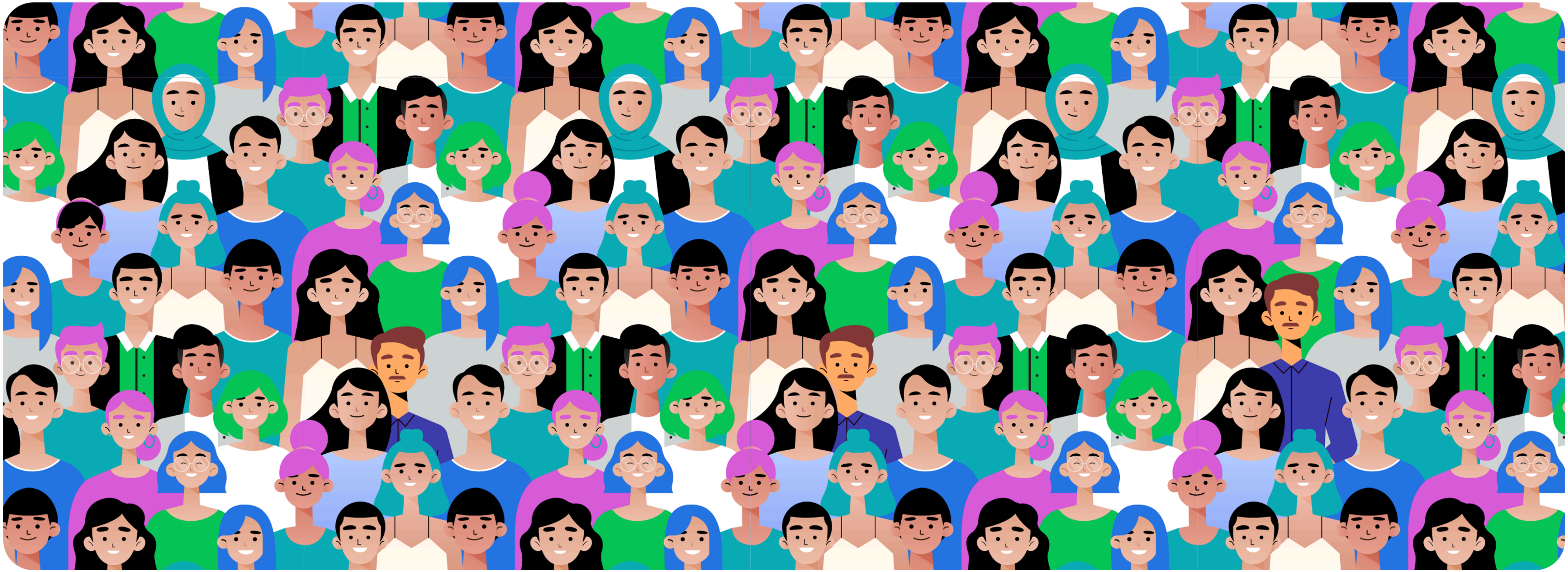
CONSUMER REPORT

2024



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DATAiNTELLIGENCE

Powered by Publicis Groupe Romania

CONSUMER REPORT

Summary

Year

2024

starcom

DATAINTELLIGENCE

Powered by Publicis Groupe Romania

How to use?

Step 1: Click on the square corresponding to each consumer segment, on the left hand side of the screen, to view data corresponding only to respective segment.

Step 2: For comparing two or more consumer segments, press Ctrl key on computer keyboard, while selecting the segments to be analyzed. Deselect segments also by pressing Ctrl key on computer keyboard, while click on the square corresponding to each consumer segment to be deselected.

Step 3: Select gender from Gender drop down menu and then select the consumer segments that need to be analyzed from gender point of view. Or, select a consumer segment and multiple gender selections from drop down menu to enable comparisons between genders. All gender must be ticked on in order to visualize data on entire consumer base of analyzed segments.

Other good to know info:

- Data source and corresponding base of respondents for each type of information is mentioned in the bottom of each screen.
- When all consumer segments and all gender options are selected at once, the charts get very cluttered and data are not readable. It is indicated to perform analysis either by gender during same segment, or by analyzing respondents with the same genders across segments, or by analyzing in parallel all respondents from all segments.
- For any questions regarding data access or visualization, please write us on ***consumer@starcomww.com***.

******Caution regarding the SNA FOCUS'21 data when comparing with the previous year, due to the new context there have been some changes in the methodology and questionnaire.***

CONSUMER REPORT

Focus Consumer Segments

FAMILIES WITH KIDS

Families that live with kids <14 y.o. in the HH

AGE: concentrated 18 - 45 y.o.
CIVIL STATUS: not single
KIDS: own kids <14 y.o. living in the HH

TEENS

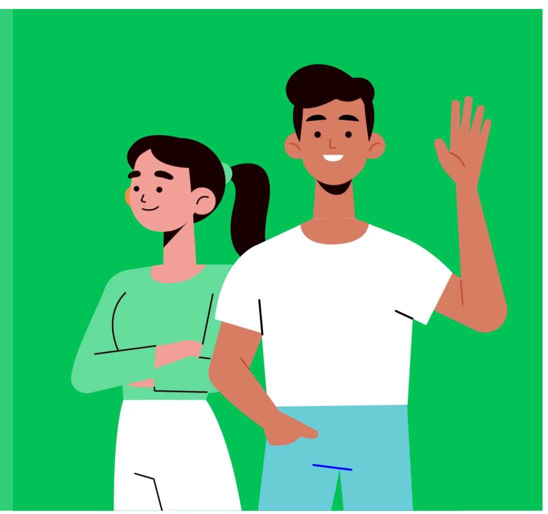
Teenagers, still in school

AGE: 14-17 y.o.

SINGLE YOUTH

Single Millennials
AGE: 18 - 34 y.o.

CIVIL STATUS: Single
KIDS: without kids <14 y.o. living in the HH



FAMILIES WITHOUT KIDS

Families who don't have any kids <14 y.y. living in the HH

AGE: concentrated 45+ y.o.
CIVIL STATUS: not single
KIDS: without kids <14 y.o. living in the HH

CONSUMER REPORT

TV Consumption & Devices

Gender: All
Year: 2024

starcom

Subcategory	Teens	Single Youth	Families with kids	Families without kids	Urban
Watch TV offline	80%	71%	92%	97%	90%
Watch TV online	49%	51%	41%	22%	33%

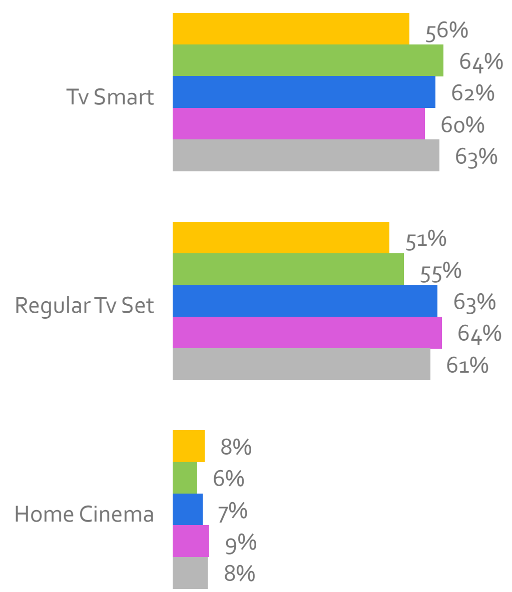
TEENS

SINGLE YOUTH

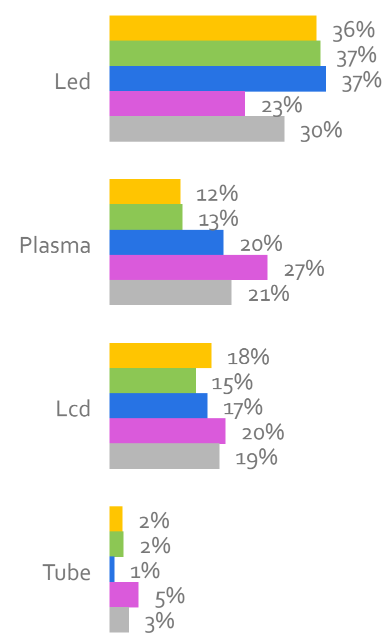
FAMILIES WITH KIDS

FAMILIES WITHOUT KIDS

Device Posession



Screen Type



Teens · Single Youth · Families with kids · Families without kids · Urban

While traditional television remains the leading choice among consumers, online TV continues to gain popularity, especially among the young age categories. Smart TV ownership has surpassed that of regular TVs, with LED screens being the preferred option. This trend indicates that Romanians value their TV time and seek the best experience that new technologies provide.

VIDEO CONTENT
ONLINE ACTIVITIES
AUDIO CONTENT
EDITORIAL CONTENT
OFFLINE ACTIVITIES
SHOPPING BEHAVIOR
BRAND TRACKER
CONSUMER VALUES
CONSUMER PARTICULARITIES
CASE STUDIES

Data Source: SNA Focus, base all 14-74 urban
Period: Oct'23-Sep'24

DATA INTELLIGENCE
Powered by Publicis Groupe Romania

CONSUMER REPORT

Online Consumption

Gender: All

Year: 2024

starcom

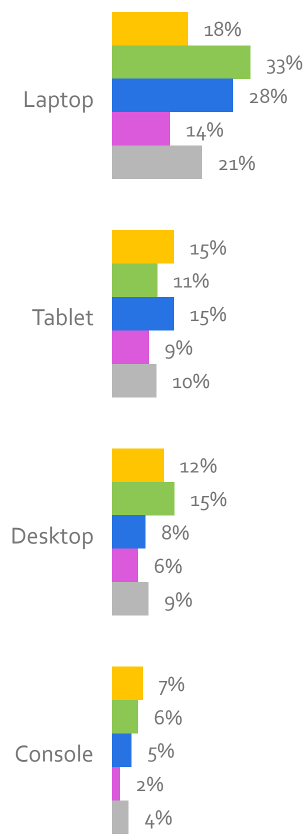
TEENS

SINGLE YOUTH

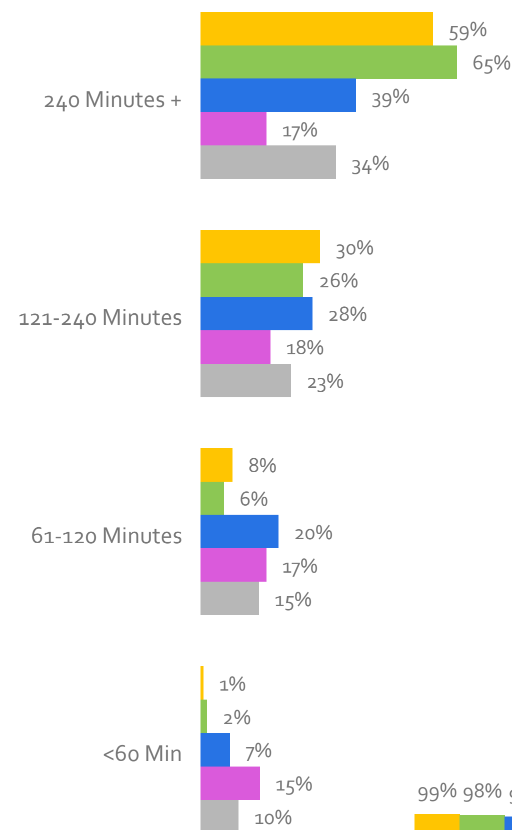
FAMILIES WITH KIDS

FAMILIES WITHOUT KIDS

Device posession



Daily online time



In addition to mobile phones, which are found in nearly every household, laptops are the most commonly owned devices among Romanians. Tablets are more frequently used by teenagers and families with children, as they are beneficial for school assignments and entertainment. The younger categories spend over 240 minutes a day online, with men from families without children also having a higher-than-average online presence. While mobile phones remain the most convenient way to access the internet, nearly half of the single youth category also switch towards laptops for work or entertainment purposes.

VIDEO CONTENT

ONLINE ACTIVITIES

AUDIO CONTENT

EDITORIAL CONTENT

OFFLINE ACTIVITIES

SHOPPING BEHAVIOR

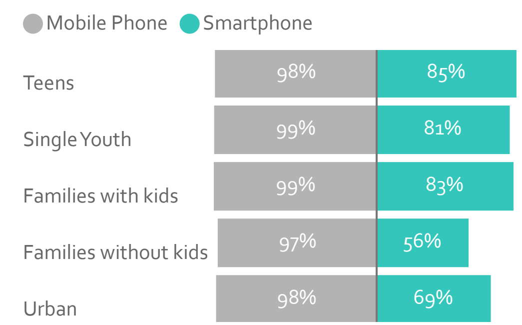
BRAND TRACKER

CONSUMER VALUES

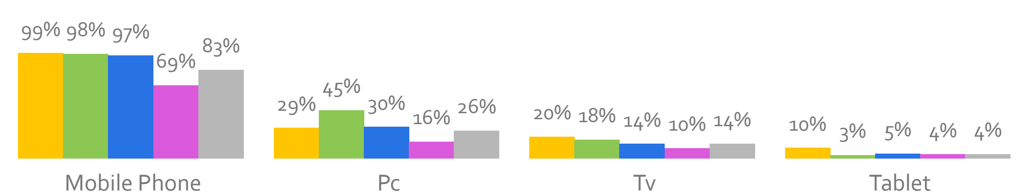
CONSUMER PARTICULARITIES

CASE STUDIES

Own...



