



Quantitative B2B Research Report

AdMarket Study 2014

The ATL Advertising Section

February - May 2014

Prepared for:



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METHODOLOGY

▣ CENTRAL AIM of the research was to assess the „current state of affairs” of the Advertising Community in Romania on three of its main branches: Media, Digital and ATL.

This aim was attained by measuring key relevant parameters within the following dimensions:

- A Perception elements – or how is the main corpus of Clients perceiving the active entities from the Advertising Community: i.e. awareness, “usage”, satisfaction, key traits etc.
- B Usage and attitudes elements – what are the key working habits of the Clients into what regards collaboration with companies within the Advertising Community: i.e. criteria for agency selection, motives to cease collaboration, pitch habits, budgets etc.
- C Participant company relevant descriptors – e.g. active market domains / industry branch, turnover, number of active brands etc.

☰ Please note that this report focuses on the ATL branch of the Advertising Community.

RESEARCH DESIGN

Methodology:

Business to Business approach, semi-structured interview, deployed face to face (PAPI) by field executives using a custom made printed questionnaire

Category: relevant data incumbents from companies that have been clients for the Media Advertising Agencies

INSTRUMENT

Custom made questionnaire focused on ATL Agencies build to measure all elements established as objectives.

The questionnaire has 47 items. Average interview duration on this questionnaire (ATL section only) was 25 minutes.

SAMPLE

The participants were **133 individuals** in charge of the media communication activities in **122 commercial companies** that had had this type of activities in 2013.

The general approach to the sample universe was the following:

- we decided that all spenders on advertising media in 2013 are relevant
- we also decided that these spenders also needed to be active in 2013
- observing the criteria above from public and private sources we have compiled a list of companies

DATA GATHERING

The field approach was a complex challenging B2B process:

- many of the relevant participants were either reluctant or simply lacked the time to involve in the study
- a significant part of the refusals to participate were not explicit and were masked behind typical “business” excuses
- both of the above meant that a large part of the initial universe sample list required at least 7 contact points (mails or phones) until a resolution was achieved
- furthermore even in those conditions the initial response rate was very low, bellow 10% so personal interventions from the research company seniors were needed to boost that figure

DETAILED REPORTING

▾ In the following we present the key findings of the study.

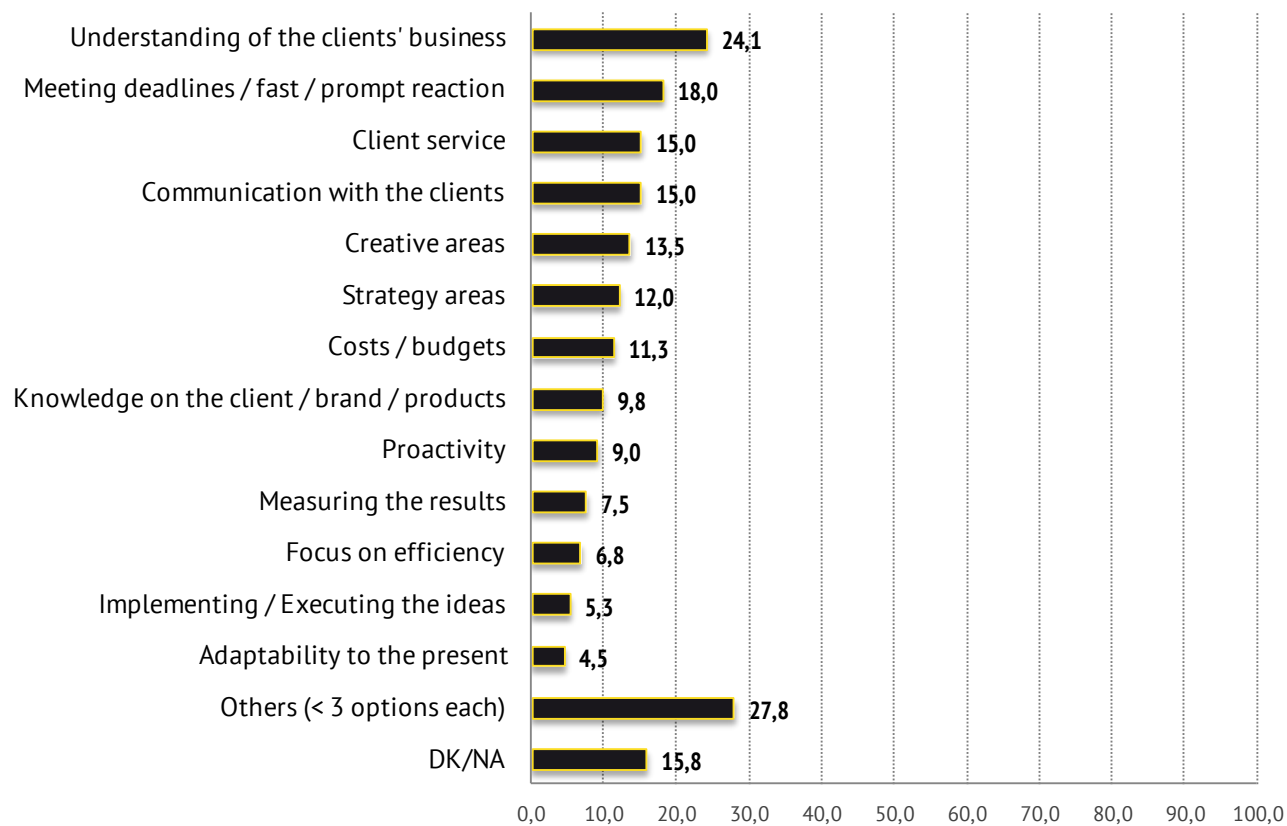
Reporting follows the questionnaire logic and structure and specifies for each graphic:

- the measured dimension
- the source question
- answer type
- total sample base used to compute percentages for that question
- measured percentages

GP1. AREAS TO IMPROVE IN 2014



Which areas related to the client-agency collaboration do you consider should be improved in 2014?



*N=133, open multiple answers

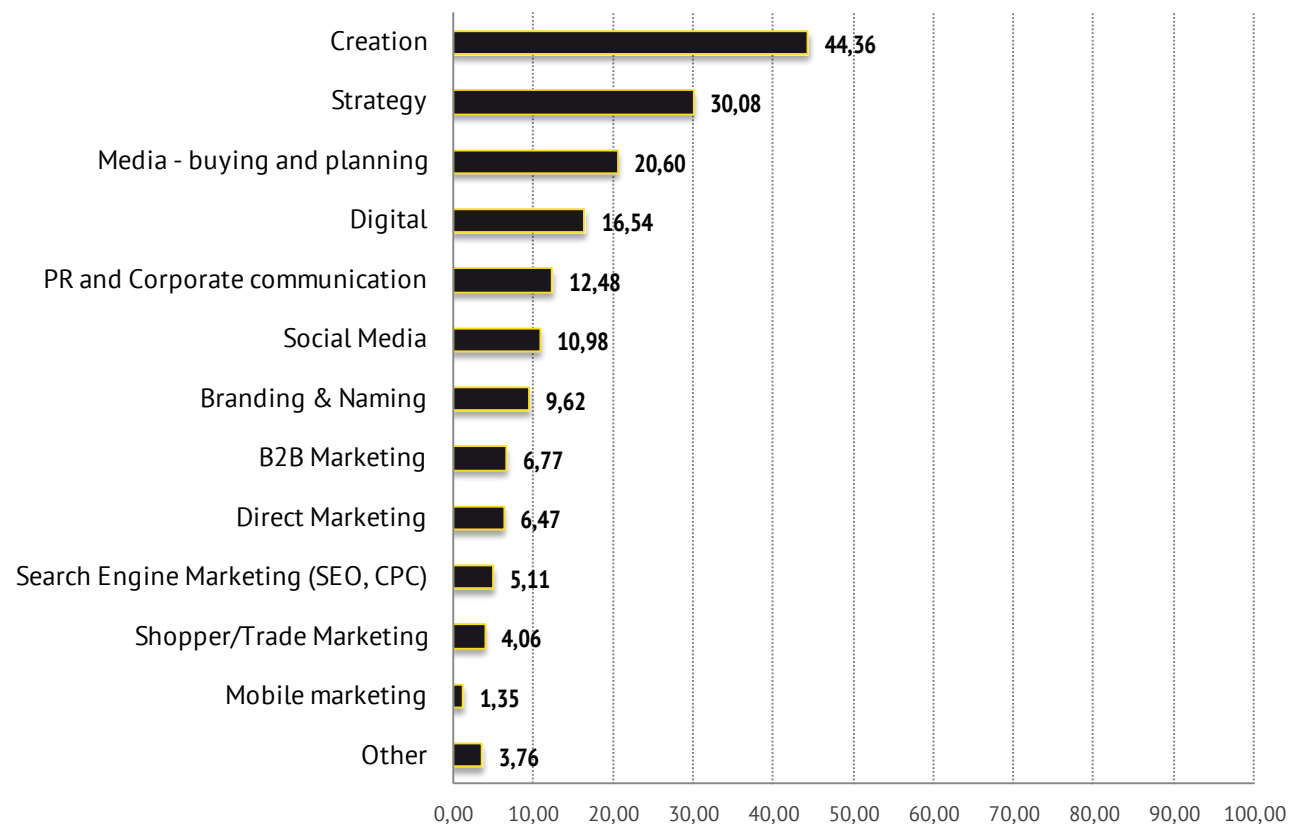
Areas mentioned under the “others” category:

- Same attention to smaller brands
- B2B
- BTL/ATL
- BUSINESS FOCUS
- Quality of the provided data
- Quality of the reports
- DIGITAL
- Diversification of the offer
- Propensity towards excellence
- DTP
- Cost transparency
- Higher involvement
- Proper incorporation of the feedback
- Trust
- Innovation
- Professionalism
- Project management
- Better desk research
- Respecting the briefs
- Not repeating the same mistakes
- Transparency in working procedures
- Seniors involved in regular activities

GP2.1. TOP 3 MARCOM ACTIVITIES IN 2013



Which were the most important marketing and communication activities conducted by your company in 2013?

