/service	consider a new brand as opposed to an old one	would ensure me that the brand is trustworthy	try the brand's product/ services	buy the brand	recommend the brand

FINANCIAL INSTITUTIONS

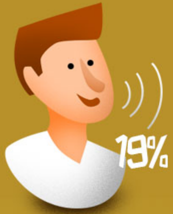
The Financial market is dominated by formal sources of information. Successful business people offer a clear guideline when it comes to financial products, mostly through the power of their own example. Alongside, they also inform from specialized websites and friends who activate in this field of work.



Succesfull business people

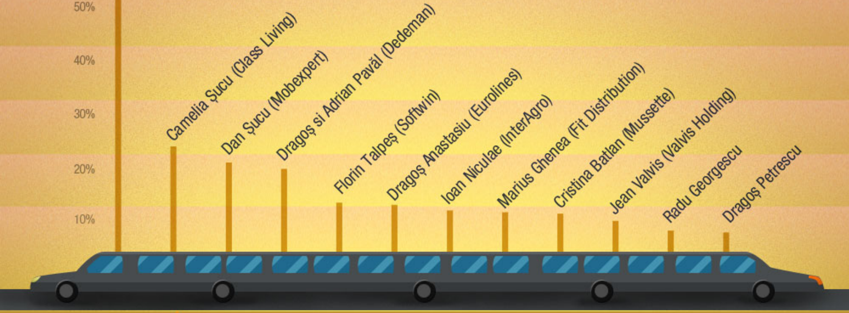


Specialized Websites



Friends/ Acquaintances /Relatives who use to...

RECOMMENDED SUCCESSFUL BUSINESS PEOPLE FOR THE ASSOCIATION WITH FINANCIAL INSTITUTIONS ARE



Celebrity Influence over the P2P for Financial Services

Financial services are in general less likely to be influenced by celebrities, the only ones having some influence being businessmen.

They will have the highest impact in the consideration phase, leading people to learn more about the company, better understand their product and increase the trust level in the respective company.

Awarness

10% remember the brand

Involvement

11% love the brand

12% talk about the brand

11% talk about the advertising

Considerations

14% learn more about the brand

15% better understand the benefits of a product/service

11% consider a new brand as opposed to an old one

14% would ensure me that the brand is trustworthy

Trial

12% try the brand's product/services

Purchase

10% buy the brand

Advocacy

11% recommend the brand

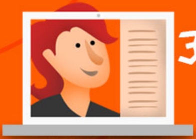
RETAILERS

(IT&C, HOME DECO, HYPER & SUPERMARKETS)

The retailers category is highly influenced by content developers. Vloggers and bloggers are top sources of information for the retailer's selection. Followed by writers and friends that posts on Facebook.

