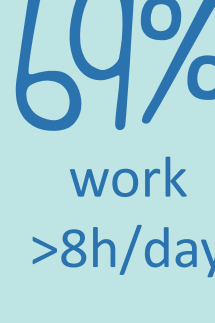
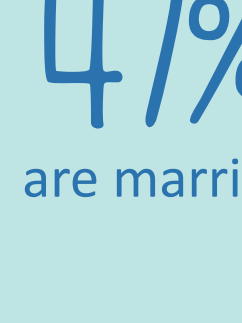
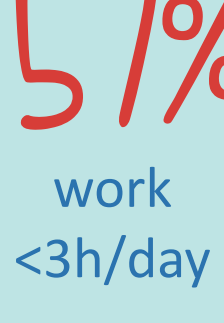


The Pursuit of Fun

About Romanian Gen Y

AGED 18-25

AGED 26-30



18%

have personal income >1000 RON/month.

57%

work <3h/day

80%

are single

47%

are married

69%

work >8h/day

39%

have personal income >1000 RON/month.

FUN IS

Spontaneous

Often but with less money

Less often but involving more money

Planned

Qualitative, mostly paid locations

Free or accessible locations

Pure enjoyment, adrenaline

Within large groups of friends

Within compact, stable groups of friends

Enjoyment but also following personal purposes/goals

PLAYGROUNDED...

18-25

26-30

Friends gatherings

At home or in town young people like to have fun in places where they don't need to pay much money.

Give small parties at home or go to parties organized by their friends. They like to meet after work and go to a restaurant, pub, coffee shop. Spontaneous starts to be avoided.



free free free

18-25

26-30

Making trips

They like to make spontaneous short trips in places where they know they will find fun: Vama or 2 Mai in the summer, mountains for snowboarding or skiing in the winter. Favorite means of travelling are: cars, trains and buses.

They prefer planned trips rather than spontaneous. Leave in groups or just in 2 because either way they will enjoy themselves. They like to see and explore new places and tend to use cars as personal transportation means.



Is a hobby that helps them document their life. Like to make spontaneous photos similar to gossip pictures because they attract attention and comments. But they will also take attentive and well thought photos when it comes to self portraits.

18-25

26-30

Making photos

Is a way of documenting the main events of their life, the happy moments along their friends or partner. Photos are seen as a method of memory keeping and education rather than self-image builder.



Attracted by games and interactive means of spending time. They can be found playing PC, tablet, mobile phone or simply on game consoles or outside the technology area, like cards, board or social games.

18-25

PLAYING

Cooking becomes a passion into which they invest time and energy. They cook alone, in couple or with friends and in some cases even document their cooking.

26-30

COOKING and eating



MASS MINGLING

18-25

26-30

parties

In student dorms; parties with free/ symbolic entrance for students organized by different associations.

Thematic/ concept parties, companies end year parties parties/ awards of well known publishers.



Attend free access concerts with local bands organized by city halls, those organized by brands or by students ONGs/ Unions and by clubs with no extra charge for entrance.

18-25

26-30

concerts & events

They attend concerts of general acknowledged foreign bands and statement events like Street Delivery or Anim'est.



Organized by students ONGs/ Unions or parades type

18-25

OPEN AIR festivals

They support the cause, have trained for it and it would be a recognition of their efforts.

26-30

Marathons



18-25

LIVE THE FUN

26-30

DOCUMENT

SHARE THE FUN

RE-LIVE & RE-ENERGIZE

have higher uploading rate for photos/ video

are more reserved with sharing

focused on themself

focus on documenting both the fun and the context

Mostly via WOM after seeding the fun gossip in their communities and via mass free time guides filtering information based on affordability.

18-25

26-30

Documenting Places

In addition they search cutting edge experiences coming from different opinion leaders (e.g. bloggers, VIPs, media endorsers).



Social networks with Facebook being most used

18-25

26-30

RE-LIVE PLACES

On Facebook but photo sharing frequency is limited to cutting edge instances which are mostly instant shared (via smart phone apps)

On private photo sharing platforms as Flickr/ Picasa which limits photo sharing audience

Classical via e-mail/ Yahoo Messenger.



CONVERSATION

CURRENCY

CONTENT

COMMUNITY

Get Gen Y talking to each other

Give Gen Y building blocks they can use to create their own fun

Align the fun with key brand themes and differentiators

Connect Gen Yers to each other - 1:1/as a group

Help them document their fun experiences so they can talk about them later

Keep it spontaneous, informal and comfortable, not stuffy

Help Gen Yers create their own "fun" content - give them platforms, space & broadcast channels to publish, share and comment/ interact

Help them organize & scale what they do for fun

Make it easy for them to have fun as a group or couple