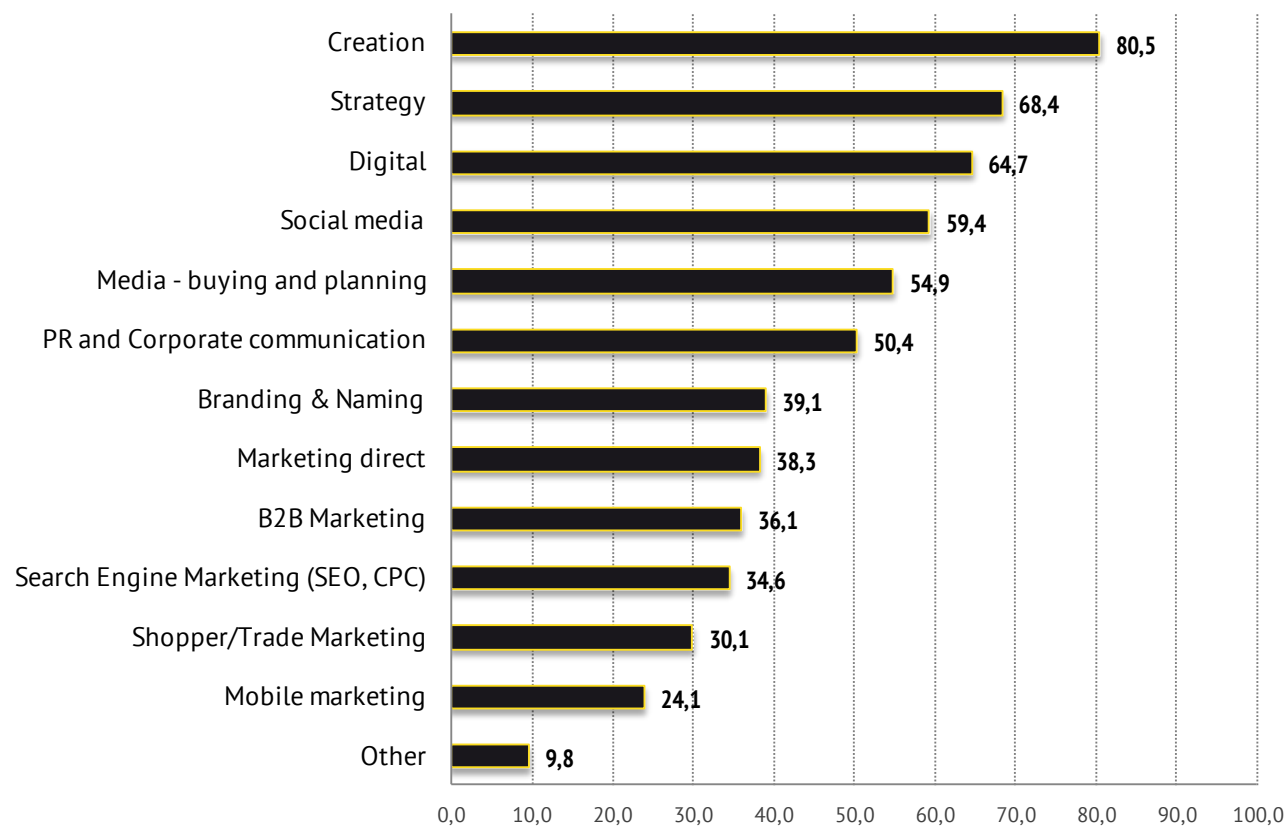


*N=133, spontaneous top 3 answers

GP2.2. ALL MARCOM ACTIVITIES IN 2013



Which of the following marketing and communication activities were implemented by your company in 2013?

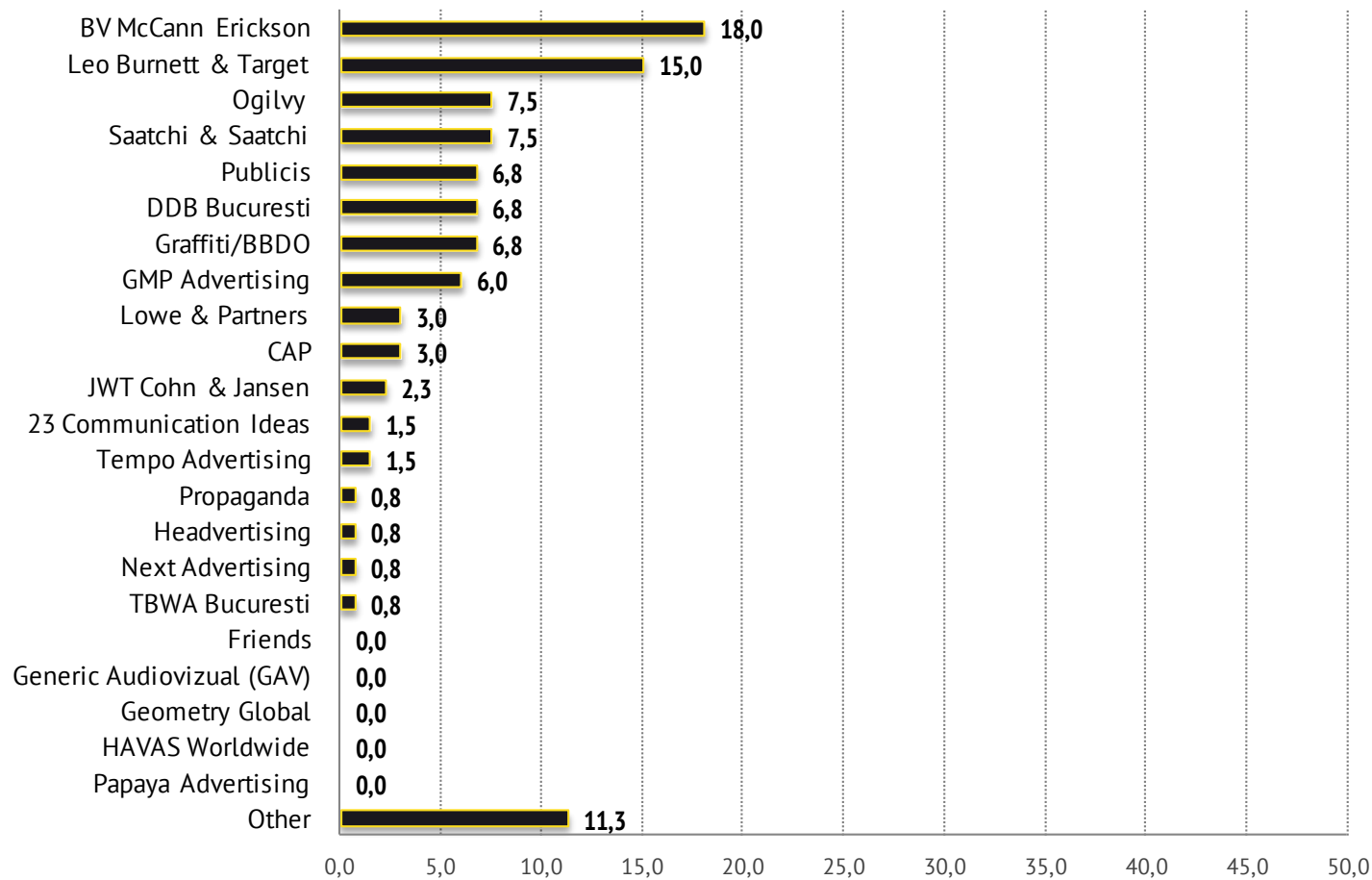


*N=133, closed multiple answers

A1.1. ATL AGENCIES AWARENESS – TOP OF MIND



Which is the advertising agency that you can think of at this moment?



*N=133, spontaneous single answer

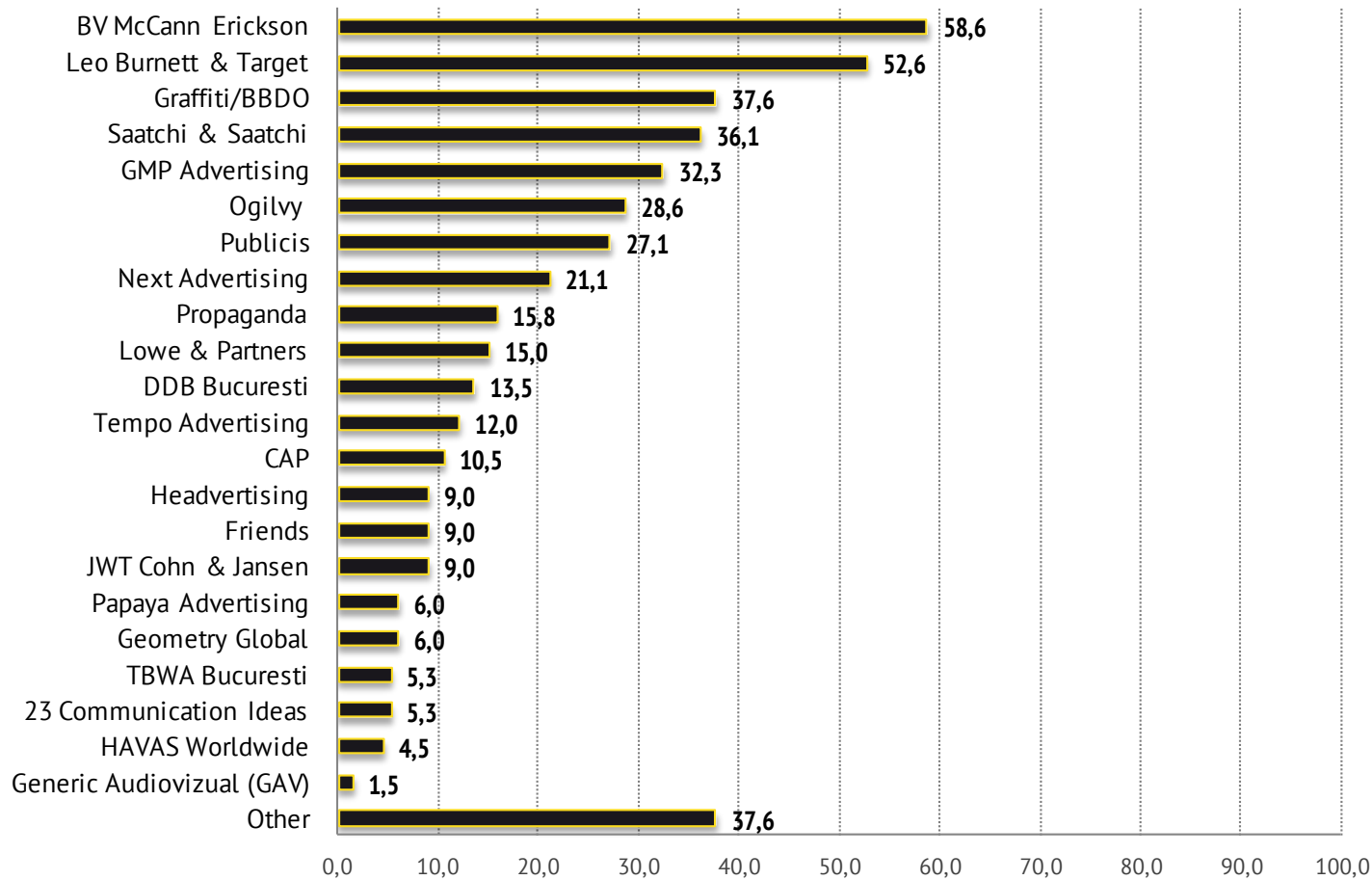
Agencies mentioned under the “other” category:

- DAESCU BORTUN OLTEANU
- DECORPORATE
- DRAFT FCB
- ERKA PROMOTIONS
- FUNNY ADVERTISING
- GAVRILA SI ASOCIATII
- JAZZ COMMUNICATION
- LIGHT MEDIA
- SENIOR INTERACTIV
- THE GEEKS
- THE GROUP
- THE PRACTICE
- WOPA
- WUNDERMAN

A1.2. ATL AGENCIES ALL UNPROMPTED AWARENESS



What other advertising agencies do you know or heard of?