Accesing device



Data Source: SNA Focus, base all 14-74 urban

Period: Oct'23-Sep'24

Teens · Single Youth · Families with kids · Families without kids · Urban

DATAINTELLIGENCE Powered by Publicis Groupe Romania

CONSUMER REPORT

Mobile Usage Frequency

Gender: All

Year: 2024

starcom

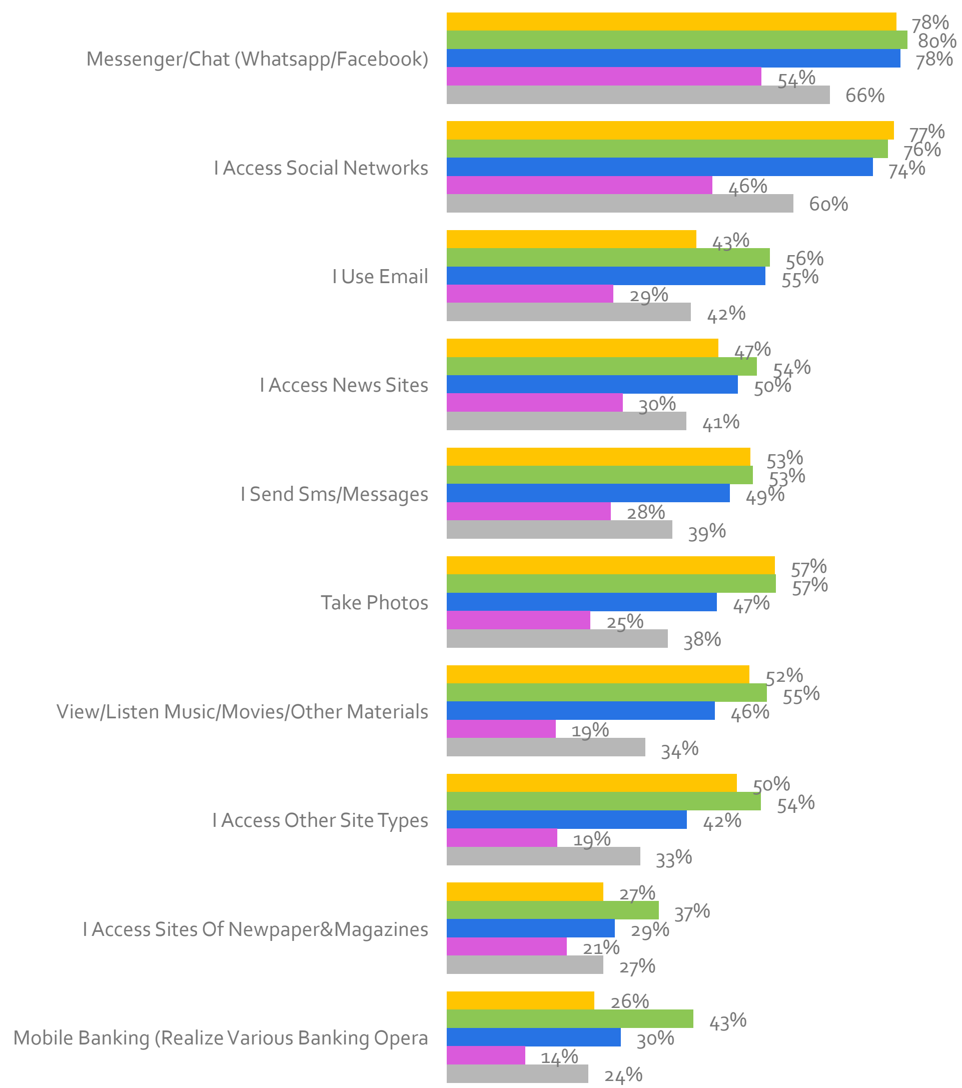
TEENS

SINGLE YOUTH

FAMILIES WITH KIDS

FAMILIES WITHOUT KIDS

Top 10 weekly activities



Staying socially connected and communicating with loved ones are the primary reasons people use their mobile phones. The habit of sending SMS has diminished in favor of online messaging apps. Single youths and parents also utilize their phones in their professional lives and prefer mobile banking more than the average user. Teen girls are more inclined to take photos, listen to music, or watch videos.

VIDEO CONTENT

ONLINE ACTIVITIES

AUDIO CONTENT

EDITORIAL CONTENT

OFFLINE ACTIVITIES

SHOPPING BEHAVIOR

BRAND TRACKER

CONSUMER VALUES

CONSUMER PARTICULARITIES

CASE STUDIES

Data Source: SNA Focus, base all 14-74 urban

Period: Oct'23-Sep'24

CONSUMER REPORT

Social Media Apps: Top by Reach

Gender
All

Year
2024

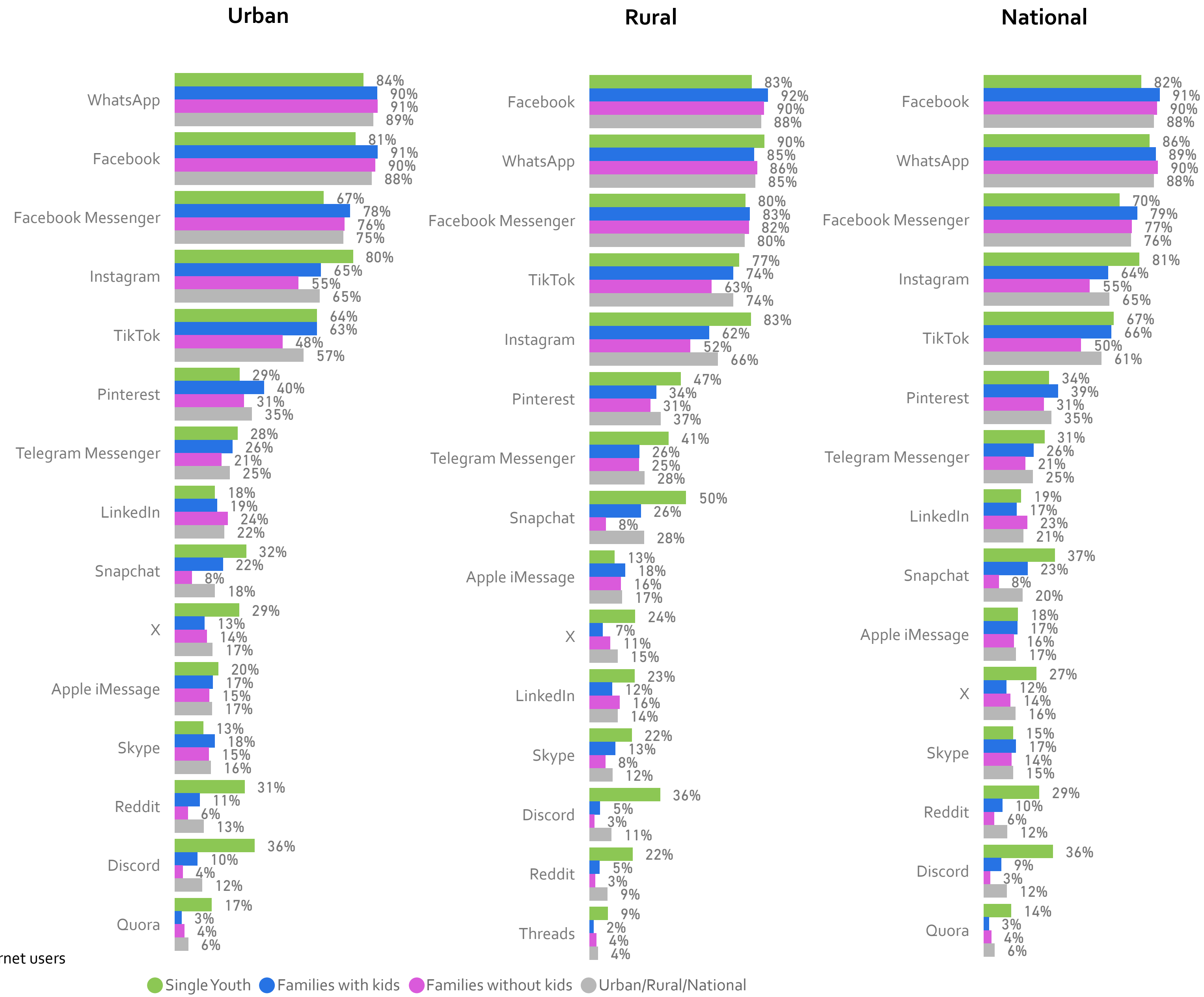
starcom

TEENS

SINGLE YOUTH

FAMILIES WITH KIDS

FAMILIES WITHOUT KIDS



Meta's platforms, Facebook and the messaging apps WhatsApp and Facebook Messenger, top the list of social apps. Instagram, TikTok, Snapchat, X, Reddit, and Discord are particularly favored by the Young Youth segment. TikTok also appeals to families with children, alongside Pinterest. Snapchat and Pinterest see higher usage among women, while Reddit and Discord are more commonly frequented by men.

Data Source: GWI, 16+ Internet users

Period: Q1-Q3 '24

DATAINTELLIGENCE
Powered by Publicis Groupe Romania

CONSUMER REPORT

Gaming Franchises: Top by Reach

Gender: All

Year: 2024

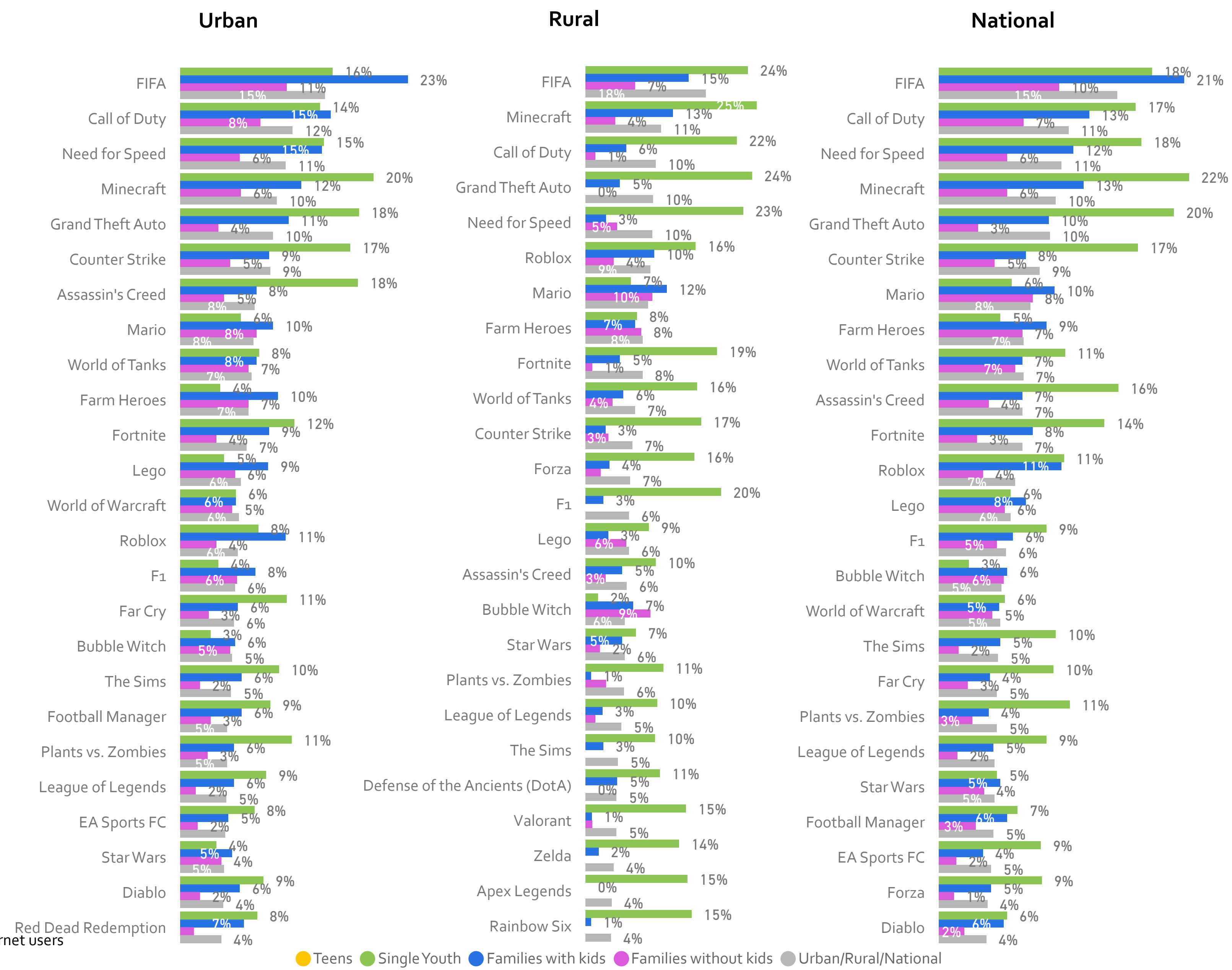
starcom

TEENS

SINGLE YOUTH

FAMILIES WITH KIDS

FAMILIES WITHOUT KIDS



The Single Youth segment tends to gravitate more towards competitive, action-packed, and fast-paced games such as Call of Duty, Need for Speed, Minecraft, Grand Theft Auto, Counter-Strike, and Assassin's Creed. Families with children are more interested in FIFA, Mario, or Farm Heroes. Bubble Witch and Farm Heroes are particularly appealing to Families without Children, while teen girls and mothers find relaxation in Roblox.

