DATA INTELLIGENCE

2024 TRENDS REPORT

Powered by Publicis Groupe Romania

Make Data-informed Decisions.

6 Reasons Why You Can't Replicate Your Past Learnings When Planning For 2024.

You have to read this until the end to find out why **2024** is a totally **DIFFERENT YEAR.**

Adapt your brand strategy in close relationship with the new context (financial context, new sports events, elections).
Plan rather than reacting on the spot.

Here are the **6 key trends** and **reasons** why you need a refreshed strategy, touching:

- MEDIA BUDGETS PLANNING
- TIKTOK PRESENCE
- NEW MEDIA CHANNELS CONSUMPTION
- AN EFFECTIVE PLANNING FOR BLACK FRIDAY
- BRANDS' DIGITAL HEALTH
- INFLUENCERS MARKETING

MEDIA BUDGETS PLANNING

In 2024 Make Sure To Outsmart, Not Overspend, To Keep Visibility.

THE ROMANIAN MEDIA MARKET WILL BE FACING A SMALL GROWTH IN 2024 (BUT STILL A GROWTH), ESTIMATED AT 4%*, WHILE THE PLANNING FOR YOUR CATEGORY CAN BE TOTALLY DIFFERENT, SOMETIMES UNPREDICTABLE.

Here are the key milestones of 2024:

Besides the recurrent events, 2024 has **3 main milestones** powerfully impacting the media landscape:

In June 2024:

European Football Championship - we expect double audiences than any other football broadcast.

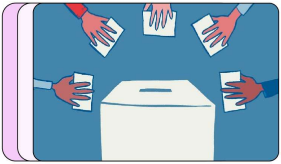
UEFA
EURO2024
GERMANY

In July - August 2024:

Olympics will take place, therefore the attention will be much more focused on TV. No major shifts are expected, but a slightly different landscape.

The end of year

will be taken over by the elections "wind of change", that will bring up to +30% more audiences, especially to generalist & news publications.



Here Are The Most Important Variations From 2023 And What Experts Forecast For 2024.

Media Budgets Still Growing.

While in 2023, in terms of budget spent, Romania faced a growing media market, in 2024 a small additional growth is forecasted, up to 4%.

Media Channels Acquisition Will Require More Effort.

In 2023, DOOH (Digital Out of Home) was the channel with the most dynamic evolution, while the Offline non-TV had a steady YTY growth. In 2024 – the milestones mentioned above will impact TV (which will have a higher focus), Digital (especially the news websites), OOH (since the candidates will take over numerous locations)

Planning For H2 Needs To Be Done

In Advance.

In 2023 we registered a lack of predictability in terms of YOY (year on year) evolution on TV, as most of top 50 categories registered double digit variation. For 2024 TV and OOH planning need to be made in advance, since the channels will be crowded by the 2024 key events.

NEW MEDIA CHANNELS CONSUMPTION

WHEN IT COMES TO NEW MEDIA CONSUMPTION, DON'T COUNT ON USERS' ATTENTION SPAN DURING THE SUMMER SEASON. ADDITIONALLY, FOR SHOPPING, SOCIAL IS A GOOD CHOICE, FOR BRAND STORIES PLACE YOUR BETS ON MORE VERSATILE FORMATS..

Here are the most important variations from 2023 and what experts forecast for 2024.

Seasonality:

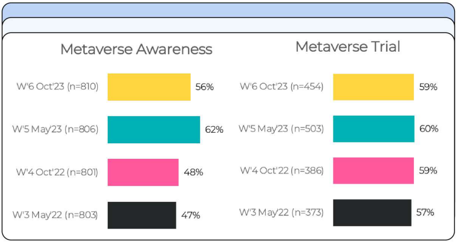
In 2023 Romanian users' interest in the online medium decreased, reflected in a decreased consumption of podcasts, Metaverse and multiple VOD platforms. In 2024 we expect that the attention to the online medium will be higher than in 2023, triggered by the elections, UEFA Euro 2024 championship, multiple festivals, and block buster movies launches.