*N=133, spontaneous multiple answers

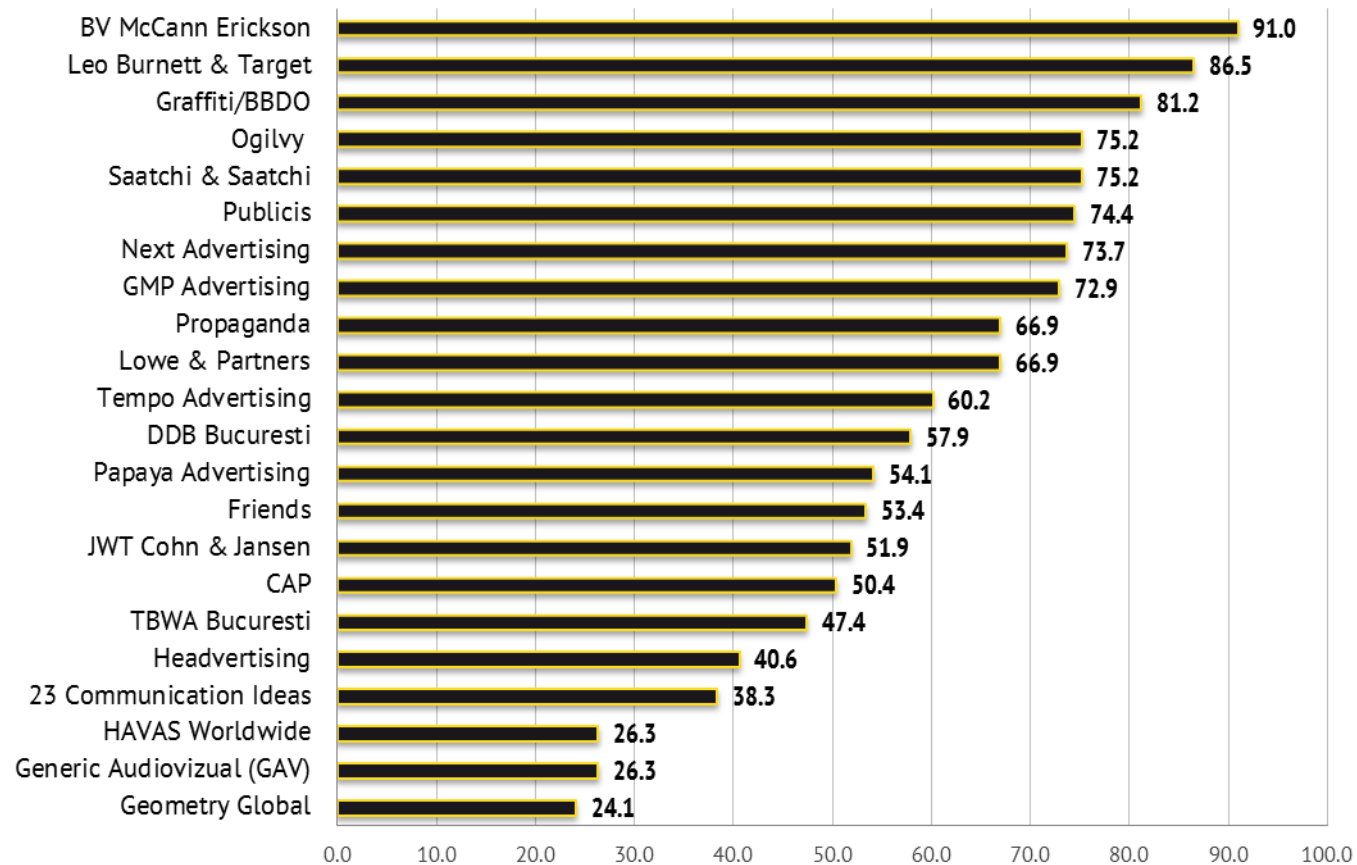
Agencies mentioned under the “other” category:

- ADDV
- ADVANCE IDEAS
- ADVENTURES
- ARSENOAIEI & MATASEL
- BABEL COMMUNICATION
- BAD CAT
- BLOOM COMMUNICATION
- BRAND FUSIONS
- BRIDGE COMMUNICATION
- CSR AGENCY
- DC COMMUNICATION
- DRAFT FCB
- ECHIPA DE PR
- GAVRILA SI ASOCIATII
- GOLINHARRIS
- HIPPOS
- ILEO
- INITIATIVE MEDIA
- INITIATIVES
- MERCURY 360
- PASTEL
- PHD
- PRESAGE
- REPUBLIKA
- ROGALSKY PR
- RUSU BOTUN
- SENIORHYPER
- SPOON
- THE GEEKS
- THE GROUP
- THE PRACTICE
- THE SECRET SERVICE
- WUNDERMAN
- ZENITH

A1.3. ADVERTISING AGENCIES RECOGNITION



Which of the following advertising agencies do you know or heard of?

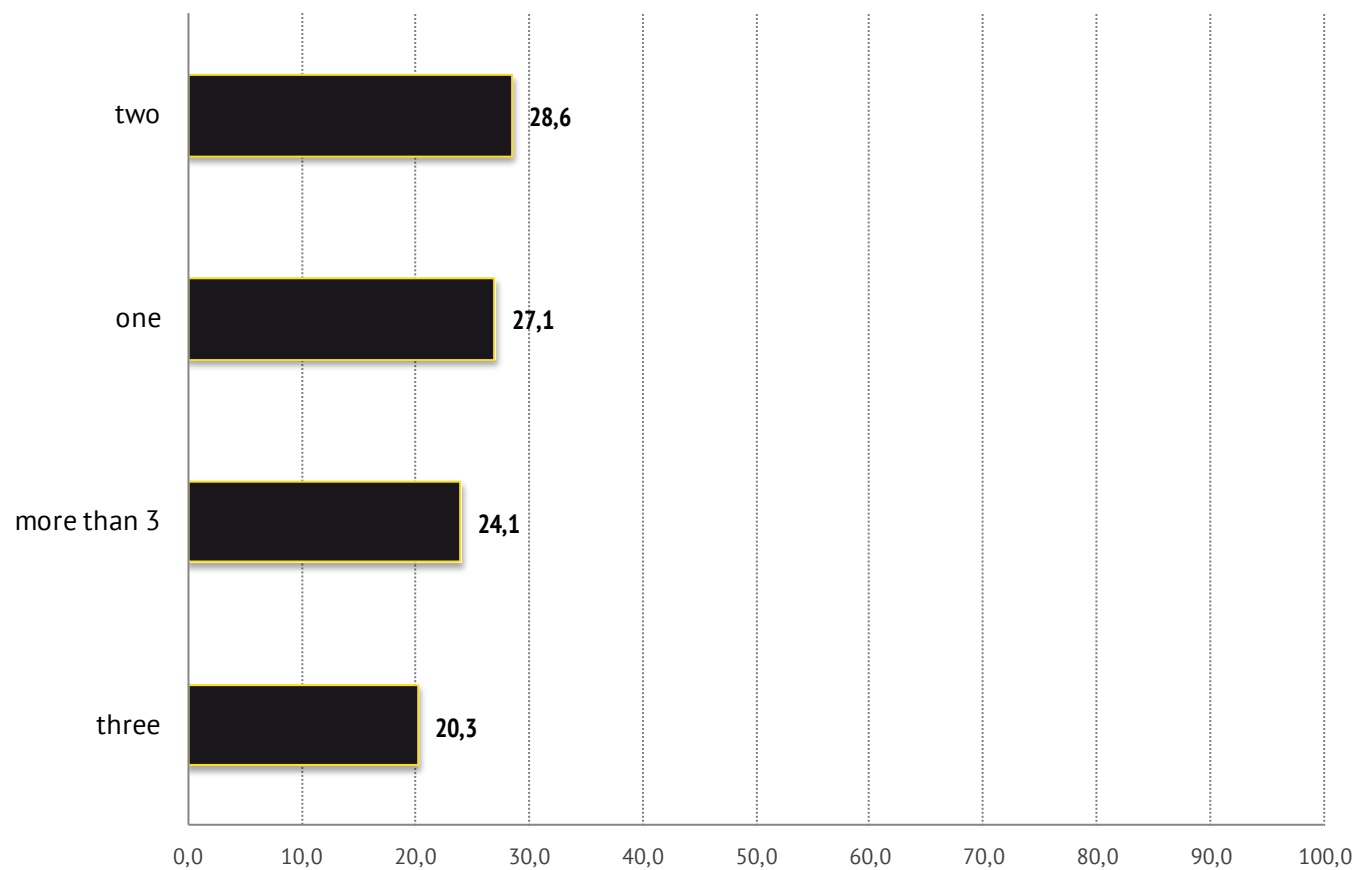


*N=133, closed multiple answers

U1. EMPLOYED AGENCIES



In 2013, with how many advertising agencies did your company worked with?