VIDEO CONTENT

ONLINE ACTIVITIES

AUDIO CONTENT

EDITORIAL CONTENT

OFFLINE ACTIVITIES

SHOPPING BEHAVIOR

BRAND TRACKER

CONSUMER VALUES

CONSUMER PARTICULARITIES

CASE STUDIES

Data Source: GWI, 16+ Internet users

Period: Q1-Q3 '24

DATAINTELLIGENCE

Powered by Publicis Groupe Romania

CONSUMER REPORT

Audio Content Offline & Online Consumption

Gender: All

Year: 2024

starcom

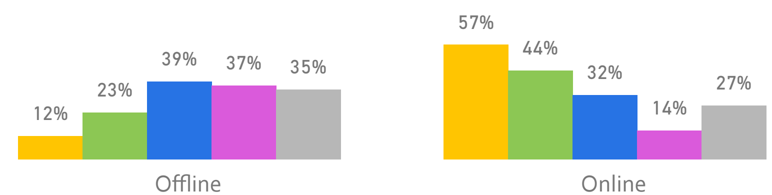
TEENS

SINGLE YOUTH

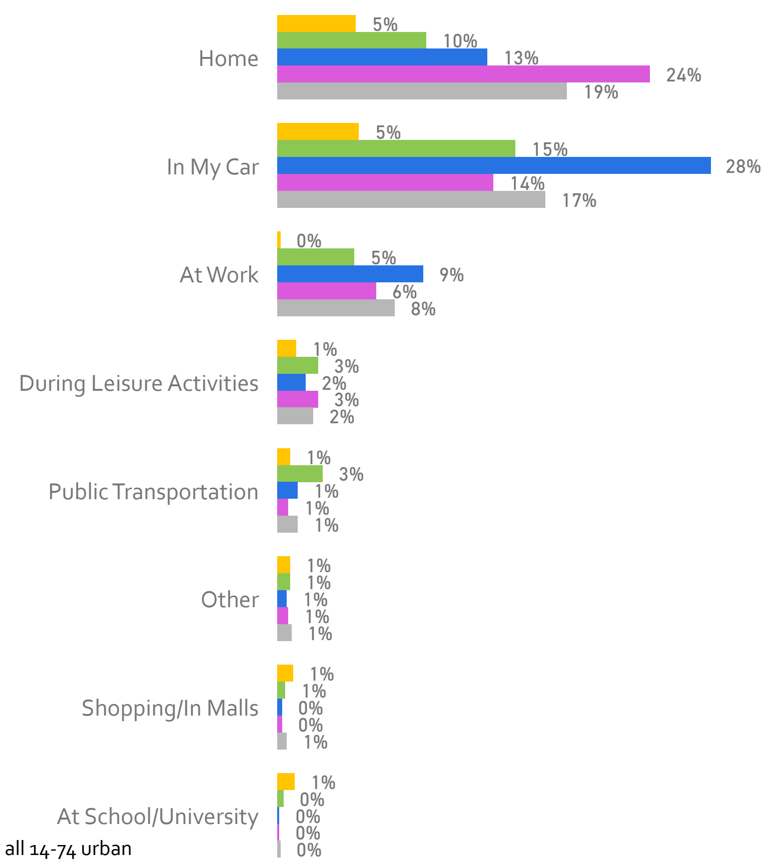
FAMILIES WITH KIDS

FAMILIES WITHOUT KIDS

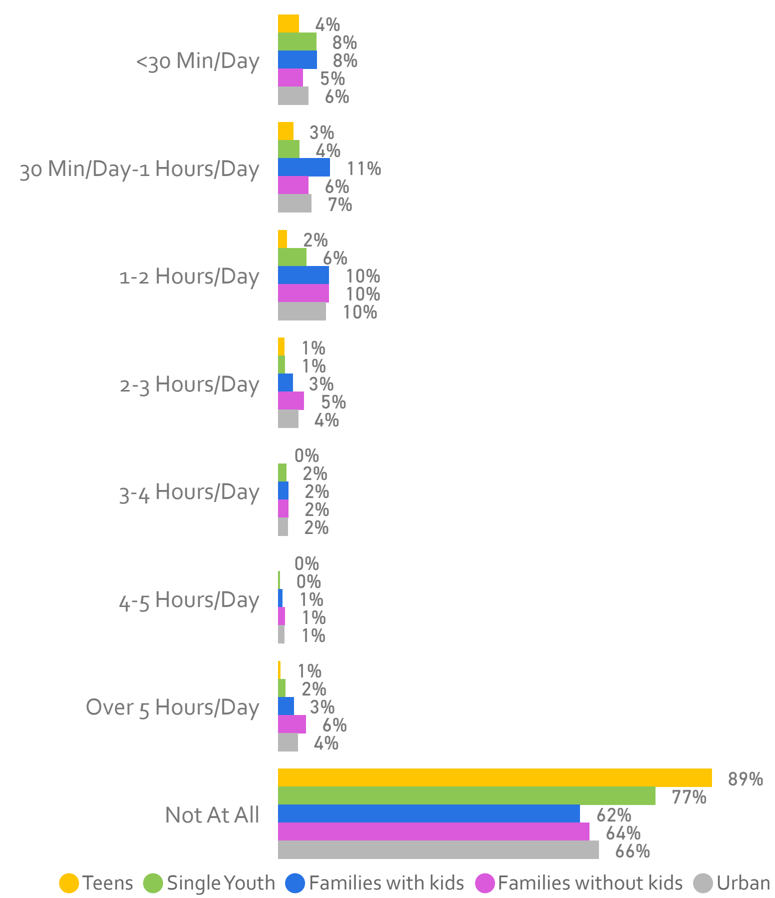
Audio content they listen weekly



Listen the radio weekly



How many hours per day



Radio continues to appeal to more mature listeners, while the young segments migrated towards online music apps, easily accesible on mobile phones or laptops. The use of online music apps continues to experience steady growth. Families with children and single youths often listen to radio stations in their cars during daily commutes. Men from families without children enjoy listening to the radio both in the car and while working. People tend to spend a low amount of time listening to radio.

VIDEO CONTENT

ONLINE ACTIVITIES

AUDIO CONTENT

EDITORIAL CONTENT

OFFLINE ACTIVITIES

SHOPPING BEHAVIOR

BRAND TRACKER

CONSUMER VALUES

CONSUMER PARTICULARITIES

CASE STUDIES

Data Source: SNA Focus, base all 14-74 urban

Period: Oct'23-Sep'24

DATAINTELLIGENCE

Powered by Publicis Groupe Romania

CONSUMER REPORT

Radio Programs & Listening Frequency

Gender: All | Wave: All | Year: 2024

starcom

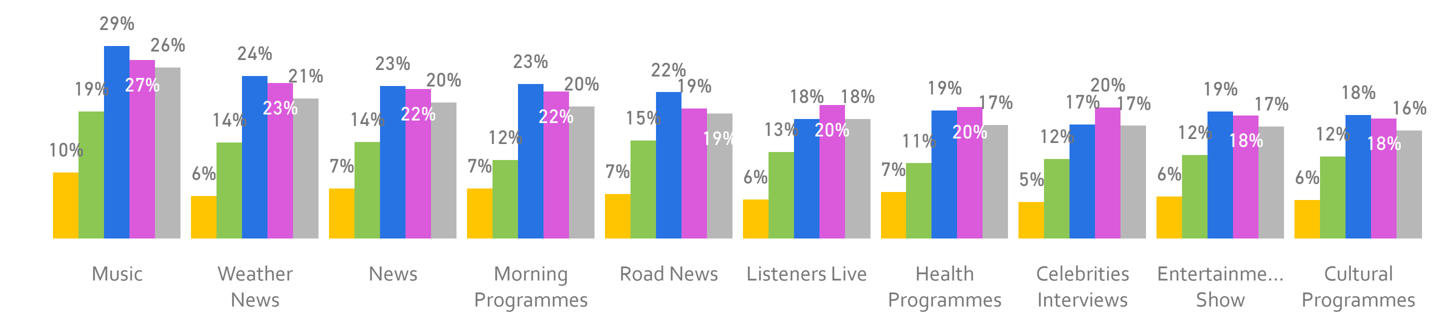
TEENS

SINGLE YOUTH

FAMILIES WITH KIDS

FAMILIES WITHOUT KIDS

Audio content they listen weekly



Replicating last year's results, overall older demographics report listening to radio more frequently than the younger age ranges; they report listening to the radio approximately 6-7 times per week. Nonetheless, it must be noted that within these older groups, nationally it can be seen that Families without kids that listen to the radio 6-7x per week experienced a 10,7% drop from last year (driven by a 16% drop in the urban population). As can be observed the most popularly consumed radio programs include music, weather updates and morning shows.

VIDEO CONTENT

ONLINE ACTIVITIES

AUDIO CONTENT

EDITORIAL CONTENT

OFFLINE ACTIVITIES

SHOPPING BEHAVIOR

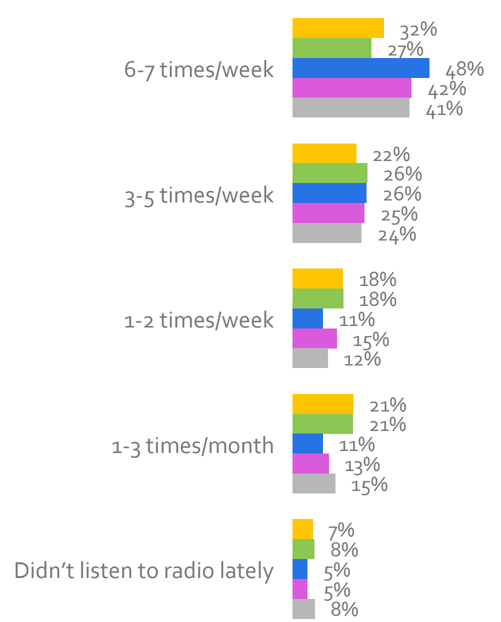
BRAND TRACKER

CONSUMER VALUES

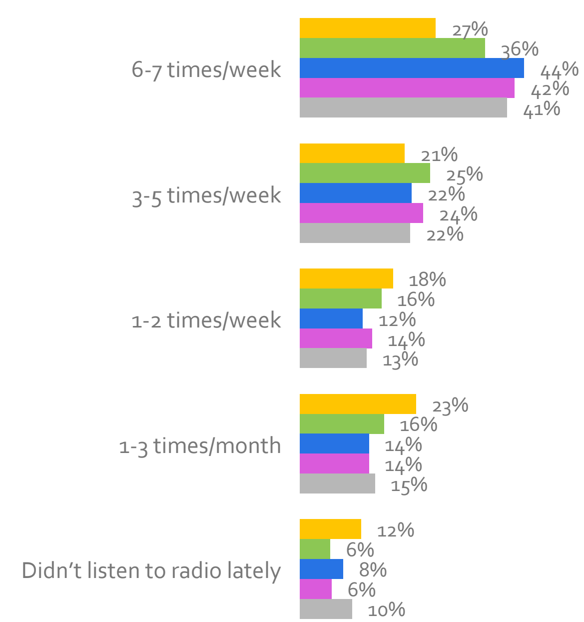
CONSUMER PARTICULARITIES

CASE STUDIES

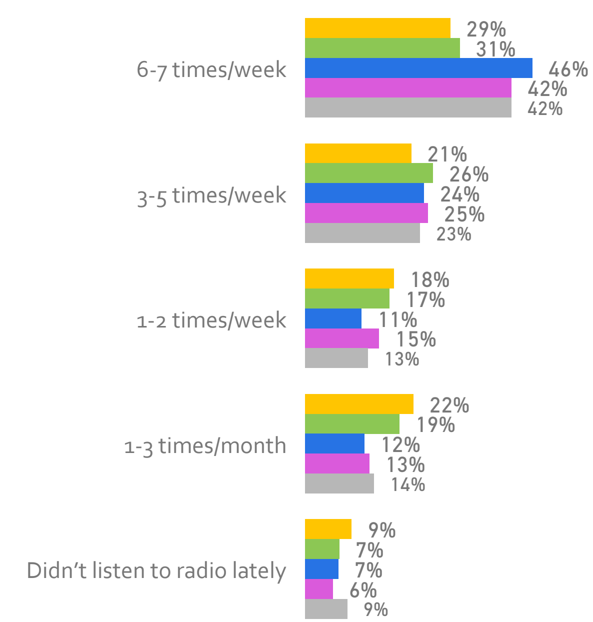
Urban



Rural



National



Data Source: SNA Focus & Romanian Association for Radio Audience
Period: Oct'23-Sep'24