30%

Vloggers



30%

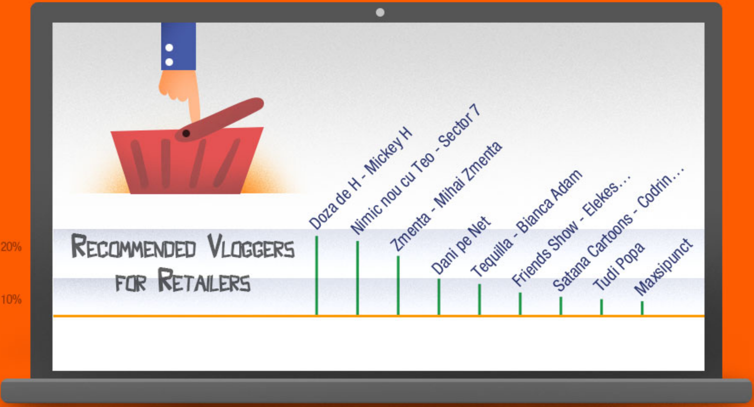
Bloggers

29%

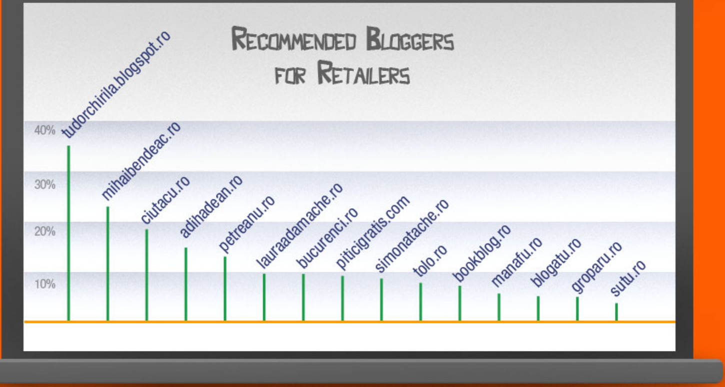
Writers

28%

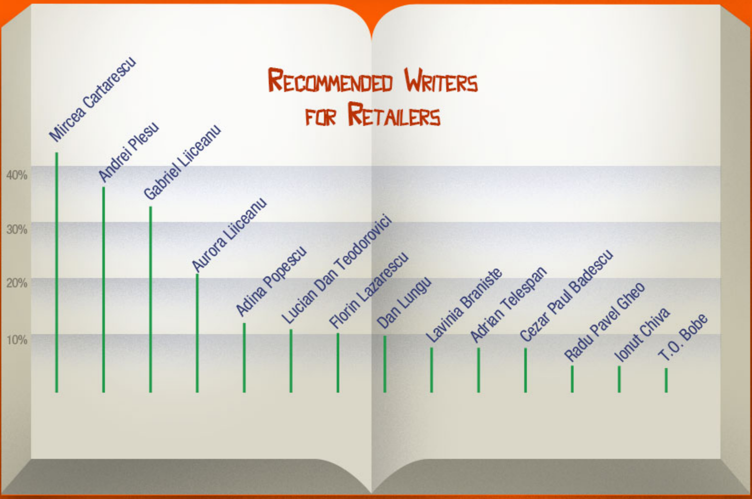
Friends/
Acquaintances
/Relatives who use to...



RECOMMENDED BLOGGERS FOR RETAILERS



RECOMMENDED WRITERS FOR RETAILERS

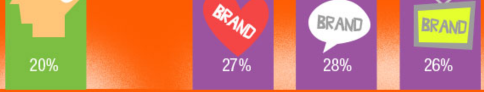


CELEBRITY INFLUENCE OVER THE P2P FOR RETAILERS

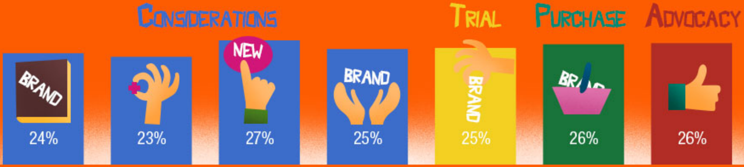
Vloggers, bloggers and writers have the power to influence the selection process for a retailer. These public persons help people become more involved with retailers, consider a new store as opposed to an old one and ultimately buy from that retailer or recommend it to others.

AWARNESS

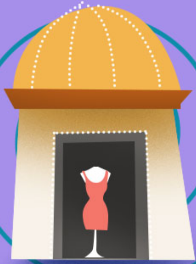
INVOLVEMENT



20%	27%	28%	26%
remember the brand	love the brand	talk about the brand	talk about the advertising

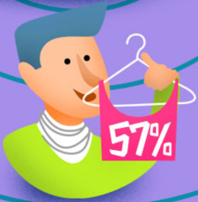


CONSIDERATIONS				TRIAL	PURCHASE	ADVOCACY
24%	23%	27%	25%	25%	26%	26%
learn more about the brand	better understand the benefits of a product/service	consider a new brand as opposed to an old one	would ensure me that the brand is trustworthy	try the brand's product/ services	buy the brand	recommend the brand

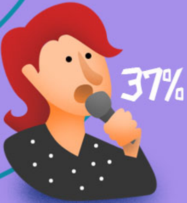


MALLS & FASHION STORES

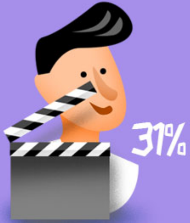
The retailers category is highly influenced by content developers. Vloggers and bloggers are top sources of information for the retailer's selection. Followed by writers and friends that posts on Facebook.