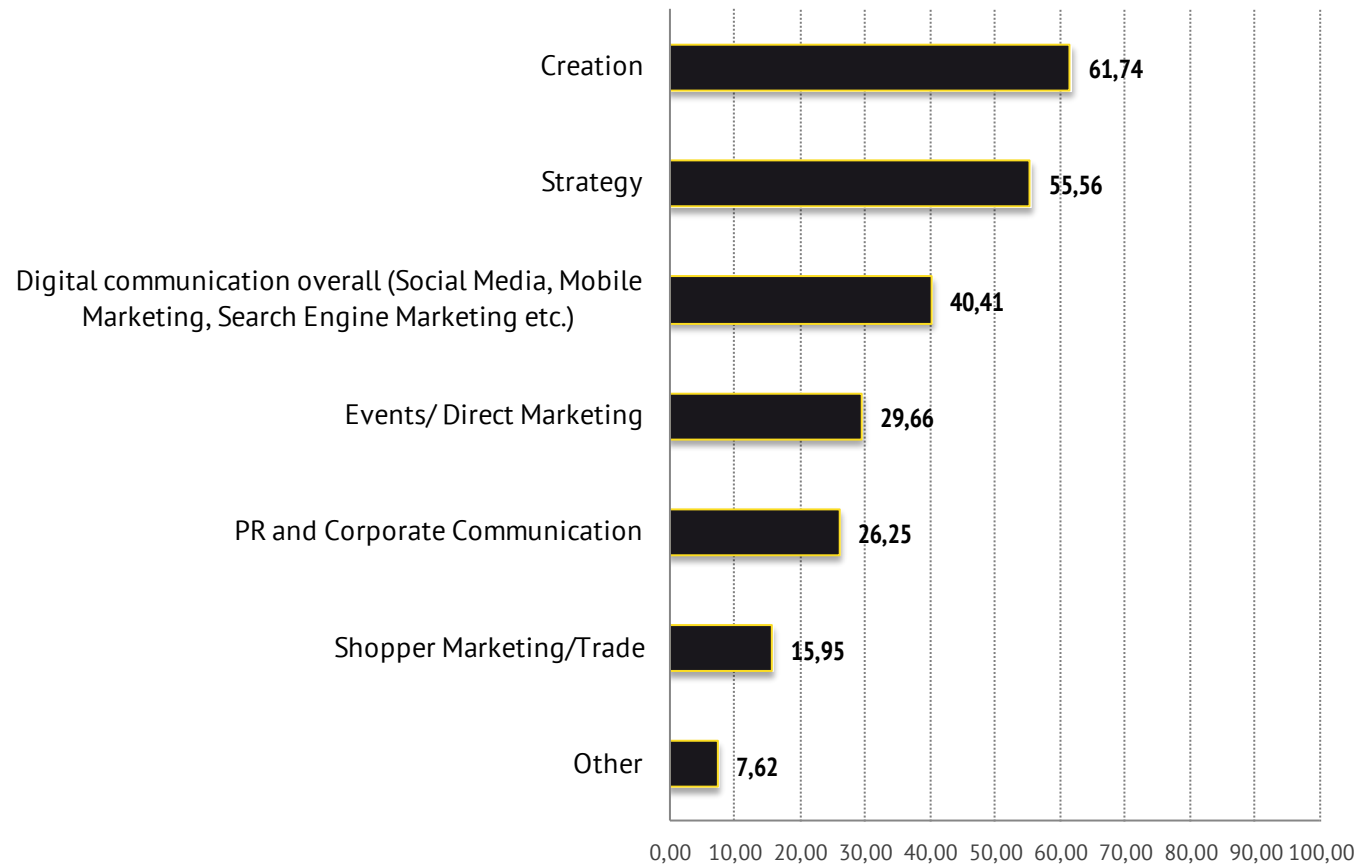


*N=133, closed single answer

U2.1. IMPORTANT MARCOM ACTIVITIES IN 2013



Please chose from the following marketing and communication activities, which were the most important in 2013 for your business?

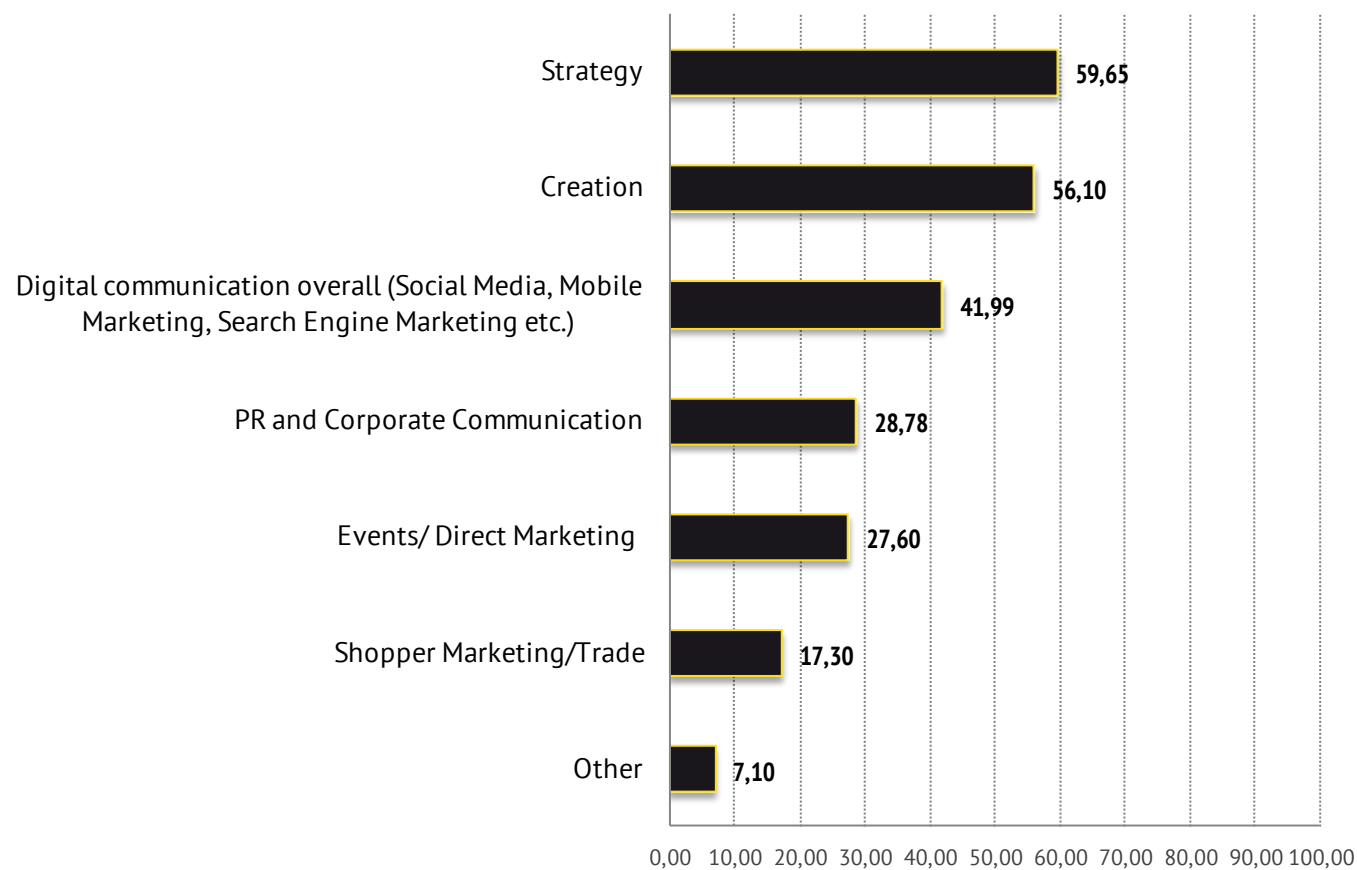


*N=133, closed ranking

U2.2. IMPORTANT MARCOM ACTIVITIES IN 2014



Please chose from the following marketing and communication activities, which of them will be most important for your company's business?

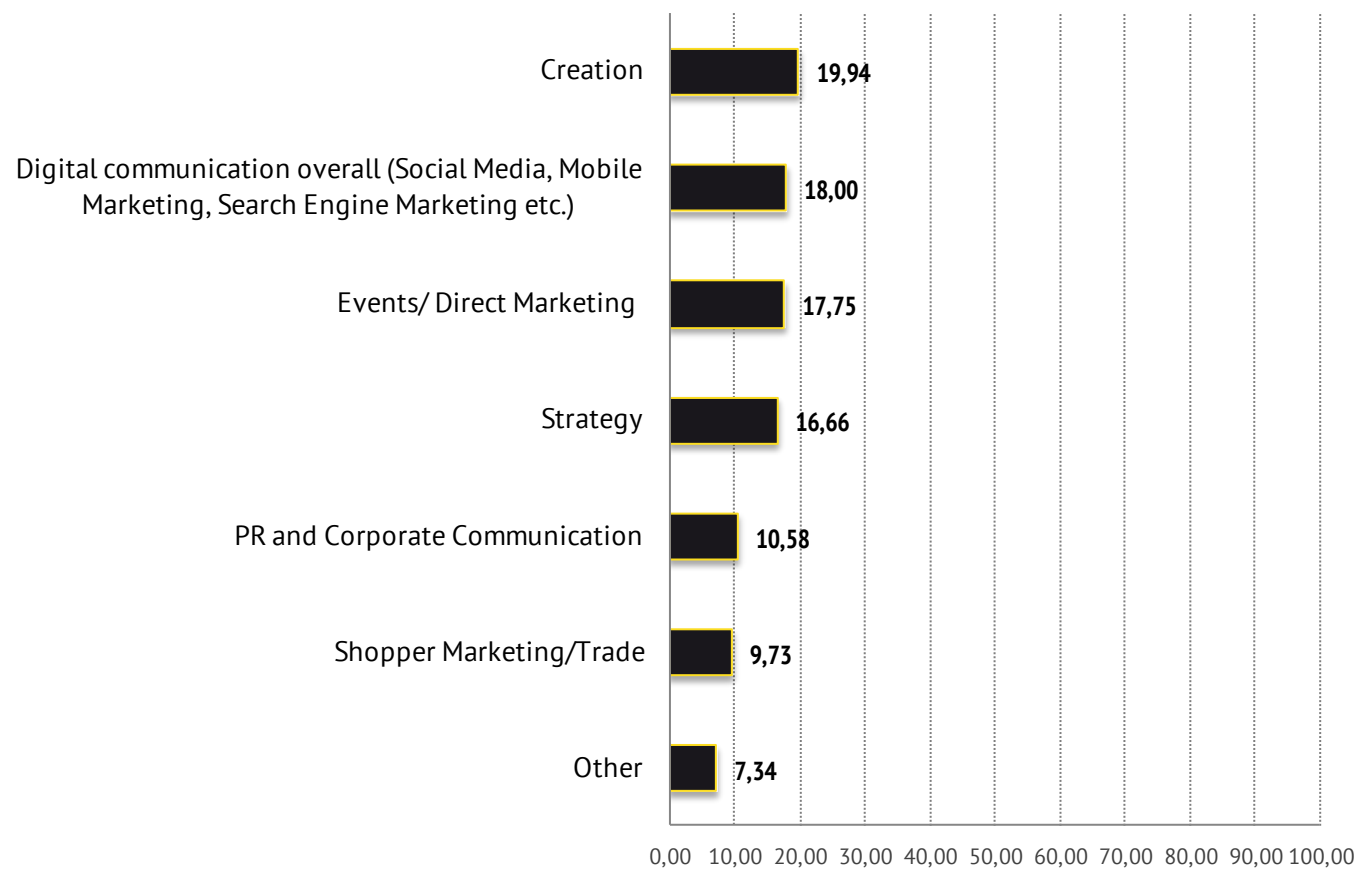


*N=133, closed ranking

U2.3. MARCOM BUDGET SHARE IN 2013



What was the share for every marketing and communication activity conducted in 2013?