Teens | Single Youth | Families with kids | Families without kids | Urban

CONSUMER REPORT

Audio Content: Type of Music & Events

Gender
All

Year
2024

starcom

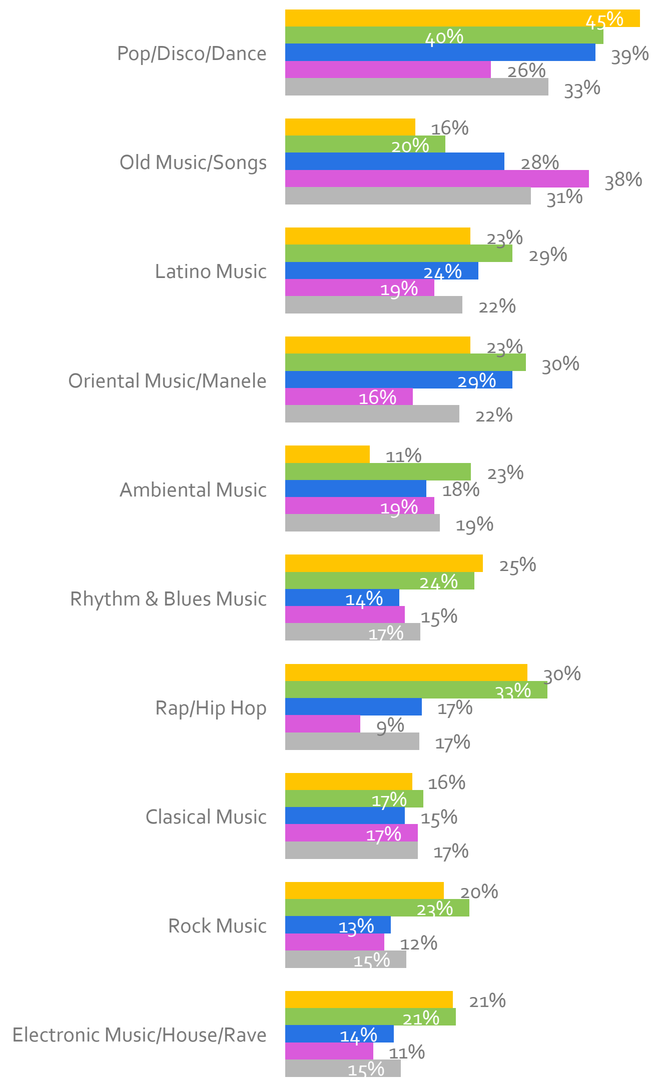
TEENS

SINGLE YOUTH

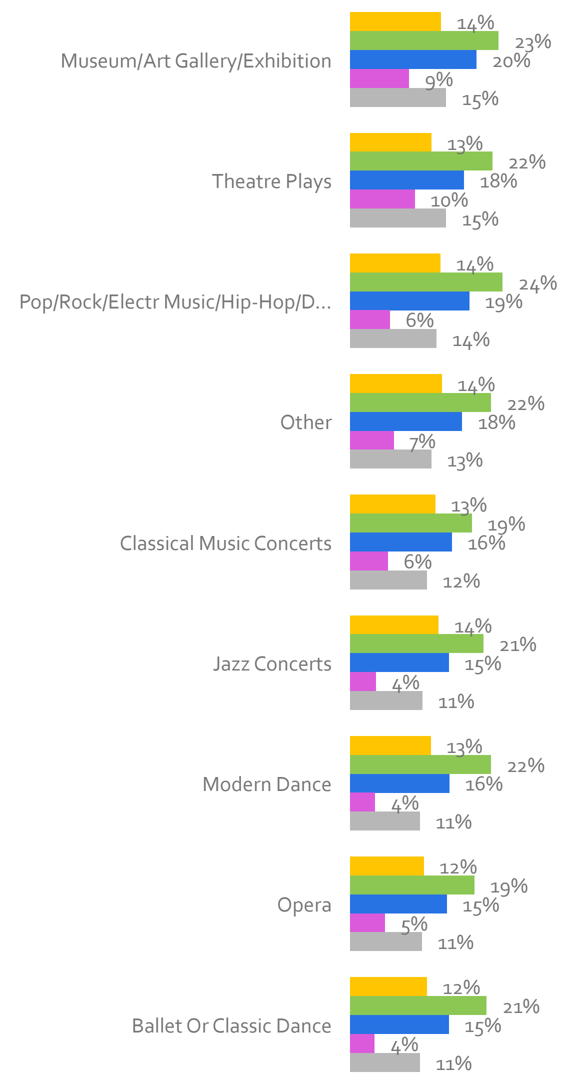
FAMILIES WITH KIDS

FAMILIES WITHOUT KIDS

Type of music listened



Events attended annually



Teens Single Youth Families with kids Families without kids Urban

This year, alike the previous year, the overall most enjoyed genres are Pop/Disco and Old songs. The younger age ranges (teens/single youth) display a greater preference for Pop/Disco/Dance and Rap/Hip-Hop; young men's preference reflect the overall results whilst women replaces the second genre with Latin Music. The older generations' results mimic the overall results, however men in families without kids have a greater preference for Oriental music/Manele rather than Old Songs. As can be observed, events have a greater attendance by the single youth and families with kids. The most popular events that people enjoy partaking in are museums/art galleries/exhibitions, theatre plays and concerts.

VIDEO CONTENT

ONLINE ACTIVITIES

AUDIO CONTENT

EDITORIAL CONTENT

OFFLINE ACTIVITIES

SHOPPING BEHAVIOR

BRAND TRACKER

CONSUMER VALUES

CONSUMER PARTICULARITIES

CASE STUDIES

Data Source: SNA Focus, base all 14-74 urban
Period: Oct'23-Sep'24

DATAiNTELLIGENCE
Powered by Publicis Groupe Romania

Editorial Content: Offline & Online Consumption

Gender: All | Year: 2024

starcom

TEENS

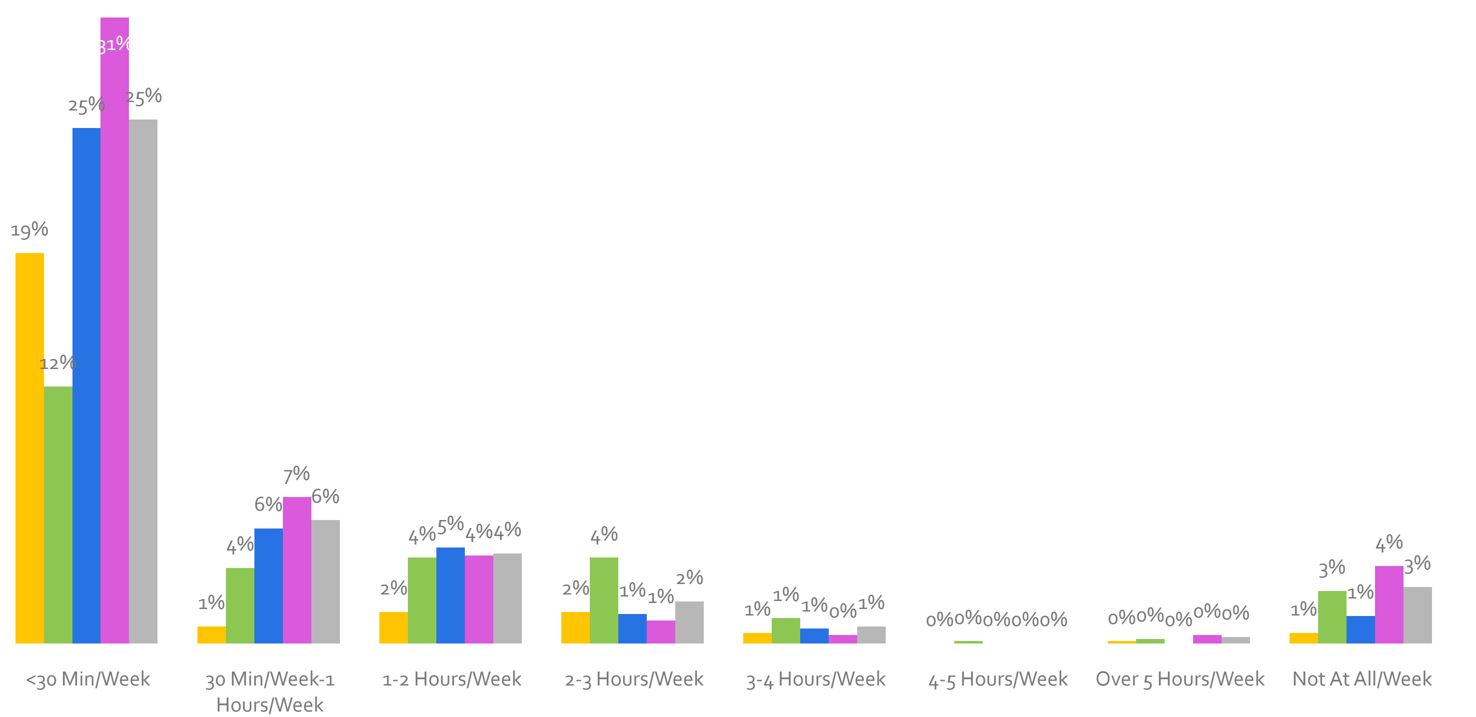
SINGLE YOUTH

FAMILIES WITH KIDS

FAMILIES WITHOUT KIDS

Type	Teens	Single Youth	Families with kids	Families without kids	Urban
Online	16%	24%	29%	19%	23%
Offline	24%	28%	38%	48%	41%

Read Newspapers/Magazines



In contrast to the previous year, in 2024, there are both increases and decreases for offline and online editorial consumption. The majority of our demographic categories experience decrease in offline editorial consumption (except for families without kids) and an increase in online editorial consumption (except for teens). The most significant increase can be seen in the single youth usage of online intake (60% increase from 2023). Overall, it is observed that the majority of our respondents across the different age segments spend less than 30 per minutes per day (especially families without kids). This could be due to the general decline of print but also due to people's increasing use of social media as to replace online consumption through websites; seeing as editorial post their content on social media, it becomes more convenient to consume it there instead of having to take an extra step to gain access to it. What's interesting to note is the decrease in respondents' consumption of the 2-3 hours/3-4 hours per day categories - could in itself indicate a greater attention by individuals to the amount of consumption in an oversaturated media market.

VIDEO CONTENT

ONLINE ACTIVITIES

AUDIO CONTENT

EDITORIAL CONTENT

OFFLINE ACTIVITIES

SHOPPING BEHAVIOR

BRAND TRACKER

CONSUMER VALUES

CONSUMER PARTICULARITIES

CASE STUDIES

Data Source: SNA Focus, base all 14-74 urban

Period: Oct'23-Sep'24

CONSUMER REPORT

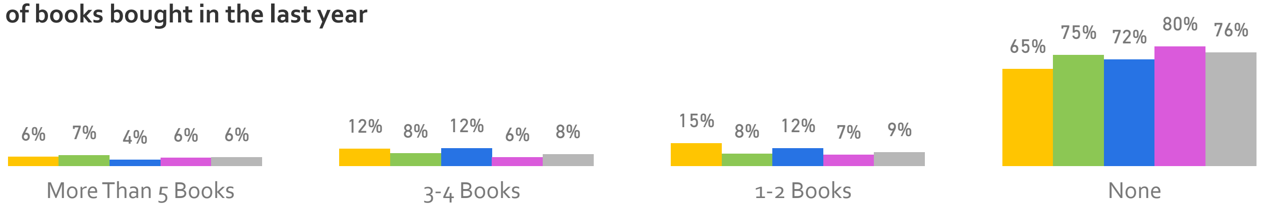
Editorial Content: Reading Books Behavior

Gender: All

Year: 2024

starcom

No of books bought in the last year



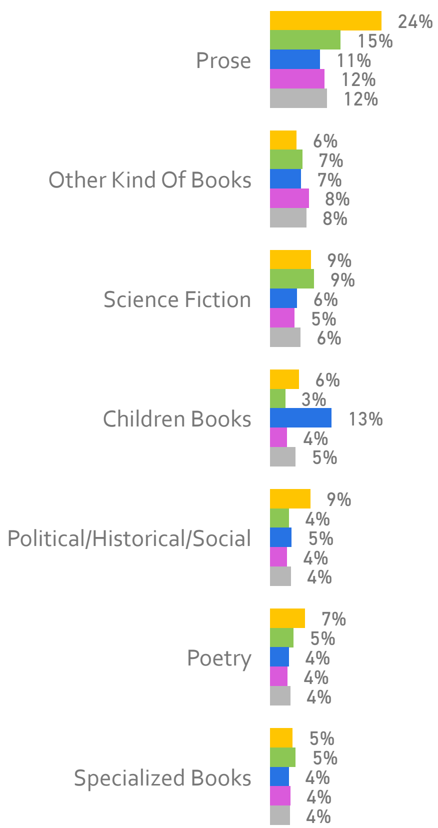
TEENS

SINGLE YOUTH

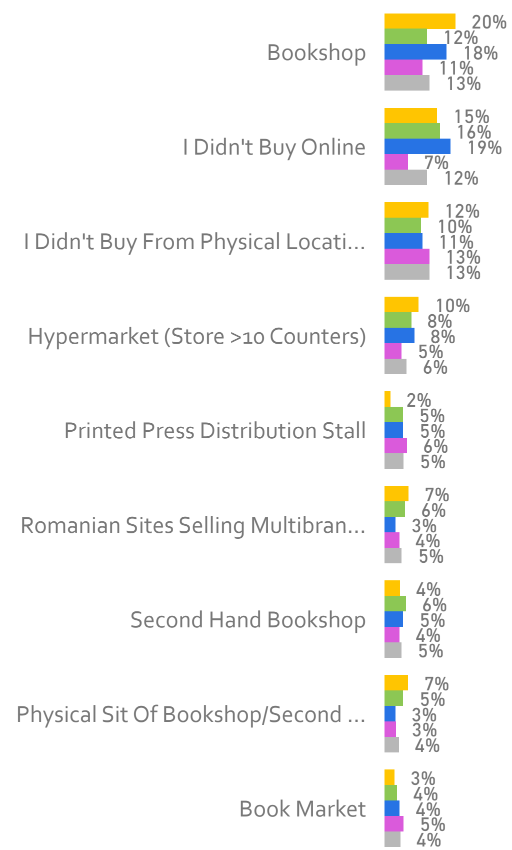
FAMILIES WITH KIDS

FAMILIES WITHOUT KIDS

Book Genre



Buying Place



In the past year, from the respondents that reported reading, the most popular segments can be seen to be 1-2 bookes per year followed immediatley by 3-4 books per year. Teenagers read the most compared to other analyzed segments, while childless families read the least. Prose remains the preferred genre among consumers followed by science fiction (in the younger demographic - teens and single youth) and other kinds of books (both family types - with or without kids). Bookstores are the preferred place for purchasing books, likely due to the physicality of the book selecting process, the variety of options and the assistance provided by staff.

