KEEPING UP

WITH THEIR KIDS

Gaming is just testing as they Play PC/ also need to have Wii/Play

Use pc

games

for playing

31%27%

GAMES

TO LOVE

Play

online

games

-weekly

24% 23%

GAMES

The need

Trends in action

TOGETHERNESS

NOW

Inspire

traditions

CARPE

DIEM!

COMPACT

WEEKLY MOBILE

60%

Social

urban population

social butterflies

Facebook reflects their

events, determining a

content: they upload

at least weekly, to a

urban population.

active life, full of exciting

large amount of created

photos or music videos

higher extent versus all

Top influencers

Network

39%

ACTIVITIES

Take

pictures

31%

10%

45%

Top Online activities

38%

Use

urban population

social butterflies

instant

messenger

28%

CAMERA

31%

47%

at least

2h online

12%7%

PC TABLET

TO CONNECT

Download

software

/games

-weekly

20% 19%

Play games

on the

mobile

phone

- weekly

18% 17%

Play

network

- weekly

18%17%

The challenge of today's parents

manage to do more in a day, but

Reliving the

moments

family

1 in 3 Social

and use it

mainly for

40%

Play

Communicate/ talk to friends

36%

59%

online

games

Butterflies own

a smartphone

taking photos.

35%

Download

software/

programs/

games

Upload pictures

/music/ movies/

games

19%

37%

TO CONTROL

THEIR LIFE

is the pressure to 'respond

in a meaningful way.

Capturing and sharing

moments they create

with the loved ones

all the meaningful

immediately' and ultimately

games

Own

console

14% 8%

They believe in

DEVELOPMENT

PERSONAL

the specific a games

an idea about what Station /mobile games consist of phone and how they need games to be played. -weekly 35%30% **GAMES** . . . **CONSUMER VALUES**

life may have changed the way they communicate or keep an eye on each other.

Today's parents lead a hectic

life that technology is only

Technology is present in the

family life every day and

parenting information that

offers an avalanche of

could be used to their

accelerating.

advantage by:

Their main need is

Their family remains the

center of their universe,

even if living a modern

TO LOVE

Fading distance Elevating routines limits through the to rituals or means offered by discovering new online connection rituals

> **IMMORTALIZING MEMORABLE**

MOMENTS

Compact camera is

complemented with

urban population

social butterflies

PLAYFUL ONLINE

CONSUMPTION

Heavy on the go on

happenings in real time

via instant messaging

networks; play online

games or download

CONTINUOUS

Despite the fact that they

they are also present on

networks (e.g. Instagram,

INFLUENCERS

are social networks,

(either websites or

CONSUMER

What defines them:

CONNECTING and

Living for the day and

connecting to the others is

part of who they are. They

enjoy spending time with

others and experiencing

unfold as the night

forums, YouTube),

proportions.

YUPPIES

Young Professionals

progresses and inevitably

means (Facebook, blogs,

becoming a story of "epic"

IMPROVE SKILLS

major role in their lives,

passions and interests.

ONLINE INTERESTS

& KNOWLEDGE

Technology plays a

supporting their

urban population

MULTIPLE

Like: health,

offers, online

entertainment, job

shopping, online

education,

yuppies

magazines).

VALUES

HAVING FUN

new things.

friends/ relatives and

mainly use Facebook,

other various social

Foursquare, TPU)

mobile or tablet;

communicate

apps or social

them on their

computer.

smartphone usage

for them

People going out

>3times/ week

SMARTPHONE Plays an important part

10% **USED MOBILE FEATURES** 31% PHOTO CAMERA 10%

68% go online spends

45% 26% **MOBILE**

everyday

SOCIAL BONDING 63% 41%

Facebook Others Most versatile influencers specialized publications

Social networks

Friends/ relatives Specialized websites Specialized magazines

TO CONNECT

A memorable going out will be re-told through different

These epic nights generate the "the morning after prime time", PRIME-TIME capturing their entire attention

TO BELIEVE IN PERSONAL SUCCESS

Trends in action **EPIC NIGHTS ARE** THE NEXT MORNING

> recanted nostalgically over beers for years to come.