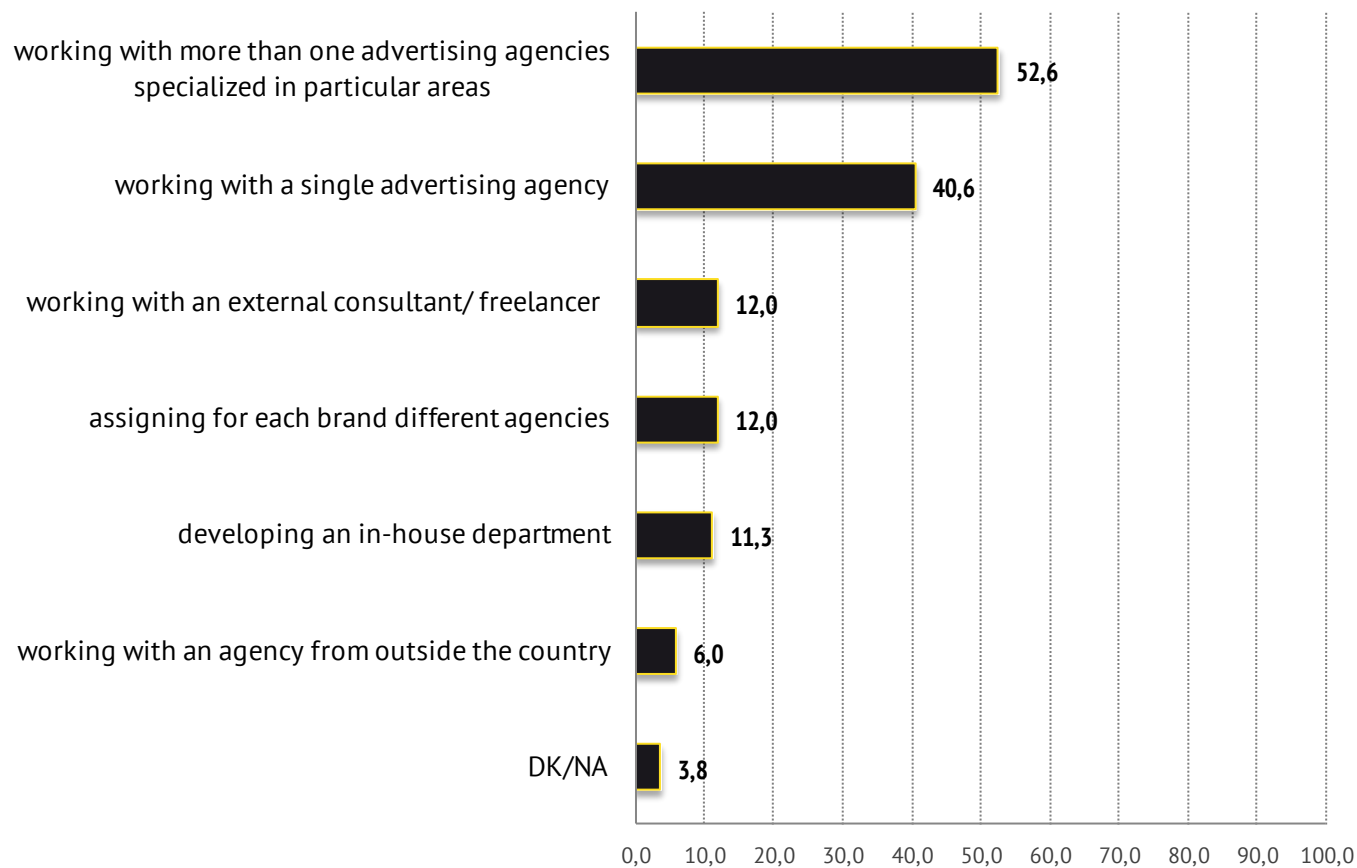


*N=133, open percentage answers adding up to 100%

U3. ADVERTISING NEEDS



Which of the following sentences describe best the way your company prefers to cover its' advertising needs?

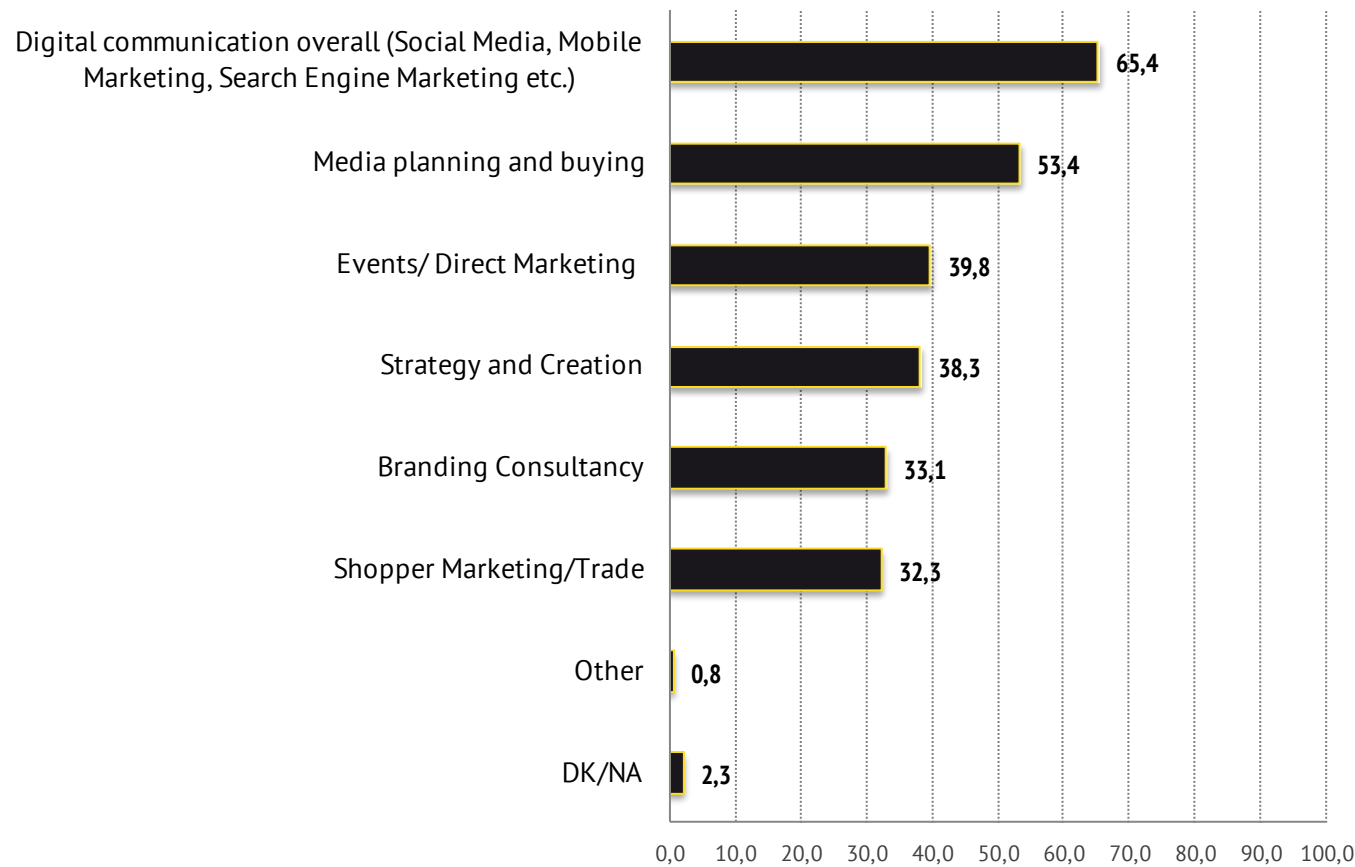


*N=133, closed multiple answers

U4. SPECIALIZED VS. FULL SERVICE



In which of the following areas a specialized agency will perform better than an advertising agency??