Teens Single Youth Families with kids Families without kids Urban

Data Source: SNA Focus, base all 14-74 urban
Period: Oct'23-Sep'24

CONSUMER REPORT

Editorial Content: Reading Books Frequency

Gender: All

Year: 2024

starcom

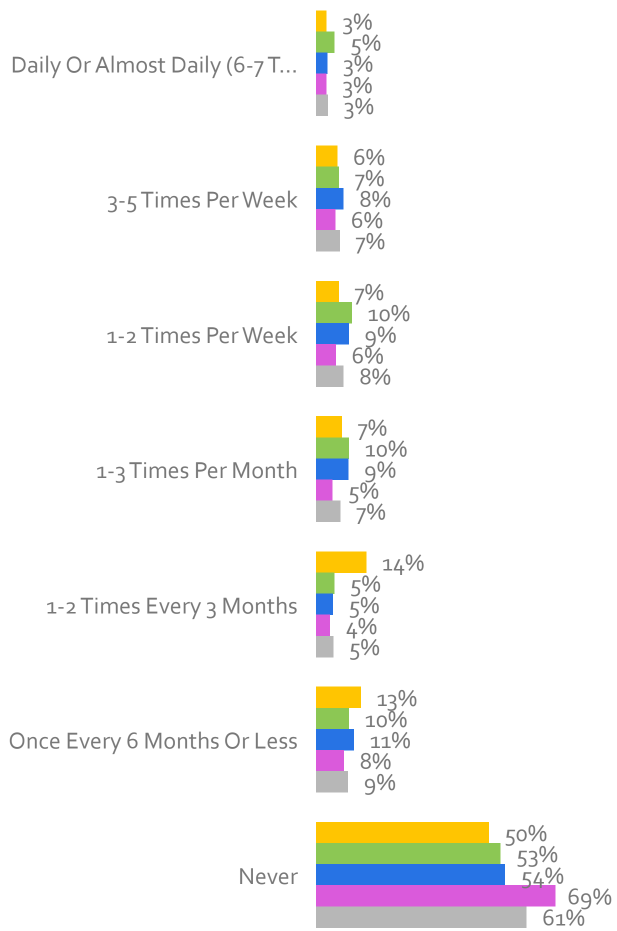
TEENS

SINGLE YOUTH

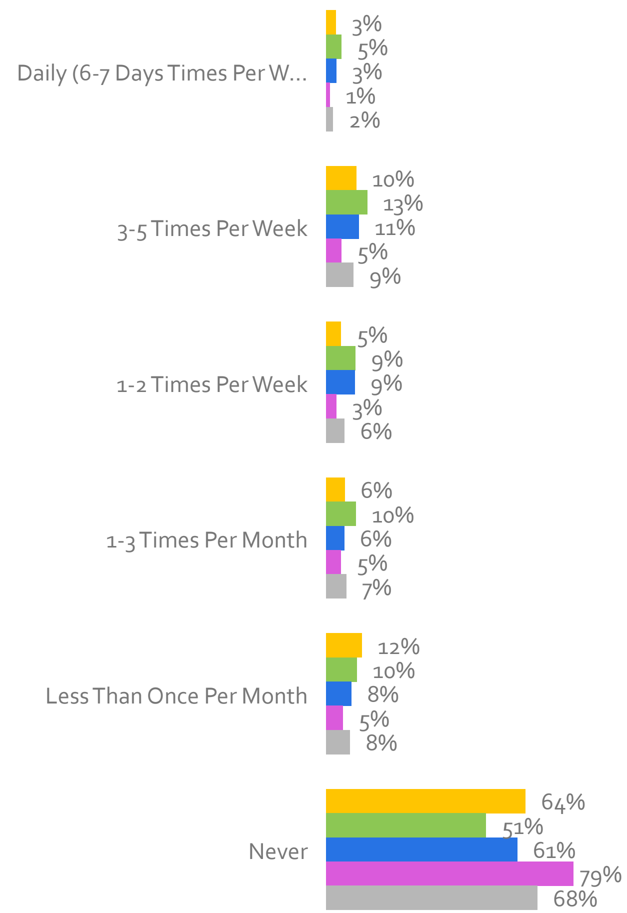
FAMILIES WITH KIDS

FAMILIES WITHOUT KIDS

Books



E-Books



The figures on those who continue to read print books/e-books remain relatively stable and similar to those of 2023; with some noticeable slight increases being seen in certain segments for print (Daily/almost daily, 3-5 times per week, once every six months or less). Within the e-book format, single youth have a higher frequency of reading - with their highest data points being seen in the daily, 3-5 times per week, 1-2 times per week (tied in first place with families with kids) and the 1-3 times per month. Single women pivot this result with them scoring high scoring higher data points in the 3-5 times per week/1-2 times per week categories; their higher frequency of reading should come as no surprise seeing as generally women are recorded to read more than men, and this could be enabled by social media book communities.

VIDEO CONTENT

ONLINE ACTIVITIES

AUDIO CONTENT

EDITORIAL CONTENT

OFFLINE ACTIVITIES

SHOPPING BEHAVIOR

BRAND TRACKER

CONSUMER VALUES

CONSUMER PARTICULARITIES

CASE STUDIES

Teens · Single Youth · Families with kids · Families without kids · Urban

Data Source: SNA Focus, base all 14-74 urban
Period: Oct'23-Sep'24

DATA INTELLIGENCE
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CONSUMER REPORT

Weekly Out of Home Activities

Gender: All

Year: 2024

starcom

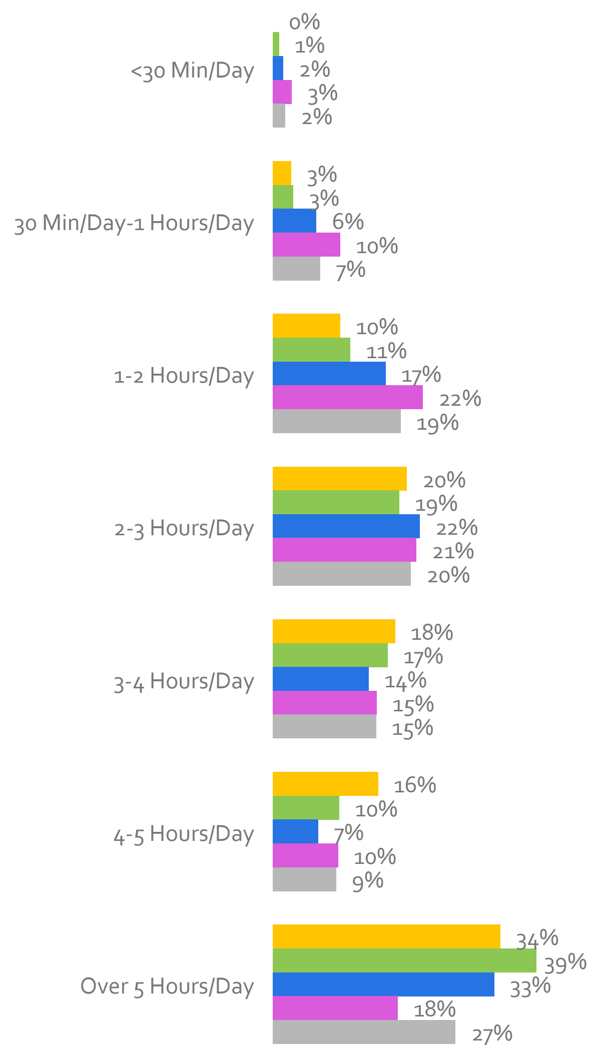
TEENS

SINGLE YOUTH

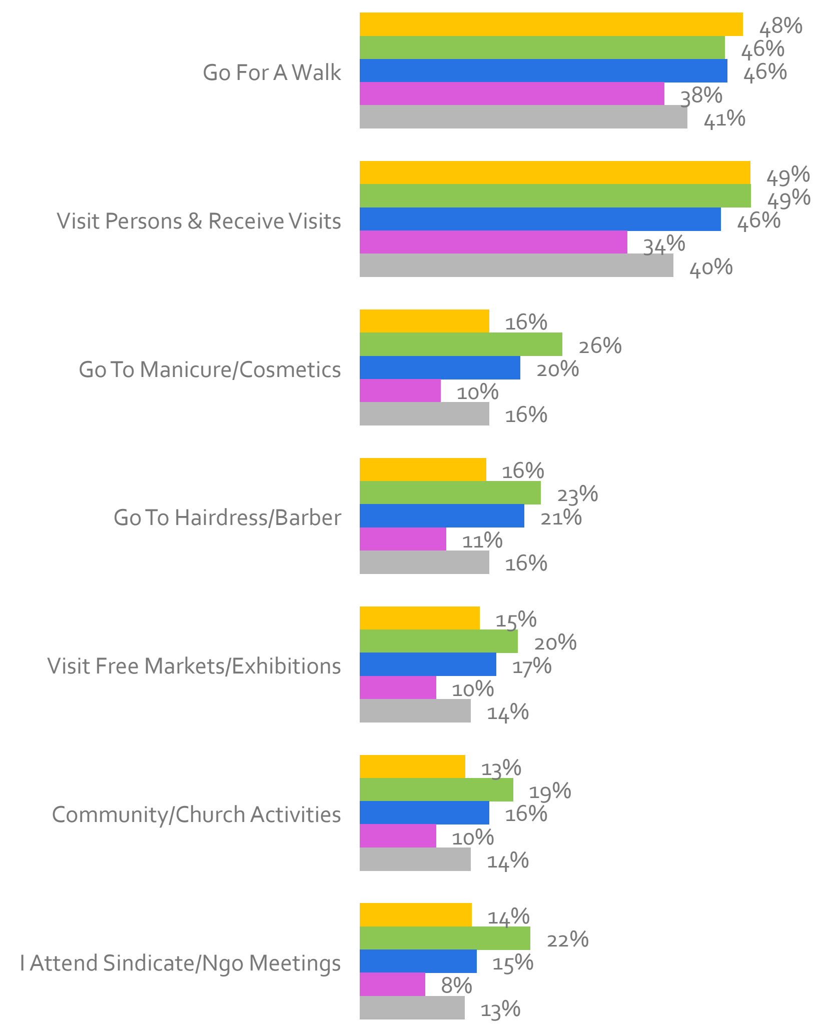
FAMILIES WITH KIDS

FAMILIES WITHOUT KIDS

Time spent outside - Monday to Sunday



Weekly out of home activities



Teens · Single Youth · Families with kids · Families without kids · Urban

Overall, the great majority of respondents report spending 5+ hours per day out of the house. All our age categories, except for families without kids (they typically spend 1-2 hours/day outside), have the highest values in this time segment; the amount of time spent outside increased from 2023. Alike last year, the primary activities that are done by Romanians outside is going for a walk or arranging visits to see their friends/family.

VIDEO CONTENT

ONLINE ACTIVITIES

AUDIO CONTENT

EDITORIAL CONTENT

OFFLINE ACTIVITIES

SHOPPING BEHAVIOR

BRAND TRACKER

CONSUMER VALUES

CONSUMER PARTICULARITIES

CASE STUDIES

Data Source: SNA Focus, base all 14-74 urban

Period: Oct'23-Sep'24

DATAINTELLIGENCE

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CONSUMER REPORT

Out of Home Activities: Sports

Gender: All

Year: 2024

starcom

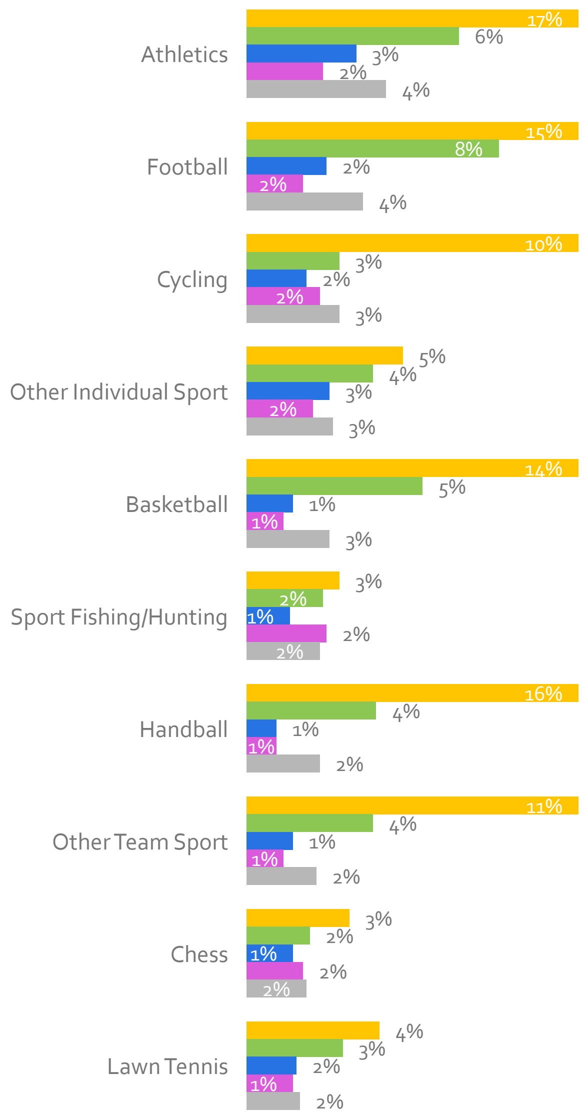
TEENS

SINGLE YOUTH

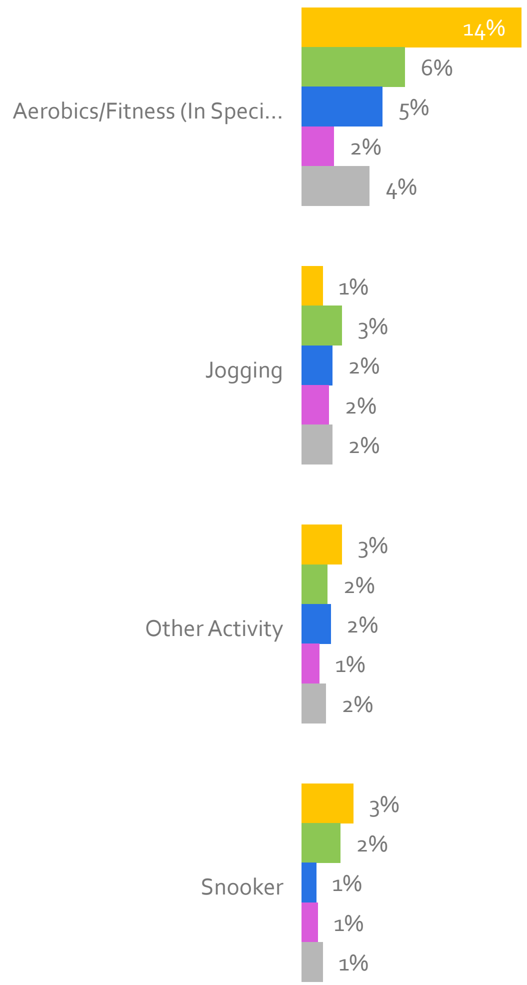
FAMILIES WITH KIDS

FAMILIES WITHOUT KIDS

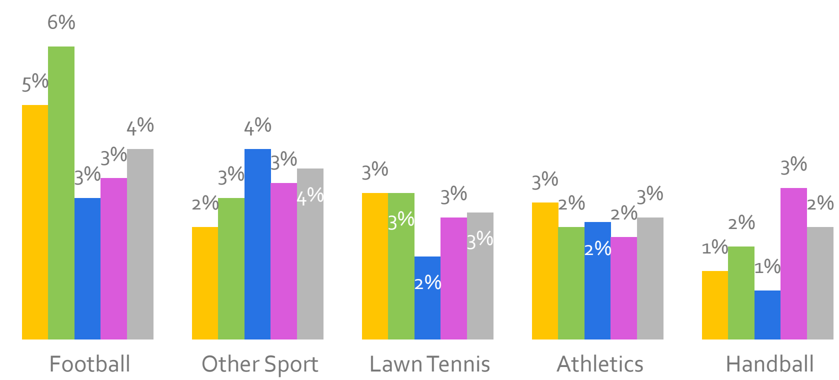
Sports in L1 2M



Activities in L1 2M



Once again, teenagers are the most active group that practice sports. The most popular are atheltics, handball and football - sports that are largely part of physical education curriculums in school. In addition, what can be observed in our different sport categories is that there are slight increases in the older demographic.