Fashion Designers

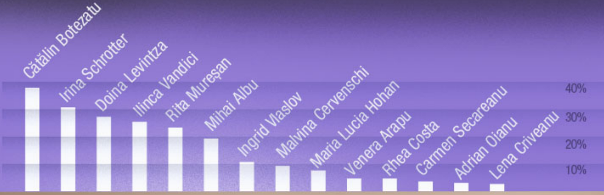


Singers

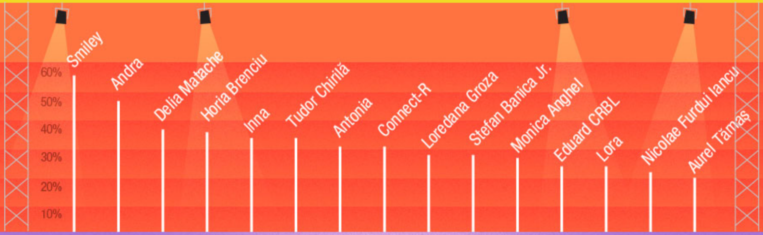


Actresses/Actors

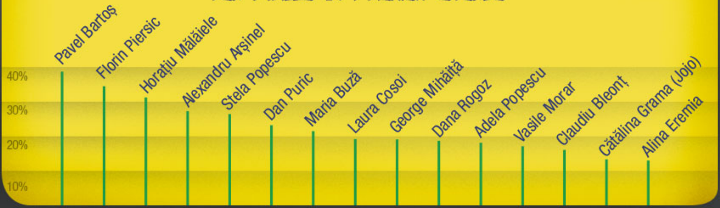
RECOMMENDED FASHION DESIGNERS FOR MALLS & FASHION STORES



RECOMMENDED FASHION DESIGNERS FOR MALLS & FASHION STORES

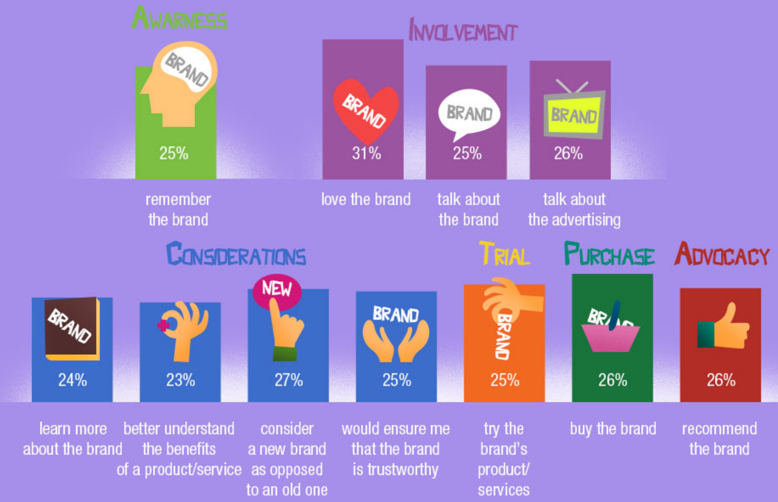


RECOMMENDED ACTRESSES/ACTORS FOR MALLS & FASHION STORES



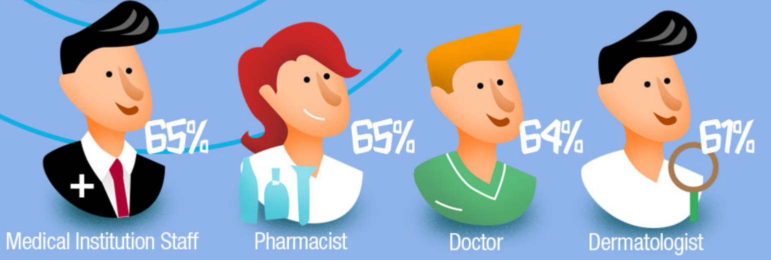
CELEBRITY INFLUENCE OVER THE P2P MALLS & FASHION STORES

The power of these influencers reflects on all the P2P phases, but especially on two of them: they can turn a simple brand into a love brand, convincing people to actually buy the brand.