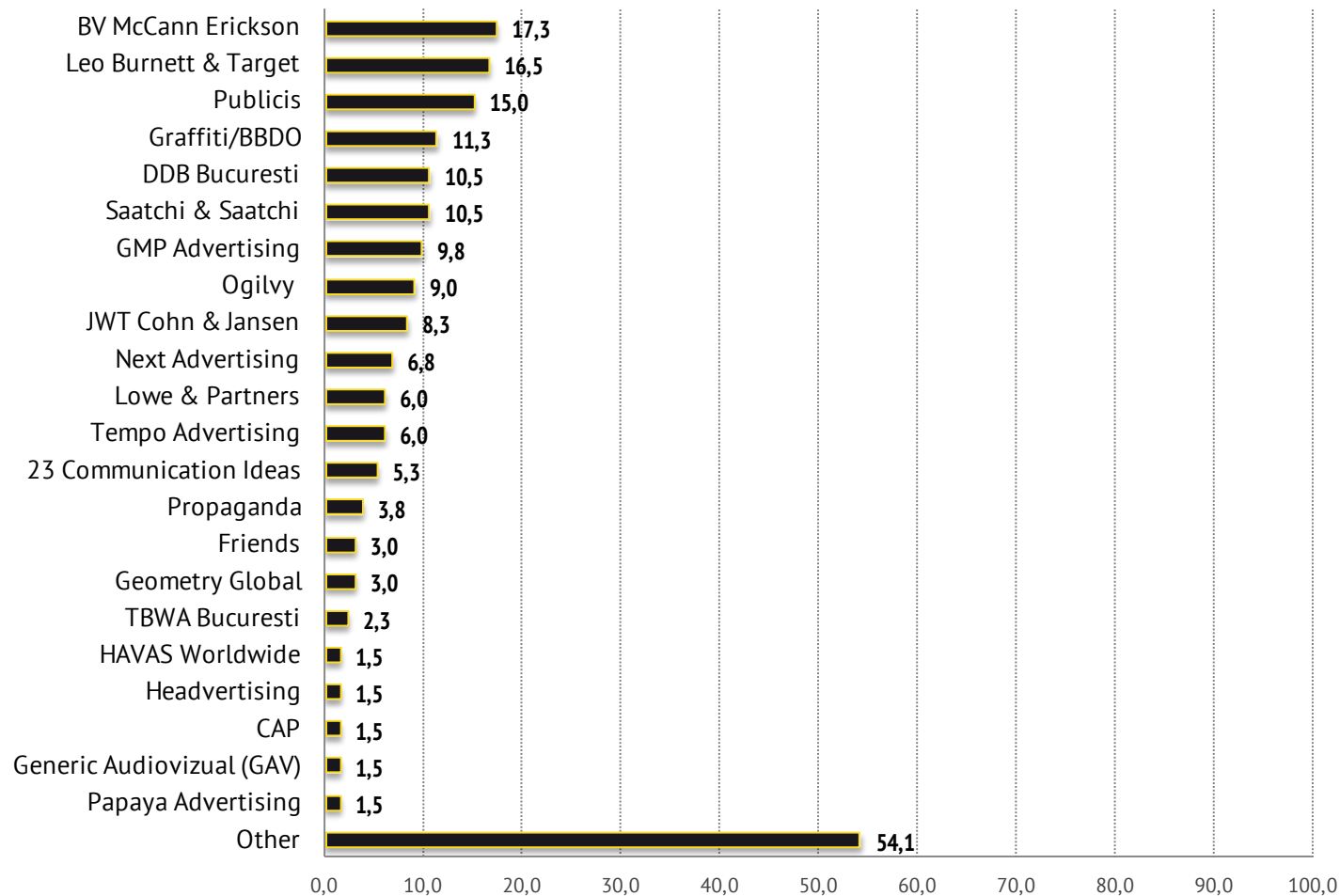


*N=133, closed multiple answers

U5. EMPLOYED AGENCIES



Please name the advertising agency your company worked with in 2013



*N=133, closed multiple answer

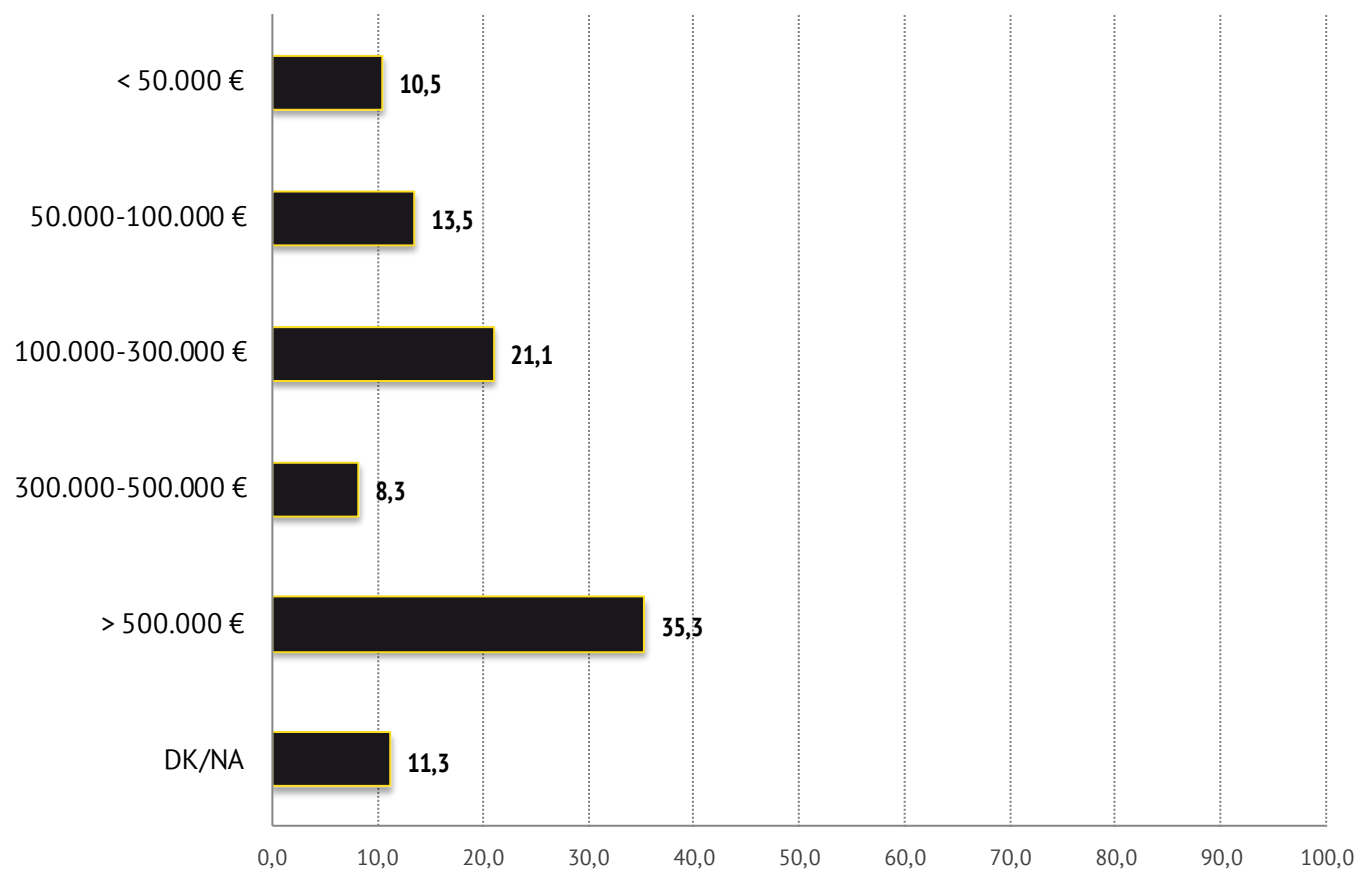
Agencies mentioned under the “other” category:

- ACTIVE PROMOTIONS
- AD PRINT
- ADVANCE IDEAS
- ARSENOAIEI & MATASEL
- BRAND FUSION
- BRANDFEST
- BRANDIENT
- KEIL AUSTRIA GMBH
- DECORPORATE
- DIGITAL STAR
- DRAFT FCB
- ERKA
- EYE PR
- FOSS ADVERTISING
- FUNNY ADVERTISING
- GAVRILA SI ASOCIATII
- GOLINHARRIS
- GRAYLING
- GREY
- ILEO
- IMAGE PR
- INITIATIVES
- JAZZ
- KALEIDOSCOPE
- KINEKTO
- LIVADA
- LUNA
- MARKETING MATERS
- MERCURY 360
- MSPS
- NAKED & JONES
- PR STEPS
- PROSPERO
- REPUBLIKA
- RUSU BORTUN
- SENIORHYPER
- SMART IDEA BUSINESS RESULTS
- SMART POINT
- SPOON
- THE GEEKS
- THE GROUP
- THE PRACTICE
- TOTAL BRANDING
- WOPA
- WUNDERMAN
- YOU FIRST COMMUNICATION

PE1. MARCOM BUDGET



In 2013, what was the budget for advertising and communication activities?

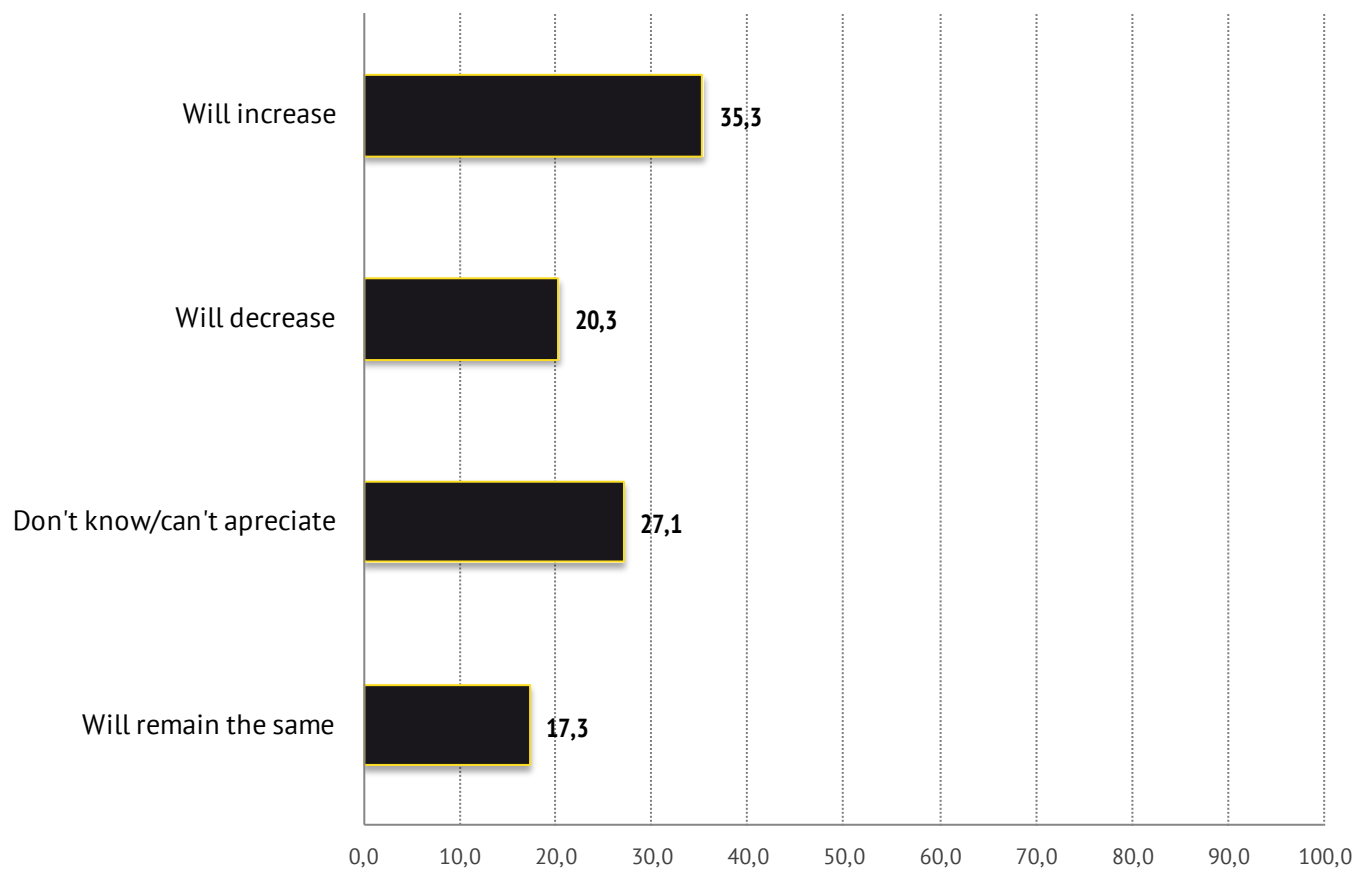


*N=133, closed single answer

PE2. MARCOM BUDGET EVOLUTION IN 2014



As compared with 2013, how do you assess the advertising budget will evolve in 2014?