Teens · Single Youth · Families with kids · Families without kids · Urban

VIDEO CONTENT

ONLINE ACTIVITIES

AUDIO CONTENT

EDITORIAL CONTENT

OFFLINE ACTIVITIES

SHOPPING BEHAVIOR

BRAND TRACKER

CONSUMER VALUES

CONSUMER PARTICULARITIES

CASE STUDIES

Data Source: SNA Focus, base all 14-74 urban

Period: Oct'23-Sep'24

CONSUMER REPORT

Weekly Home Activities

Gender
All

Year
2024

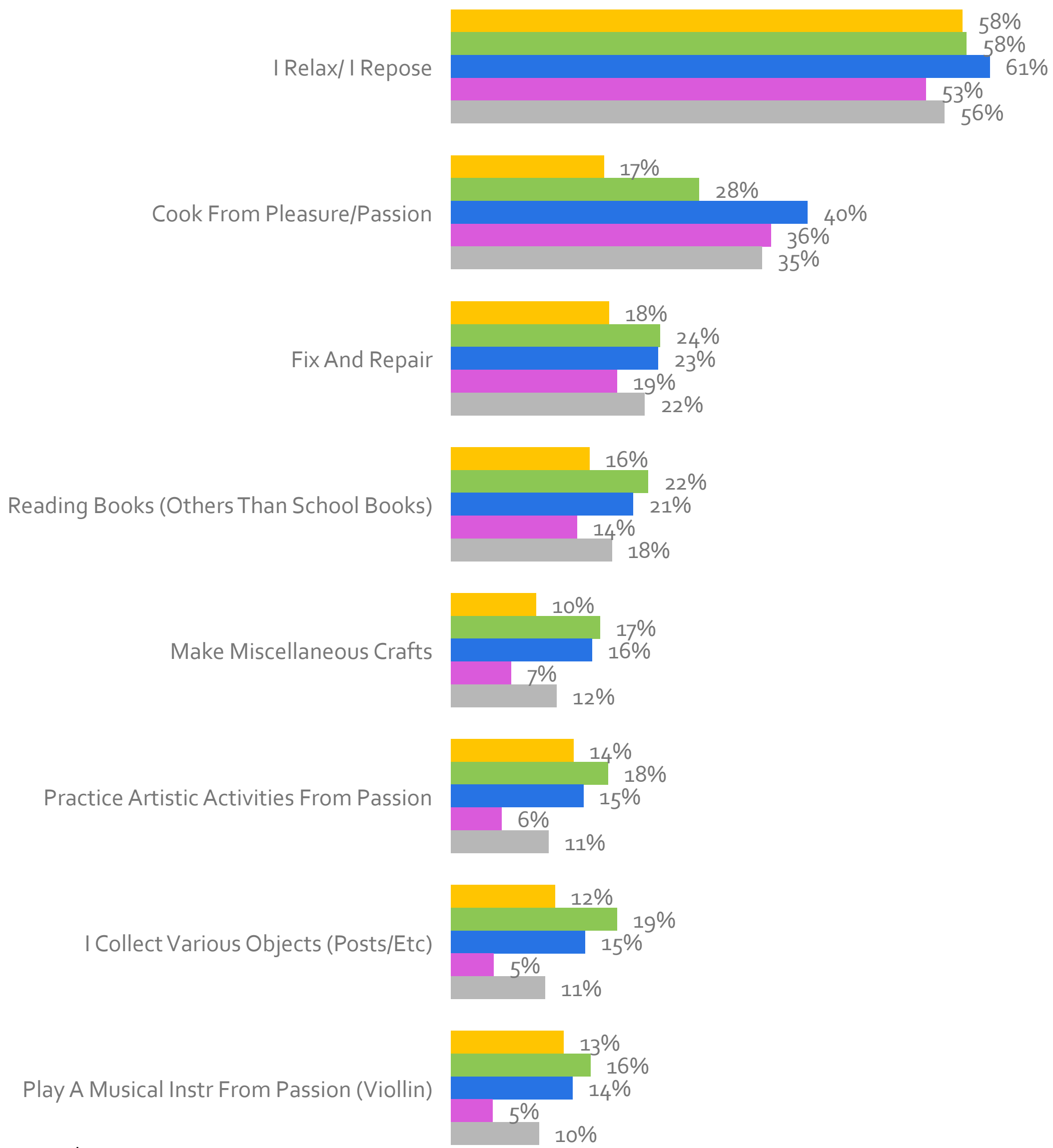
starcom

TEENS

SINGLE YOUTH

FAMILIES WITH KIDS

FAMILIES WITHOUT KIDS



Teens Single Youth Families with kids Families without kids Urban

At home, Romanians favourite activity for all different age demographics is to relax and rest; families with kids seem to be the group that enjoy this activity the most. The second most enjoyed activity by the older generation and the single youth seem to be cooking whilst the teens prefer fix and repair activities.

VIDEO CONTENT

ONLINE ACTIVITIES

AUDIO CONTENT

EDITORIAL CONTENT

OFFLINE ACTIVITIES

SHOPPING BEHAVIOR

BRAND TRACKER

CONSUMER VALUES

CONSUMER PARTICULARITIES

CASE STUDIES

Data Source: SNA Focus, base all 14-74 urban
Period: Oct'23-Sep'24

DATAINTELLIGENCE
Powered by Publicis Groupe Romania

CONSUMER REPORT

Shopping Behavior by Customer

Gender: All

Year: 2024

starcom

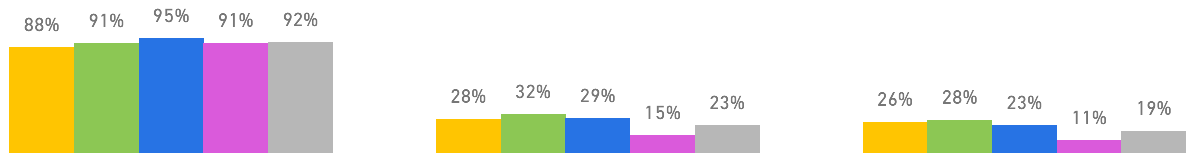
TEENS

SINGLE YOUTH

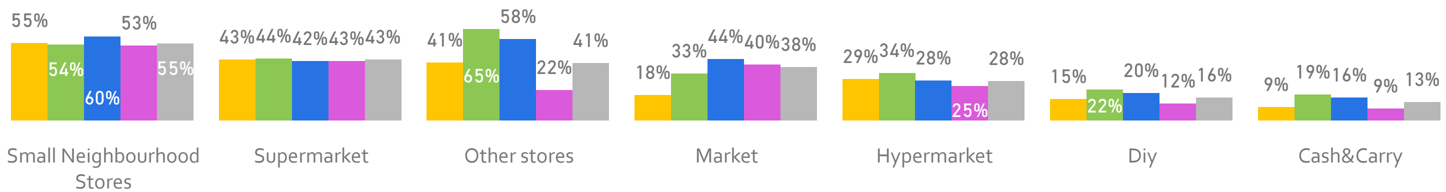
FAMILIES WITH KIDS

FAMILIES WITHOUT KIDS

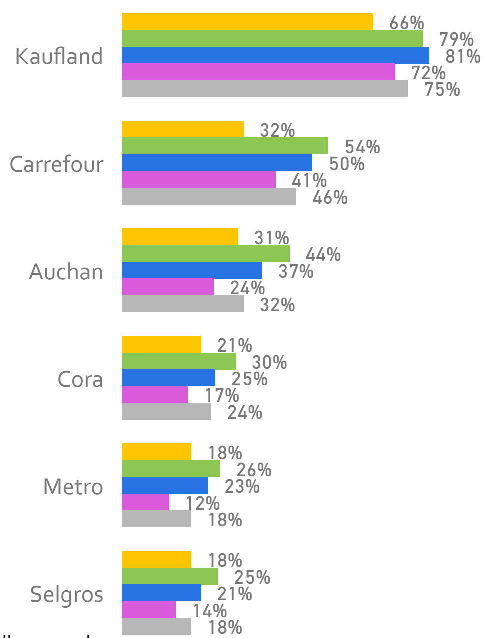
Shop...



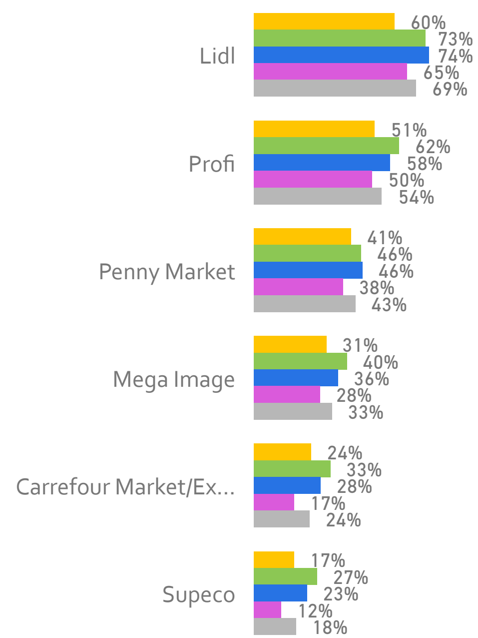
Offline they shop weekly from...



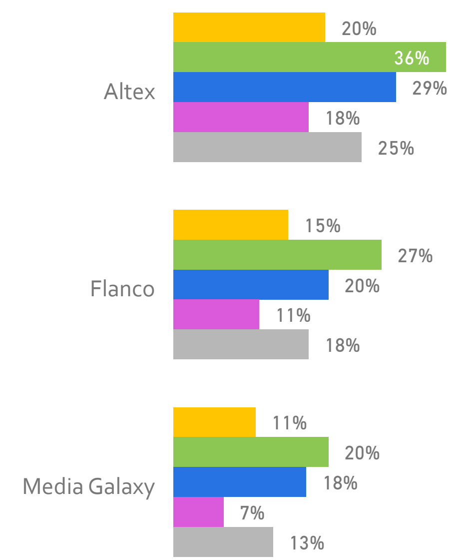
Visited hypermarkets in L3M



Visited supermarkets in L3M



Visited electronic/appliaces stores in...



Teens · Single Youth · Families with kids · Families without kids · Urban

Consumer behavior may vary depending on age or life stage, but there are no significant differences between segments when it comes to shopping preferences – the majority choose to shop in physical stores. Small neighborhood shops are the most popular among consumers, indicating a preference for proximity. However, a similar number of consumers also opt for supermarkets, highlighting the need for variety in shopping choices.

VIDEO CONTENT

ONLINE ACTIVITIES

AUDIO CONTENT

EDITORIAL CONTENT

OFFLINE ACTIVITIES

SHOPPING BEHAVIOR

BRAND TRACKER

CONSUMER VALUES

CONSUMER PARTICULARITIES

CASE STUDIES

Data Source: SNA Focus, base all 14-74 urban
Period: Oct'23-Sep'24

DATAINTELLIGENCE
Powered by Publicis Groupe Romania

CONSUMER REPORT

E-commerce - Type of Bought Products

Gender: All

Year: 2024

starcom

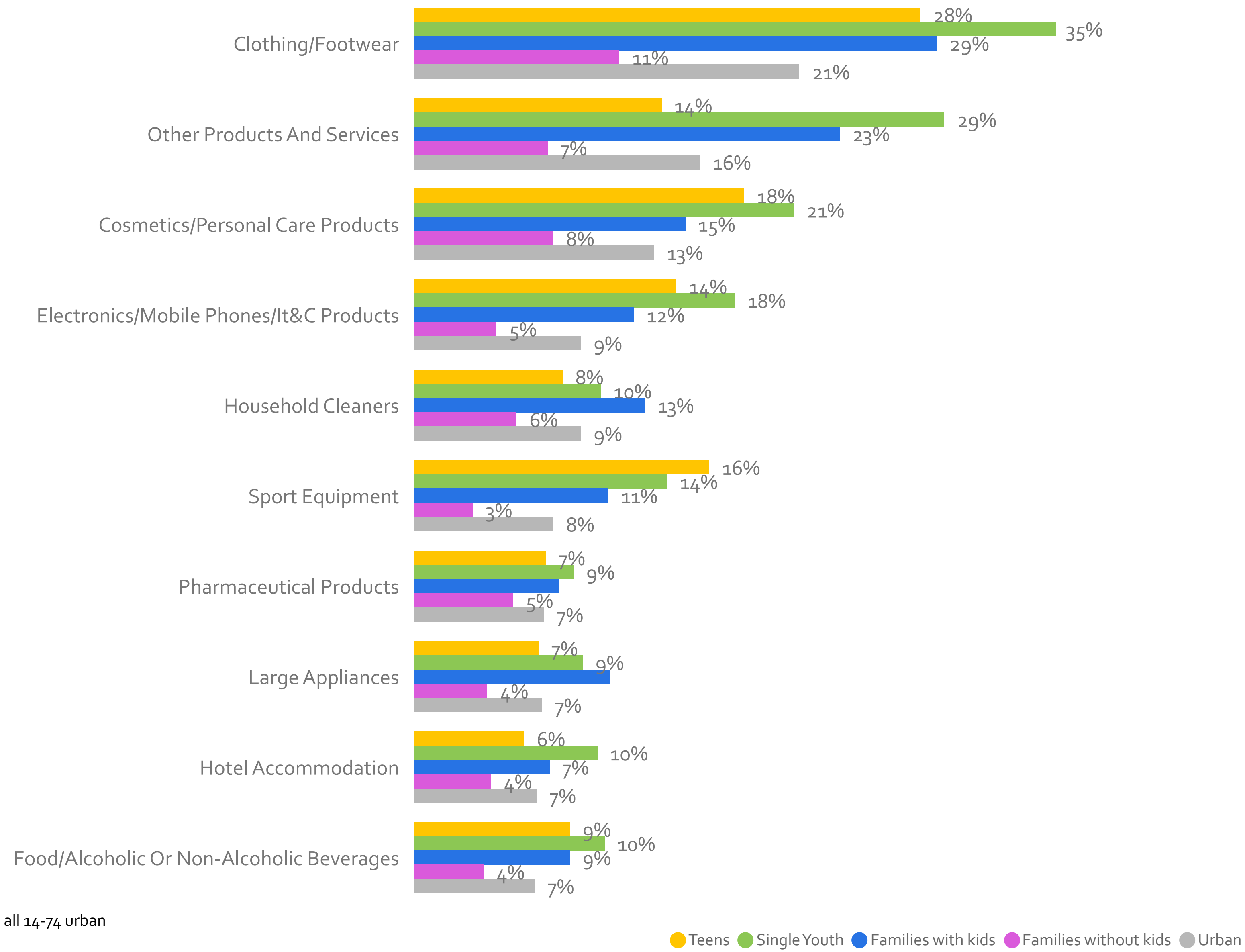
TEENS

SINGLE YOUTH

FAMILIES WITH KIDS

FAMILIES WITHOUT KIDS

Types Of Products/Services Bought Online



The ranking of product categories purchased online varies based on consumers' preferences and needs, which are influenced by factors such as age, lifestyle, and life stage. Young people tend to prefer technology and gadgets, while families with children may prioritize purchases of home products. However, despite these differences, the clothing and footwear category remains the most popular choice for online shopping.