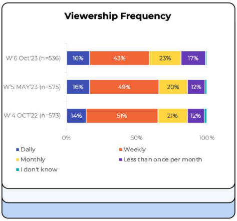
New Media Channels Use:

2023 brought the following changes:

Metaverse:

both awareness and trial registered a decrease in 2023





Podcasts:

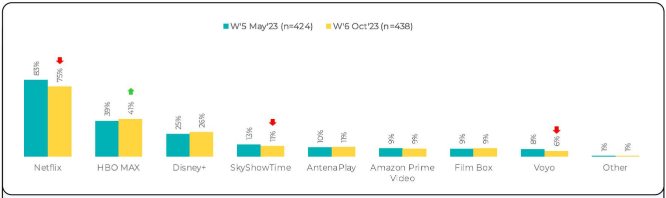
A decreasing trend for podcasts frequency, which can be attributed to the normalization of a previous trend, and to the diversification of series. Still 43% of users listen to podcast weekly since W4, and they like mostly interviews, comedy, lifestyle/ health, and entertainment/ celebrities.

Social Shopping:

Increasing trend for those who shop on pages like Facebook Marketplace, Facebook shops.

VOD:

54% of the urban internet users have at least one subscription (personal or in the household) for accessing video streaming platforms, most of them from a Smart TV (76%). Netflix is by far the most viewed platform, followed at distance by HBO Max, then by Disney+, then the rest. The only platforms with a decrease registered vs previous wave were Netflix, SkyShowTime and Voyo.



BRANDS' DIGITAL HEALTH

HEALTH IT'S ABOUT AUTHENTIC CONTENT (TIKTOK, PODCASTS), AND SUSTAINABILITY CONTENT. EXTEND YOUR ECOSYSTEM TO INCLUDE THEM.

Here are the most important variations from 2023 and what experts forecast for 2024.

Tiktok Growth:

a huge growth in terms of visibility for brands from TikTok use, and it will continue to grow.

Brands' Involvement In Podcasts:	more and more brands collaborate with various podcasts; the trend is expected to maintain or grow.
Best Content Pillar = Sustainability:	it was and will be the pillar to grow the most due to regulations, but also to engage the audiences the most.

TIKTOK PRESENCE

CONTENT PRODUCTION IS GETTING MORE AUTHENTIC. THE CONTENT IS BECOMING SO ADDICTIVE, ESPECIALLY IN THE BEAUTY & COOKING AREA, THAT USERS SEARCH FOR THEIR INTERESTS INSIDE THE APP, USING IT AS SEARCH ENGINE. IN 2024, START PRODUCING NATIVE CONTENT FOR THIS NETWORK.

Here are the most important variations from 2023 and what experts forecast for 2024.

Capcut Trend

In 2023, CapCut emerged as an essential video editing tool on TikTok, being used by 39% of the brands followed in the TikTok Index. A growing trend indicates a preference for more natural and authentic video content, tailored to TikTok's specific nature.

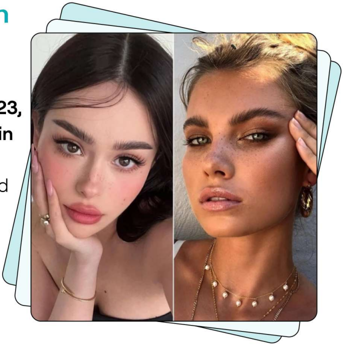
How To Do
The Capcut
3D Trend
On Tiktok

Looking ahead to 2024, brands will increasingly alternate between high-quality content, which requires significant resources, and native videos, focusing on trends and consumer micro-tensions, with the aim of connecting more effectively with the audience and humanizing their presence on TikTok.

Beauty Skin Category Growth

The Beauty/Skin Care category has experienced significant growth in recent years, with TikTok being one of the fertile grounds for its development. **In 2023, 29% of the content published by monitored brands in the TikTok Index was associated with the beauty industry.** The content inflation in this sphere is fueled by influencers and brands, representing the primary source of inspiration for discovering new products and authentic reviews.

In 2024, a continuation of increased activity in this category is anticipated.



Tiktok As A Search Engine

Is TikTok the next big search engine?

TikTok has become an important **keyword-based search engine**, and content related to recipes and food occupies a significant portion of the platform. In the TikTok Index, **40% of the top 10 most distributed videos in 2023 are culinary recipes**, providing increased exposure to the Hypermarkets category.

In 2024, brands need to optimize their texts and content for better visibility in platform searches.