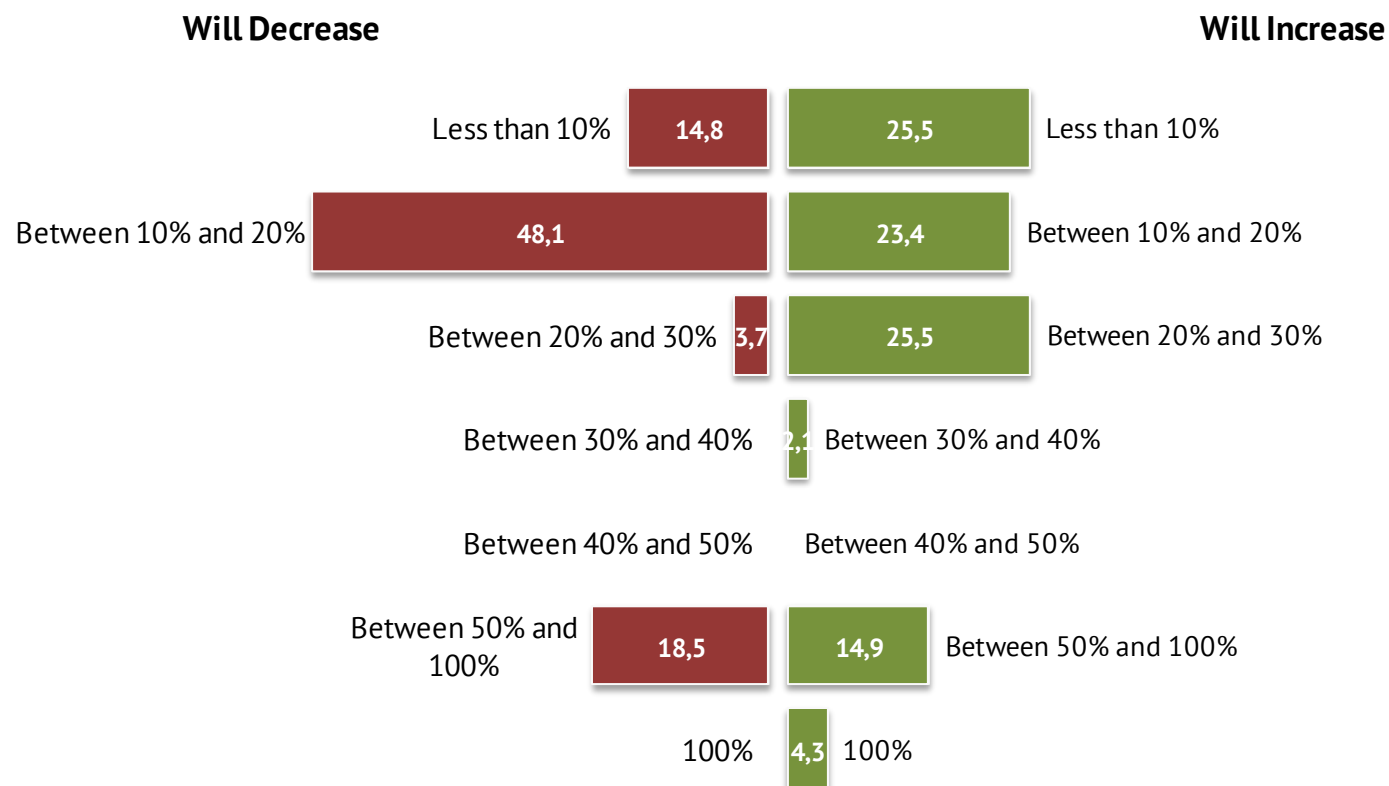


*N=133, closed single answer

PE2.1. MARCOM BUDGET ESTIMATED EVOLUTIONS



Please give an estimated percentage of how much you assess the advertising budget increase in 2014?



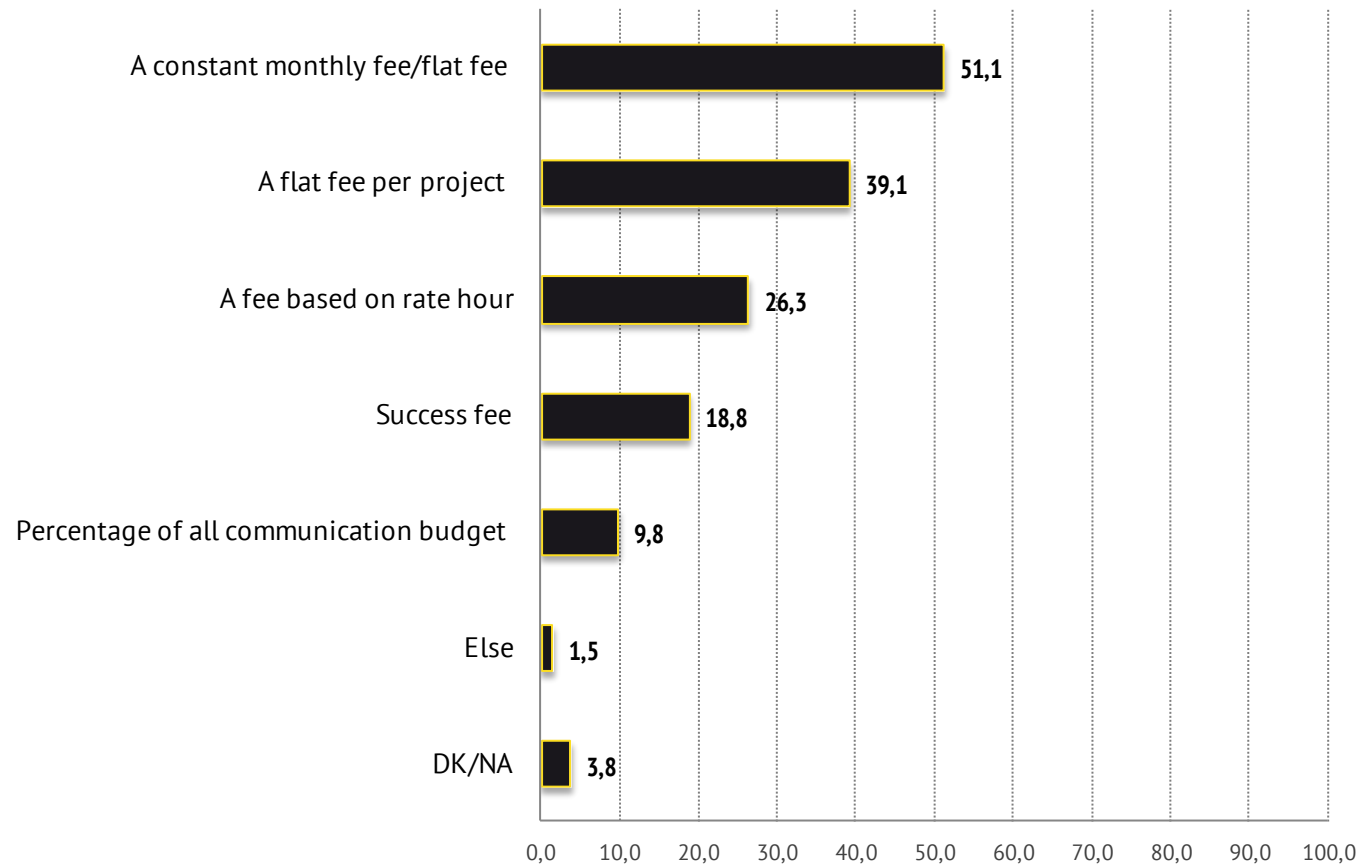
*N=47 participants estimating answering “increase” at the previous question, closed single answer

*N=27 participants estimating answering “decrease” at the previous question, closed single answer

PE3. TYPES OF REMUNERATION



Which of the following forms of remuneration for the employed advertising agencies, were adopted by your company in 2013?