VIDEO CONTENT

ONLINE ACTIVITIES

AUDIO CONTENT

EDITORIAL CONTENT

OFFLINE ACTIVITIES

SHOPPING BEHAVIOR

BRAND TRACKER

CONSUMER VALUES

CONSUMER PARTICULARITIES

CASE STUDIES

Data Source: SNA Focus, base all 14-74 urban

Period: Oct'23-Sep'24

DATAINTELLIGENCE

Powered by Publicis Groupe Romania

CONSUMER REPORT

E-commerce - Black Friday - Information Sources

Gender: All

Year: 2024

starcom

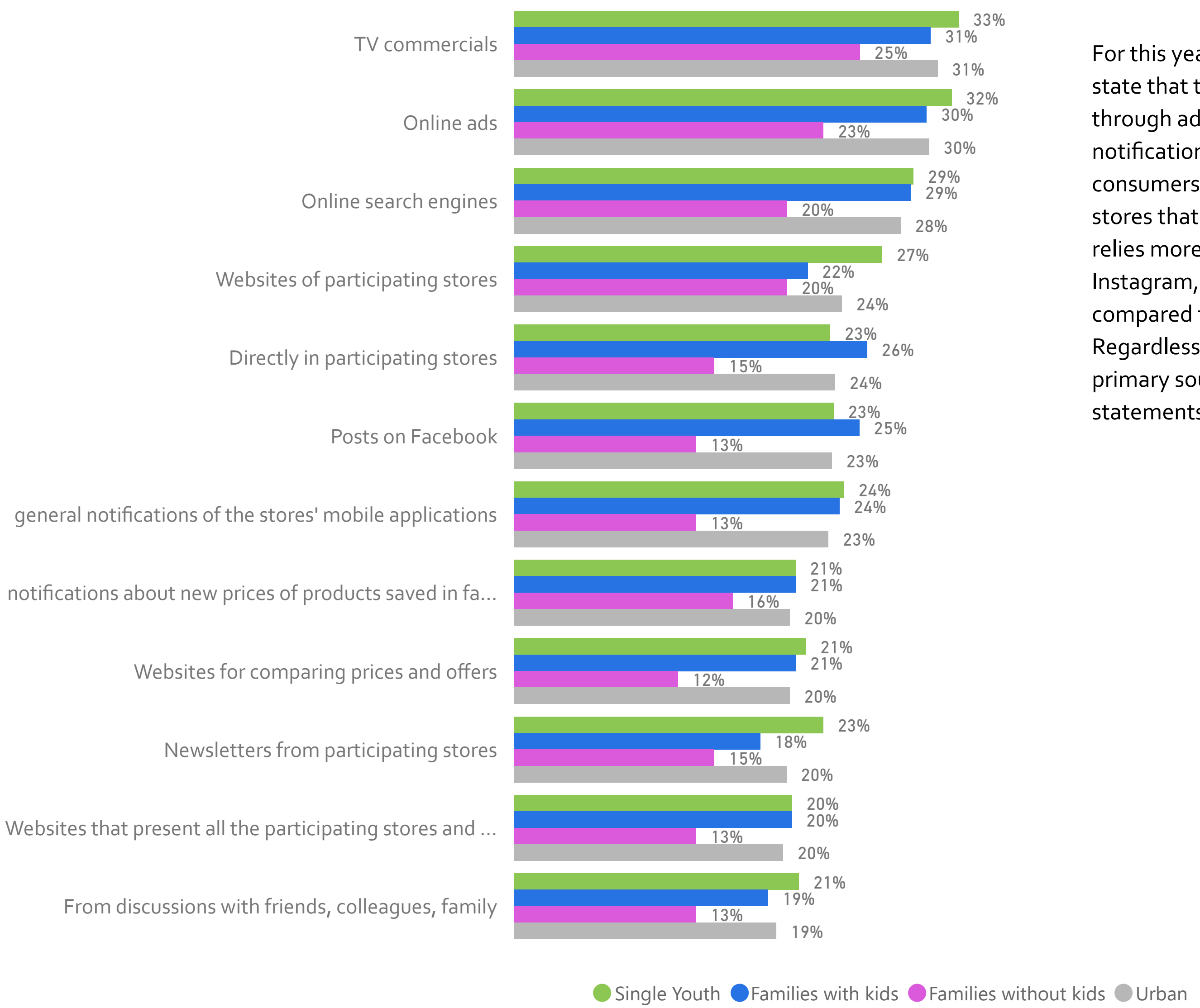
TEENS

SINGLE YOUTH

FAMILIES WITH KIDS

FAMILIES WITHOUT KIDS

Top information sources used for Black Friday



For this year's Black Friday campaign, most Romanians state that they gathered information online, whether through advertisements, price comparison websites, or notifications received from apps. However, some consumers chose to go directly to the participating stores that interested them. The Single Youth segment relies more on social media platforms such as Instagram, TikTok, and YouTube for information compared to other consumer categories.
Regardless of the segment, television remains the primary source of information, according to consumer statements.

VIDEO CONTENT

ONLINE ACTIVITIES

AUDIO CONTENT

EDITORIAL CONTENT

OFFLINE ACTIVITIES

SHOPPING BEHAVIOR

BRAND TRACKER

CONSUMER VALUES

CONSUMER PARTICULARITIES

CASE STUDIES

Data Source: Black Friday Study by Starcom
Period: Nov '24

DATAINTELLIGENCE
Powered by Publicis Groupe Romania

CONSUMER REPORT

Consumer Values

Gender: All

Year: 2024

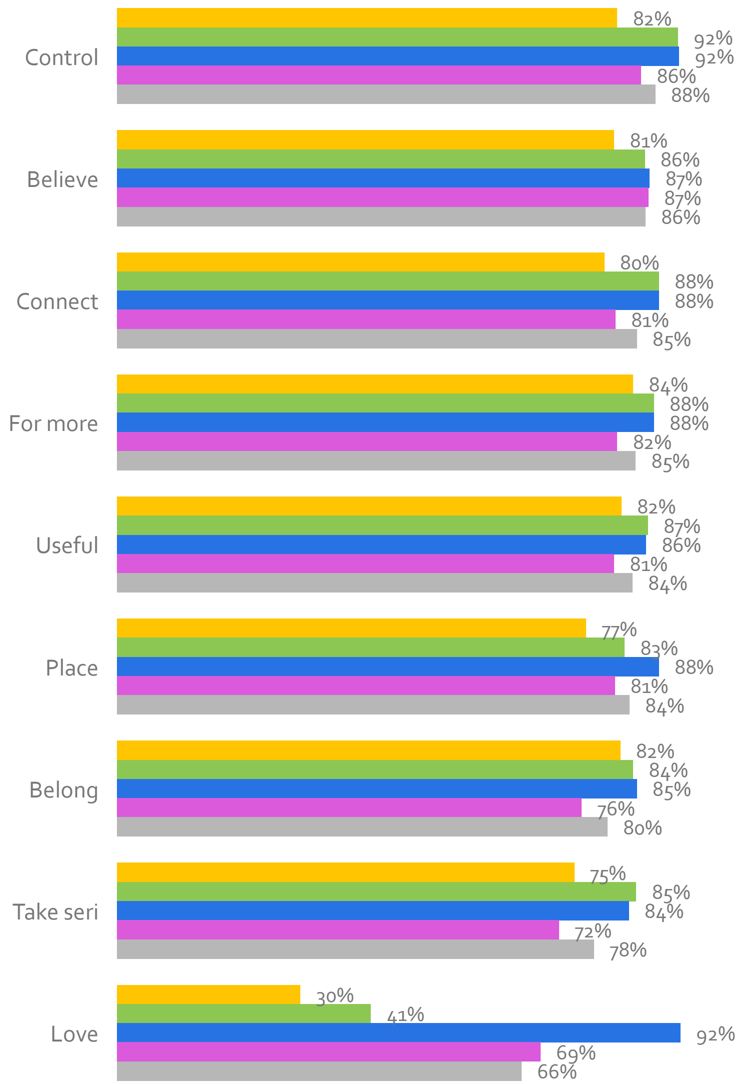
starcom

TEENS

SINGLE YOUTH

FAMILIES WITH KIDS

FAMILIES WITHOUT KIDS



"Control" has ascended in consumer value rankings, surpassing its position from the previous year. This shift is likely driven by the current economic and political instability affecting both national and global landscapes. However, within families with children, "Love" remains the paramount value. Furthermore, there is a noticeable trend where individuals increasingly prioritize the need for belief and connection, reflecting a broader desire for stability and interpersonal relationships.