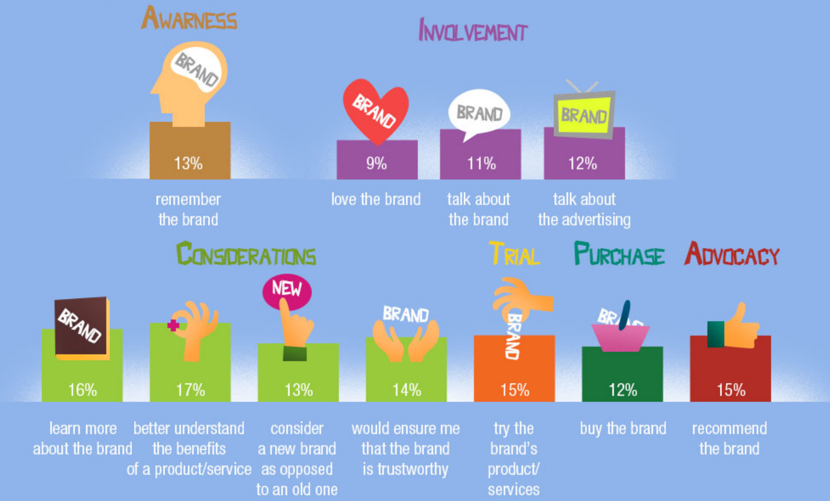
MEDICAL SERVICES & DISTRIBUTION OF PHARMACEUTICALS

A category for which most useful information sources are the ones with some sort of medical degree: the medical staff, the pharmacists, doctors and dermatologists.
Interesting enough is that mothers are also among most useful sources for medicine, being in most of the cases the household's 'doctor'.



Celebrity Influence for Medical Services

Medical staff, doctors or pharmacists prove to have a higher contribution in the consideration phase, when they convince people to learn more about a brand and to better understand the product's benefits. They also stimulate trial and recommendation of a product or brand.

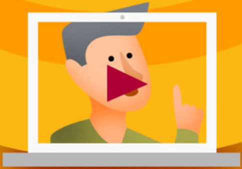


Conclusions & Recommendations

Simona Halep is the public figure of the moment. Other influential celebrities are: Andi Moisescu, Smiley, Ion Tiriac and Andra.

Actors, pop music artists, sportsmen, business people and TV/ radio presenters score the highest on likeability. Even so, one should consider the nature of their business before choosing a public figure to represent them:

Business people for Financial institutions, because of their vast experience in the area and while they tested the company/ product. Best options would be: Ion Tiriac, Camelia Sucu, Dan Sucu, Dragos & Adrian Paval.



Vloggers and bloggers for Telecom operators and Retailers, because they usually tested them before, they write using the consumer language and offer up to date info. Doza de H, Nimic nou cu Teo, Zmenta are most influential vloggers. Bloggers with high degree of likability are: tudorchirila.blogspot.ro, mihaibendeac.ro, ciutacu.ro, adihadean.ro.

Fashion designers and singers for Mall/ fashion stores, because their image is an inspiration for multiple type of consumers. Top recommended designers are: Catalin Botezatu, Irina Schtotter, Doina Levintza, Ilinca Vandici or Rita Muresan. Recommended pop singers are Smiley, Andra, Delia, Horia Brenciu, Inna, while from the actors, most preferred are Pavel Bartos,Florin Piersic, Horatiu

TV/ radio presenters are

Writers for Retailers,

Sportsmen are a special

best for Telecom operators, due to their experience and always being up to date with the latest news. Recommended are: Andi Moisescu, Teo, Andreea Esca, Moise Guran, Daniel Buzdugan.

because of their ability to communicate easily with different types of consumers. Mircea Cartarescu , followed by: Andrei Plesu, Gariel or Aurora Liiceanu are top options.

division, which could be used for more than one category of products or services, but not necessarily has the highest impact. Simona Halep is the sportswomen with the highest awareness, other options would be: Lucian Bute, Catalina Ponor, Gabriela Szabo, Sandra Izbasa.

Ask for details from consumer@ro.starcomworldwide.com