CAREER FIRST!

COMPACT CAMERA

VIDEO CAMERA

55%

44%

28%

urban population

POSSESSION

53%43%

WAITING

ROOM

88%

67%

LOCATION

48%44%

WHILE •••

TRAVELING

/ON TRIPS/

HOLIDAYS

yuppies

PC

76%81%

HOME

76.5%

go online

everyday

using all devices

to a higher extent

51.1%

spend at least

2h online

66%

read a magazine

at least monthly

out of which

46%

read one

at least weekly

23%

and moving into legend, their

details being recalled and

SMARTPHONE

PC TABLET

33%

18%

11%

15%

8%

7%

PC TABLET

48%26%

MOBILE

46%

AT WORK

check prices

online

games, etc. Therefore there remains little time for each of them.

QUALITY

TIME

INFORMATION

They have reduced in

house readership and

tend to read more on

the go, while waiting

for an appointment or

DURING LIMITED

at work. urban population yuppies **FAST ABSORBING PRODUCT INFORMATION**

Due to their active and

activity, performed to a higher

extent than general urban

busy lifestyle.

population.

Online is their defining

purchase documenting

CONSUMER VALUES Their main need is **FOR MORE** Yuppies are information junkies, they need to know more and to work hard to obtain a higher social status.

content. TRADITIONAL **FAMILIES**

Return on Sponsorship

exposure to exposure in

Moving from simple

attention:

Families complying

to customs & traditions

with a touch of

experience the

entertainment: they

computer or a photo

involved as to use a

professional camera.

smartphone or a

members.

51% 49%

camera, but are not so

advantages offered by a

EASY TO USE

TECHNOLOGY

Rewarding the investment

A STEP TO MODERNITY They have straight to the point interests and most probably share the PC with other family

Searching online allows them

easy access to information of

education, lifestyle or news).

interest (health, nutrition,

44%44%

38%38%

Search Use e-mail Use info with instant search messengers network engines **NEW WAY OF STAYING** IN TOUCH

They have an overall low

Facebook, only a few will

actively post content or

engage in games, most

touch with dear ones.

urban population

traditional families

presence on social

networks, including

of them keeping in

FOR MORE Being interested in multiple subjects, YUPPIES are used to read diagonally and quickly filter relevant information. There are two Trends in action effective means that brands **EXPOSURE** can use to catch their **IN CONTENT**

urban population yuppies 59%58% look for product ask for advice related information TO BE TAKEN **FOR SOMETHING SERIOUSLY TO HAPPEN**

Real time planning

Adjust campaigns and strategies

information, taking advantage of

in order to respond to real time

the buzz created around one big mass interest piece of news. **TRADITION SAYS** THAT FAMILY **COMES FIRST!** 99%

> Search Search info about for announcements online products 4% 3% 2% 2% in Linkedin **Twitter** 14% 17% 13% 19% 13% 17%

20%19%

Listen

to radio

CONSUMER VALUES What defines them - the need to LOVE Their family is the center of the universe for them. They rarely go outside its boundaries, because their family needs their

love in order to function

their work place or

properly.