VIDEO CONTENT

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SHOPPING BEHAVIOR

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CONSUMER VALUES

CONSUMER PARTICULARITIES

CASE STUDIES

Data Source: SNA Focus, base all 14-74 urban
Period: Oct'23-Sep'24

Teens Single Youth Families with kids Families without kids Urban

DATAINTELLIGENCE
Powered by Publicis Groupe Romania

Women's Month

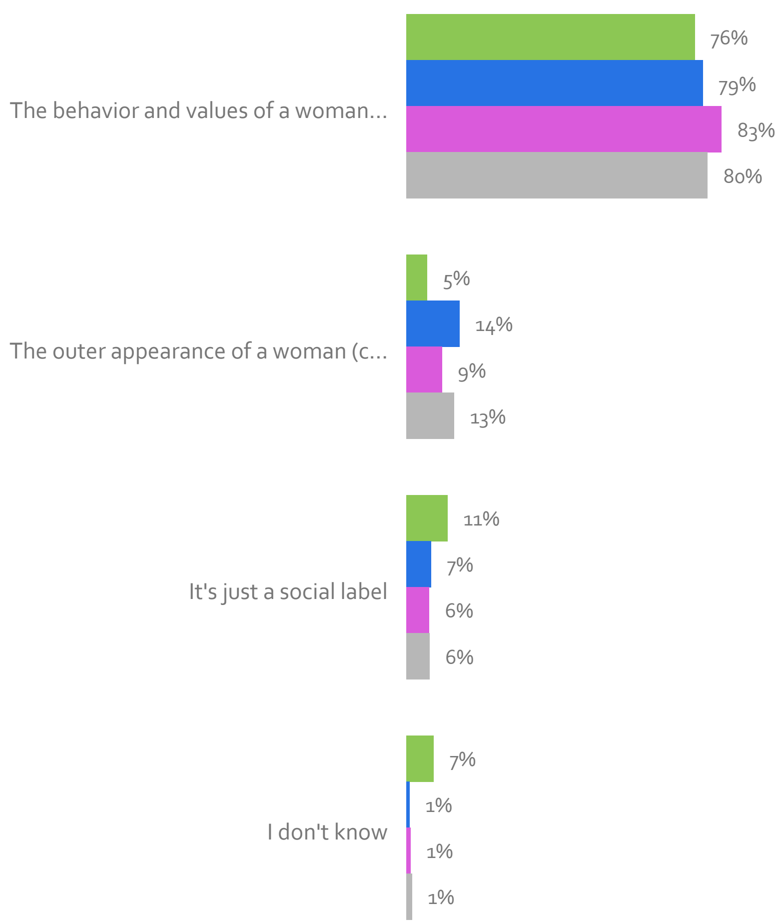
TEENS

SINGLE YOUTH

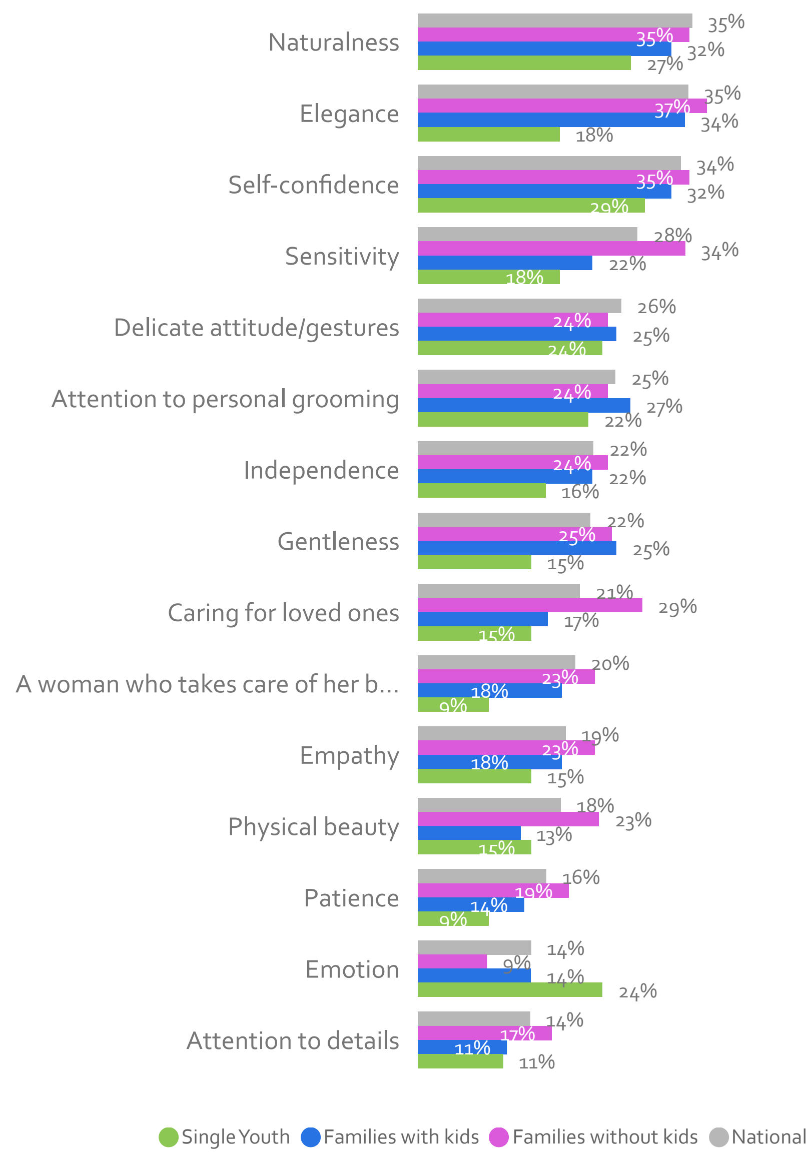
FAMILIES WITH KIDS

FAMILIES WITHOUT KIDS

The Representation of Femininity



The Main Traits of Femininity in Today's Society - Top 15



The majority view femininity as being defined by a woman's behavior and values, with this perspective being particularly prevalent among families without children. Less than 10% perceive femininity merely as a social label, with single youth largely driving these responses. A minority, especially from families with children, associate femininity with external perceptions of a woman. Generally, key attributes linked to femininity in contemporary society include naturalness, elegance, self-confidence, and sensitivity. However, distinct clusters prioritize different traits: single youth emphasize emotion, accessories and their coordination with outfits, and the need for protection; families without children focus on sensitivity, care for loved ones, empathy, patience, and physical beauty; while families with children value diplomacy, personal grooming, a delicate attitude, independence, gentleness, compassion, and traditionally feminine dress.

VIDEO CONTENT

ONLINE ACTIVITIES

AUDIO CONTENT

EDITORIAL CONTENT

OFFLINE ACTIVITIES

SHOPPING BEHAVIOR

BRAND TRACKER

CONSUMER VALUES

CONSUMER PARTICULARITIES

CASE STUDIES

Data Source: Starcom Media Romania, 18+, national internet users
Period: Mar '24

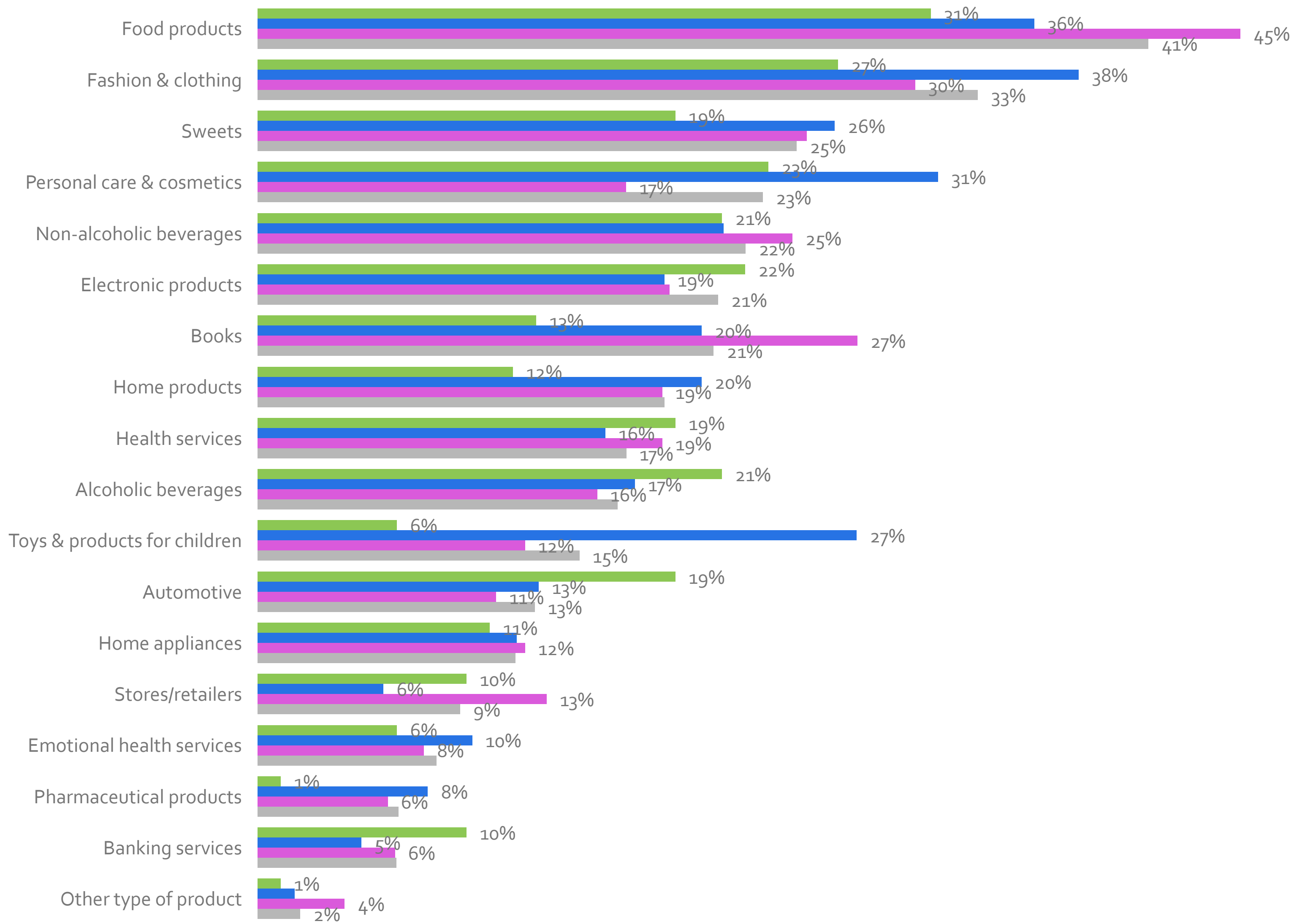
Events Products/Services

Year

2024

starcom

Most Desired Categories of Products/Services at Festivals or Cultural Events



Single Youth Families with kids Families without kids National

The most sought-after categories at events have remained consistent with the previous year. Food products, sweets, and beverages continue to garner strong interest across all festivals, alongside fashion and personal care items. Notably, families without children are key drivers of interest in books, while families with children have a marked preference for toys and child-focused products.

Data Source: Starcom Media Romania, 18+, national internet users

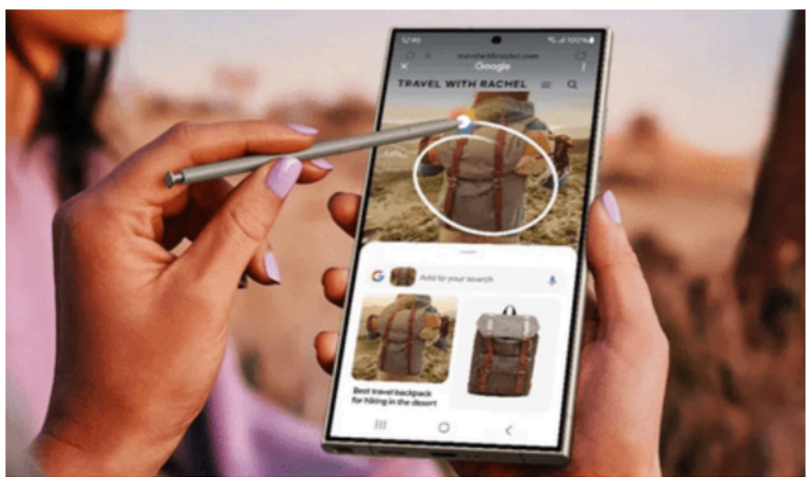
Period: June '24

Case Study: SAMSUNG

TEENS

Teenagers, still in school

AGE: 14-17 y.o.



In 2024, in order to reignite excitement among Gen Z, a digital-native demographic we leveraged TikTok's full-funnel ad tools to drive engagement, showcase the S24's cutting-edge features, and reinforce Samsung's relevance in their tech-driven lifestyles.

On TikTok creativity drives engagement, therefore leveraging influencers was a must to simplify complex features and demonstrated real-world benefits through content, effectively blending entertainment with education, while building trust and excitement around the Galaxy S24.

The campaign blended a mix of different creative executions and formats tailored for each phase. For awareness the full S24 lineup was presented, with formats aimed to maximize visibility (e.g. in feed awareness ads).

Interest targeting and first-party data-powered web retargeting drove traffic and consideration, while the ads focused on key product features. Influencers messages were responding to different audience needs, from showcasing nightography feature in action, to demonstrating the AI-powered "Circle to Search" feature, making user-friendly searches a focal point.

Across all campaign phases, the total ROAS had positive figures, demonstrating the effectiveness of the strategy in driving both brand engagement and conversions.

Case Study: Storia

FAMILIES WITH KIDS

Families that live with kids <14 y.o. in the HH

AGE: concentrated 18 - 45 y.o.

CIVIL STATUS: not single

KIDS: own kids <14 y.o. living in the HH

PUBLICIS MEDIA PRECISION

storia

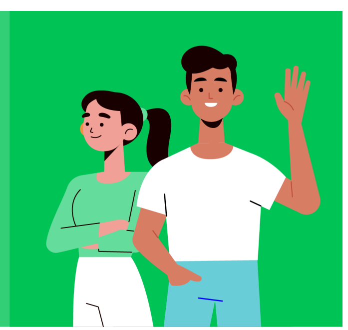
SINGLE YOUTH

Single Millennials

AGE: 18 - 34 y.o.

CIVIL STATUS: Single

KIDS: without kids <14 y.o. living in the HH



The first major acquisition of people at the beginning of their adult life (young families or individuals in their 25-35 y.o.) is having their own house. This acquisition implies a high commitment as often is accompanied by a mortgage loan on a long period of time.

Storia is a real estate online platform which acknowledged this consumer tension and took the mission to bring more clarity and trust in a poorly regulated market, by infusing in its tools, data and clear guidelines every step of the way. for real estate transactions. Its key challenge is that it is perceived as a real estate agency rather than recognized as a comprehensive online platform. The campaign aimed to change the % of people who think Storia is a real estate agency

To tackle this challenge and diminish consumer tension, campaign's creative approach conveyed that while one cannot control everything in the house-hunting process, Storia provides helpful tools to navigate through these challenges.

We utilized Reach Planner to forecast expected maximum reach based on various formats leading to strategic planning of the mix of ads, combining different formats to maximize awareness lift. Also, affinity segments were used in the campaign, strategically crafted based on insights extracted from 1st party data lists within Audience Manager, ensuring a comprehensive approach to audience targeting

Results: double digit awareness lift and Grand Prix at YouTube Awards.

CONSUMER REPORT

Case Study: eMAG

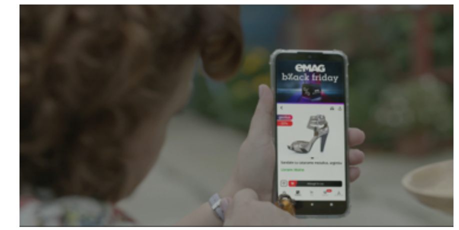
Year

2024

starcom

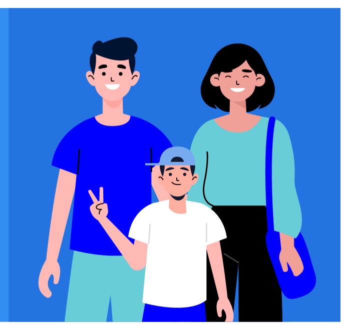
FAMILIES WITHOUT KIDS

Families who don't have any kids <14 y.y. living in the HH
AGE: concentrated 45+ y.o.
CIVIL STATUS: not single
KIDS: without kids <14 y.o. living in the HH



FAMILIES WITH KIDS

Families that live with kids <14 y.o. in the HH
AGE: concentrated 18 - 45 y.o.
CIVIL STATUS: not single
KIDS: own kids <14 y.o. living in the HH



- According to our study "Black Friday 2024: Consumer Shopping Habits in Romania", there is a 5-percentage-point decrease in those convinced to buy during the event itself, signaling that decisions are becoming increasingly informed and calculated.
- During Black Friday, purchasing decisions are heavily influenced by the type of content that reaches consumers, and TV is one main source of information, besides online advertising, social media, retailer websites and search engines.
- To catch the attention of undecided shoppers exactly during Black Friday, we developed a special TV project for one of our clients from eRetail industry, creating a dedicated episode around Black Friday choices in one of the most viewed TV show in Romania: Las Fierbinti.
- We emphasized that in Romania, Black Friday is synonymous with eMAG, it is only one day/year (as opposed to other retailers that have Black Friday in spring or summer), that it only happens online (because it's convenient, you don't have to fight over products, you can prepare yourself, etc.), and it happens on the largest ecommerce platform in Romania, where you can find almost everything (the episode ends with one of the characters looking for a divorce lawyer on eMAG).

eMAG

starcom