AN EFFECTIVE PLANNING FOR BLACK FRIDAY

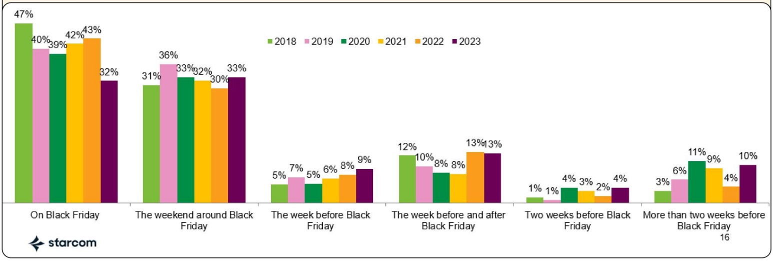
BLACK FRIDAY REACHED A MATURITY LEVEL IN ROMANIA. USERS PLAN AHEAD LIKE NEVER BEFORE, MAKE WISHLISTS IN APPS, RESPECT THEM, GET READY IN ADVANCE FOR HOLIDAYS GIFTING SEASON. EXTENDING YOUR SALES AND PREPARING HOLIDAY BUNDLES SOUND LIKE A GOOD STRATEGY.

2023 Trend: Early Black Friday Shopping Surge

Consumers engaged in early preparations, making purchases as they find satisfactory offers. Consequently, there is a growing trend of **shopping before the actual Black Friday, one to more than 2 weeks before.**

2024 Recommendation:

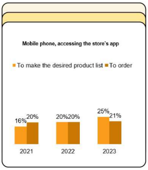
Brands should emphasize early offers and **extend their sales period**. Launching enticing promotions well in advance can attract proactive consumers and create a sense of exclusivity. Encourage customers to be proactive and highlight the benefits of securing deals early.



2023 Trend: Mobile Shopping Dominance

Increasing use of mobile phones for pre-planning and purchases, leading to a decline in laptop/ PC usage.

27.11.2020
BLACK FRIDAY
SALE



2024 Recommendation:

Brands should prioritize the optimization of their online platforms and apps for a seamless mobile experience. Offering exclusive mobile-only deals can capture the attention of the growing mobile-centric audience. In addition, brands could take advantage and tailor app notifications to different user segments - consumption moments, messaging etc.

2023: Gift-focused Black Friday

Shoppers oriented towards buying gifts, **leveraging deals for winter celebrations.**

2024 Recommendation:

Brands may curate **gift-focused promotions**, tailoring deals to highlight popular and trending gift items. This strategy can attract consumers looking for discounted products specifically for the purpose of gift-giving during the festive season. Also, brands may introduce **bundled offers** that combine complementary items, providing value for consumers seeking multiple gifts.

LOCAL BLACK FRIDAY
Gift Ideas

INFLUENCERS MARKETING

THE INFLUENCERS MARKET IS GROWING, THE MEMORABILITY DECREASES. BREAKING THE CLUTTER INVOLVES A BETTER STRATEGY, ALIGNMENT BETWEEN

VALUES, ADAPTATION WITHIN THE CURRENT CONTEXT AND ACTUAL CONSUMERS' NEEDS.

2023: Less Memorability

There are more and more influencer campaigns, and from year to year, we observe that it is increasingly difficult for consumers to remember the messages of these campaigns.

2023: More Clutter

In such a cluttered landscape, the level of awareness decreases.

For 2024, **craft powerful, consistent messages:** crafting narratives that go beyond a single campaign and contribute to an ongoing brand story helps in building a stronger and more memorable brand presence. Ensure continuity and reinforce the brand message over time, contributing to long-term brand recall and transforming into acquisition (ex: local brand series).

High exposure through media support on other channels (especially TV, which has the highest influence on awareness) & celebrity endorsement.

For 2024: Strategic Influencer Selection And Collaborations

Make sure you have good match between your brand and influencer/celebrity representing it. Collaborate with influencers who genuinely align with the brand's values and voice. Encourage influencers to create authentic, relatable content that resonates and lasts connection with their audience.v

Align With The Current Context and Consumer Expectations

Engage with consumers to understand their true expectations and tailor campaigns accordingly.

Campaigns focused on their interests (ex. Festival look, outfits collection)

Align the strategy with the current context (ex: promo campaigns in a period with high inflation).

Give people a reason, make them part of a greater purpose (ex: sustaining local producers); focus on doing good/being part of a better tomorrow (ex. Health CSR campaign).

Remain real & vulnerable, bring that personal inside story that people identify with (ex. telecom child's day campaign, retail local producers' campaign).

Instagram
Instagram
DISCOUNT
%