

EURO 2024

Ad Impact Study · TV results · Online results

TV Audiences

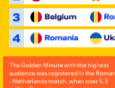
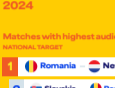
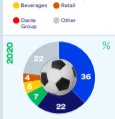
Euro 2024 had increased audience figures in 2024 compared to the previous edition. A certain catalyst was Romania's national team participation after missing the Euro 2020 competition.

Stage	2024		2020	
	Rtg%	Share	Rtg%	Share
Euro Championship	↑ 8.5	↑ 28.7	7	20.6
Group Stage	↑ 7	↑ 23.9	6.6	16.5
Round of 16	↑ 11.5	↑ 38.2	8.4	25.9
Quarter-Final	↑ 10	↑ 35.4	8.5	24.6
Semi-Final	↑ 13.8	↑ 42.1	11.9	35
Final	↑ 16.9	↑ 47.8	16.7	46.8
Studio Euro	3.2	14.6	3	16.6

Source: Kantar Romania; Channels: Pro TV, Pro Arena; Period: June - July 2024; Target: National

TV Commercials During Live Matches and Studios

Sport betting brands continue to invest the most in ads during live matches at Euro, however at a lower weight than the previous edition. Construction/Home improvement brands and Dante Group increased their spendings at Euro 2024 while HH equipment lowered their TV ads. Sport betting have the most GRP30 invested in after-match talk-shows as well. Retail, health/pharma and beverages are also present in the live shows, while cosmetics increased their presence since the last edition of Euro.



Source: Kantar Romania; Channels: Pro TV, Pro Arena; Period: June - July 2024; Target: National

Romania at Euro 2024

Romanians found hope again watching and supporting "Generatia de suflet" throughout their journey at Euro 2024. This enthusiasm brought the best TV audiences in the whole competition.

Matches with highest audience

	Match	Rtg%	Share
1	Romania - Netherlands	27.9	67.2
2	Slovakia - Romania	23.2	62.9
3	Belgium - Romania	23.5	59.8
4	Romania - Ukraine	16.1	53.4

The Golden Minute with the highest audience was registered in the Romania - Netherlands match, when over 5,3 million Romanians nationwide were supporting the team in front of the TVs.

Source: Kantar Romania; Period: June - July 2024

National Team's Sponsors

Communication on Social Media

Sponsors of the National Team went full speed supporting the players throughout their entire journey at Euro 2024.

A general feeling of positivity and encouragement came through their posts in social media about Romania's football team. Both the national squad and the supporters were praised for their strong and fighting spirit, unity, togetherness and regained hope.



AD IMPACT STUDY

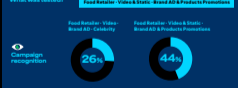
Ads aired during EURO 2024

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1

What was tested? **Food Retailer - Video - App Promotion**

What did the consumers like? The campaign has a likeability score of 60% (consumers liked the campaign a lot or somewhat).



2

What was tested? **Food Retailer - Video - Brand AD**

What did the consumers like? The campaign has a likeability score of 72% (consumers liked the campaign a lot or somewhat).



3

What was tested? **Food Retailer - Static & Video - Products Promotions**

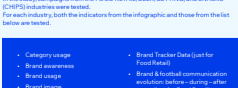
What did the consumers like? The campaign has a likeability score of 68% (consumers liked the campaign a lot or somewhat).



4

What was tested? **Food Retailer - Video - Brand AD - Celebrity**

What did the consumers like? 69% of consumers appreciated the ad.



67% of consumers appreciated the ad.



Methodology: Who & When? Men and women, 18+, National August 2024. How? Computer Assisted Interviews (CAWI) Sample Size: 100 Respondents. What? Campaigns with executions from Food Retail, Beer, Betting and Chips industries.

Website Traffic Insights

- All retailers increased their traffic during the months of EURO24.
- Traffic came mostly from direct channels or organic searches.
- Highly competitive keywords (terms where all retailers competed for traffic share) during this period were related to beer, water, juices, snacks, ice cream, yoghurt.
- A delivery app was another keyword generating high traffic on all 4 retailers' sites than Starcom analyzed, and we know that during the championship, pizza and beer were the products most ordered within the app, followed by snacks.
- Most traffic came in from food and drink category websites - contests, leaflets, catalogues.
- Social traffic came mostly from Facebook for all retailers, but for one retailer it was Reddit.
- Display traffic came for most from streaming, news and music categories (like YT, press and radio websites), but for one retailer got half of it from gaming platforms.

More insights at request

In the study, campaigns from the FOOD RETAIL, BEER, BETTING, and SNACKS (CHIPS) industries were tested. For each industry, both the indicators from the infographic and those from the list below are tested.

- Category usage
- Brand awareness
- Brand usage
- Brand image
- Aided AD awareness
- The media where the campaign was seen
- The message that consumers retained
- Campaign Impact
- Brand Tracker Data (just for Food Retail)
- Brand & football communication evolution: before - during - after event (just for Food Retail)
- Retail Overall Result (just for Food Retail) - Mentions vs. Viewership for 4 Food Retailers
- Socio-demographic

Ask consumer@starcomwww.com for details

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