Upload

music/

movies/ games

pictures/

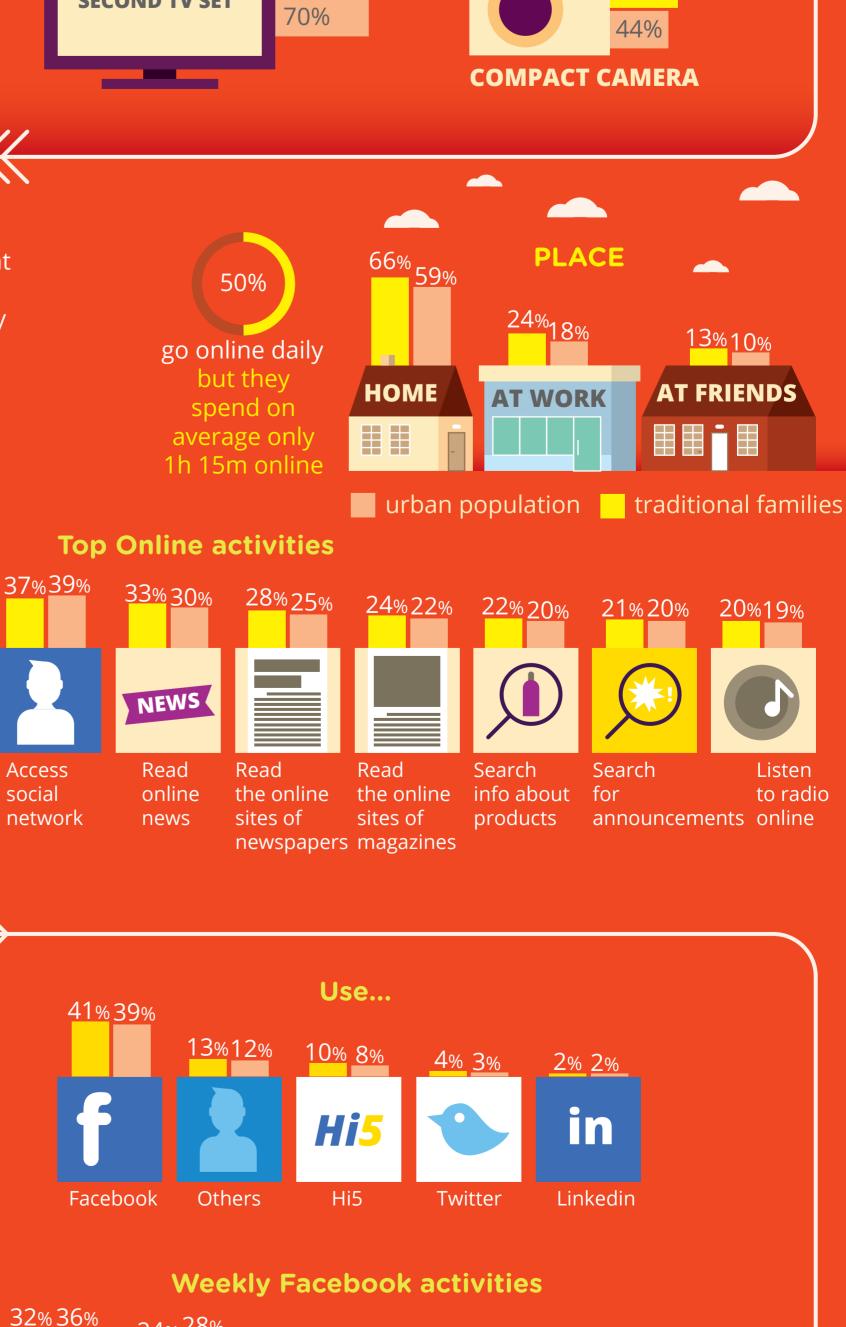
Play

games

fast pace of Cyber era, there is a rise of new traditional now being reinterpreted in Trends in action families with easy access to order to fit the fast moving **MODERN** online content, driven by technology trend and the **TRADITIONS** multitude of information the pressure of keeping

Ask for details from consumer@ro.starcomworldwide.com

or download the Consumer Report from Starcom Romania Facebook page



urban population traditional families PC **FIRST TV SET** 98% 85% 76% 76% 51% **SECOND TV SET** 44% **COMPACT CAMERA PLACE** 13%10% **AT FRIENDS**

24% 28% 15%18% Looking Communicate/ Access Access talk to friends links to make apps posted by friends **TO BELIEVE IN NORMS TO LOVE**

TO CONNECT & CUSTOMS

friends

Even if not exposed to the Traditions and customs are available. encouraged by their children's modern skills.