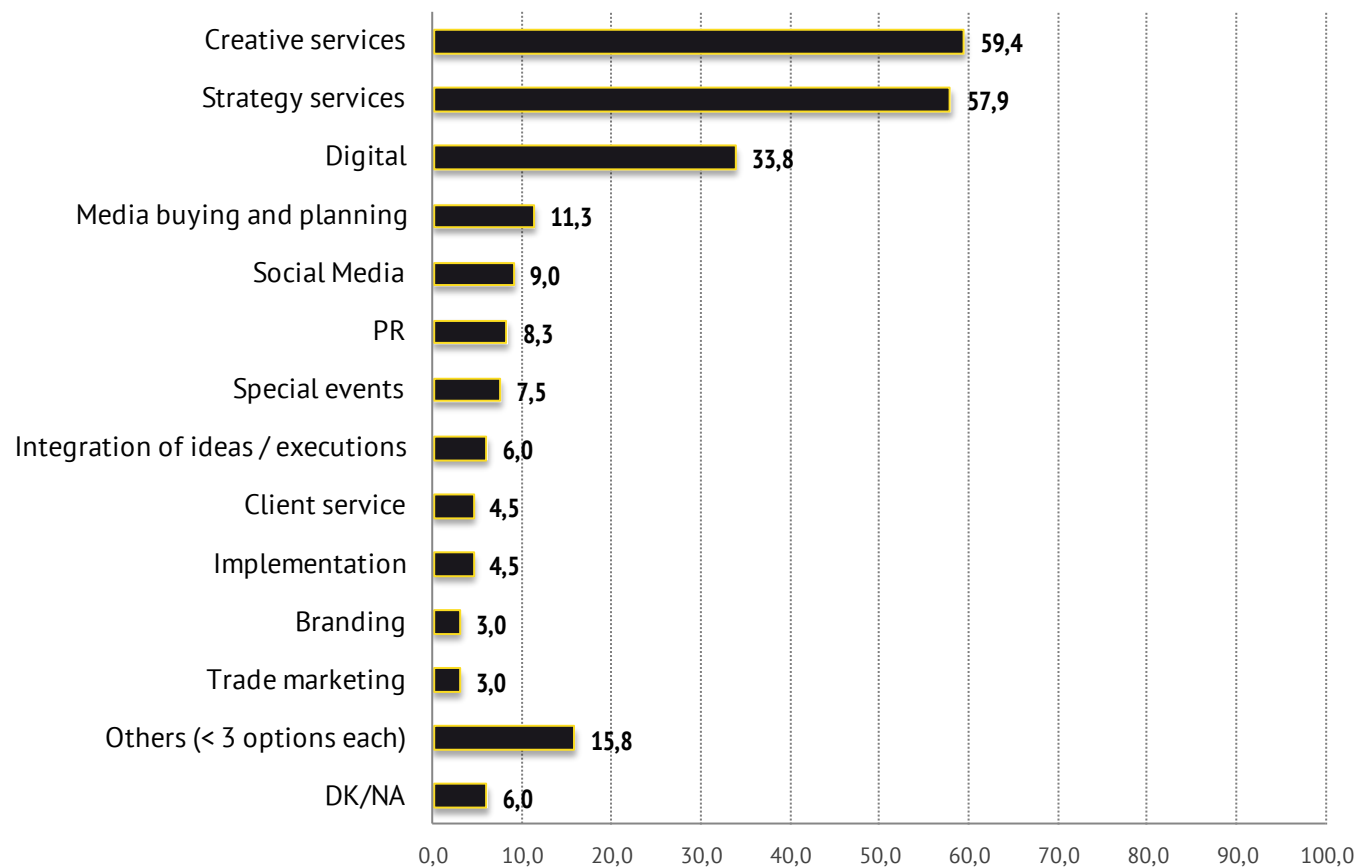


*N=133, closed multiple answers

S1. MOST IMPORTANT SPECIALIZED SERVICES IN 2014



Which of the services provided to you by the advertising agency you think will be most important / relevant for your company in 2014?



*N=133, spontaneous open answers

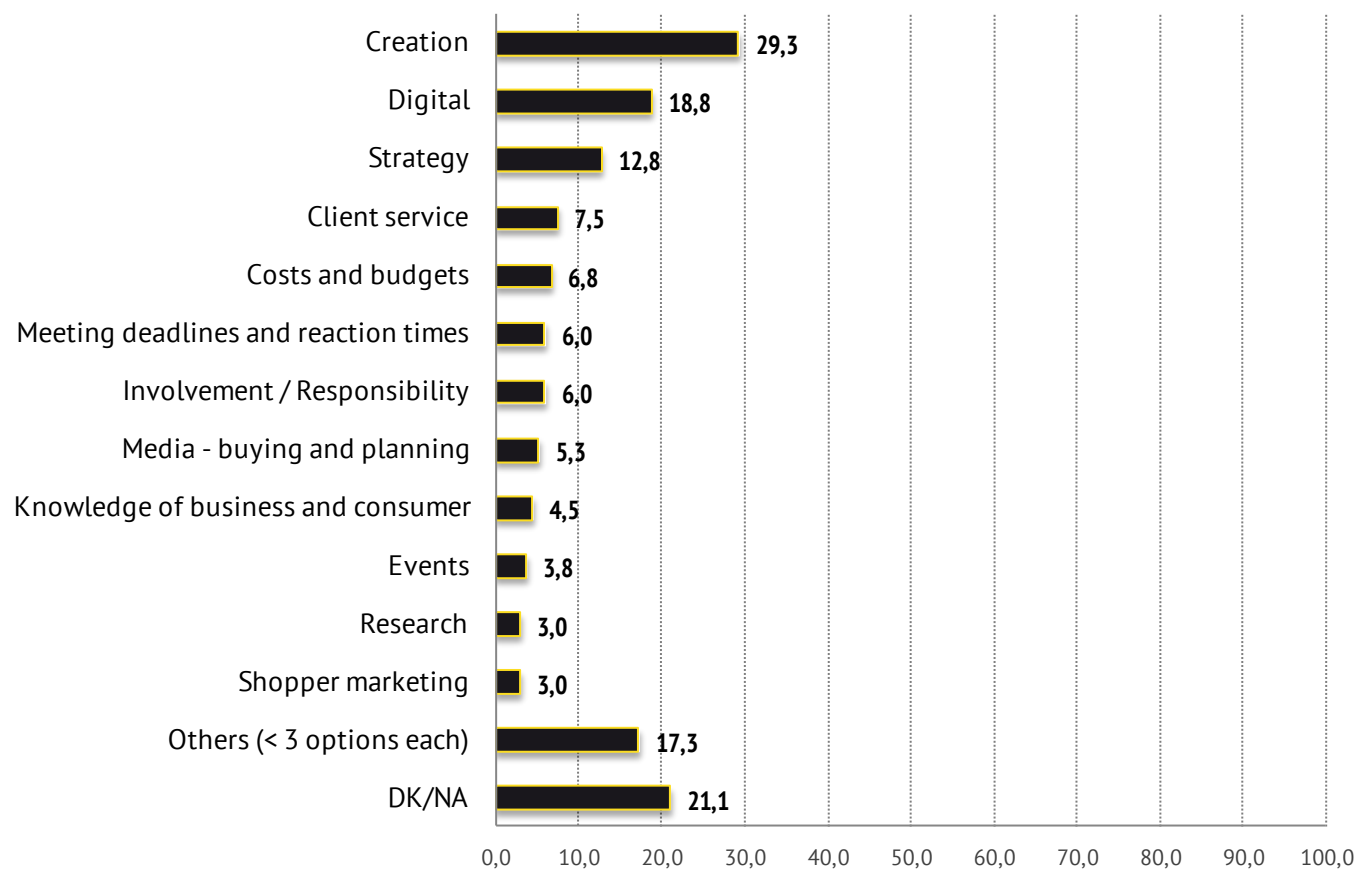
Most important services mentioned under the “others” category:

- Costs and budgets
- Direct marketing
- Shopper marketing
- Business acquisition
- Brand activation
- Outdoor consultancy
- Gameification
- Understanding the consumer
- Project coordination
- Meeting the deadlines

S2. AREAS OF IMPROVEMENT



In which areas do you consider the advertising agency your company worked with in 2013 should improve?



*N=133, spontaneous open answers

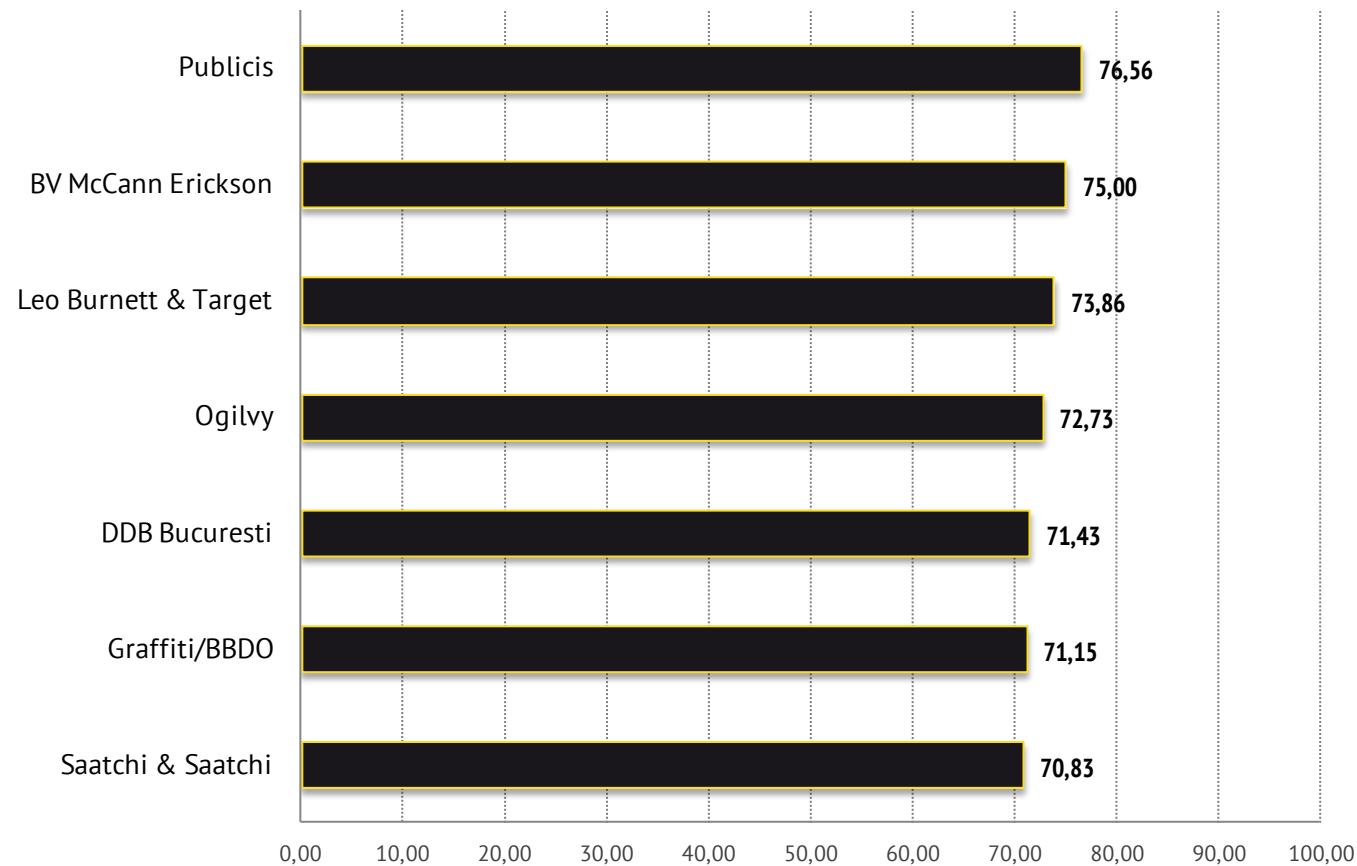
Most important areas of improvement mentioned under the “others” category:

- Adaptability between online and offline
- B2B Marketing
- Consultancy
- DTP
- Production
- Work teams
- People skills
- PR
- Proactivity
- Transparency in assessments
- More involvement in smaller brands

L1.1. SATISFACTION WITH THE 2013 PERFORMANCE



On a scale from 1 to 5, how satisfied are you with the advertising agency you worked with in 2013?

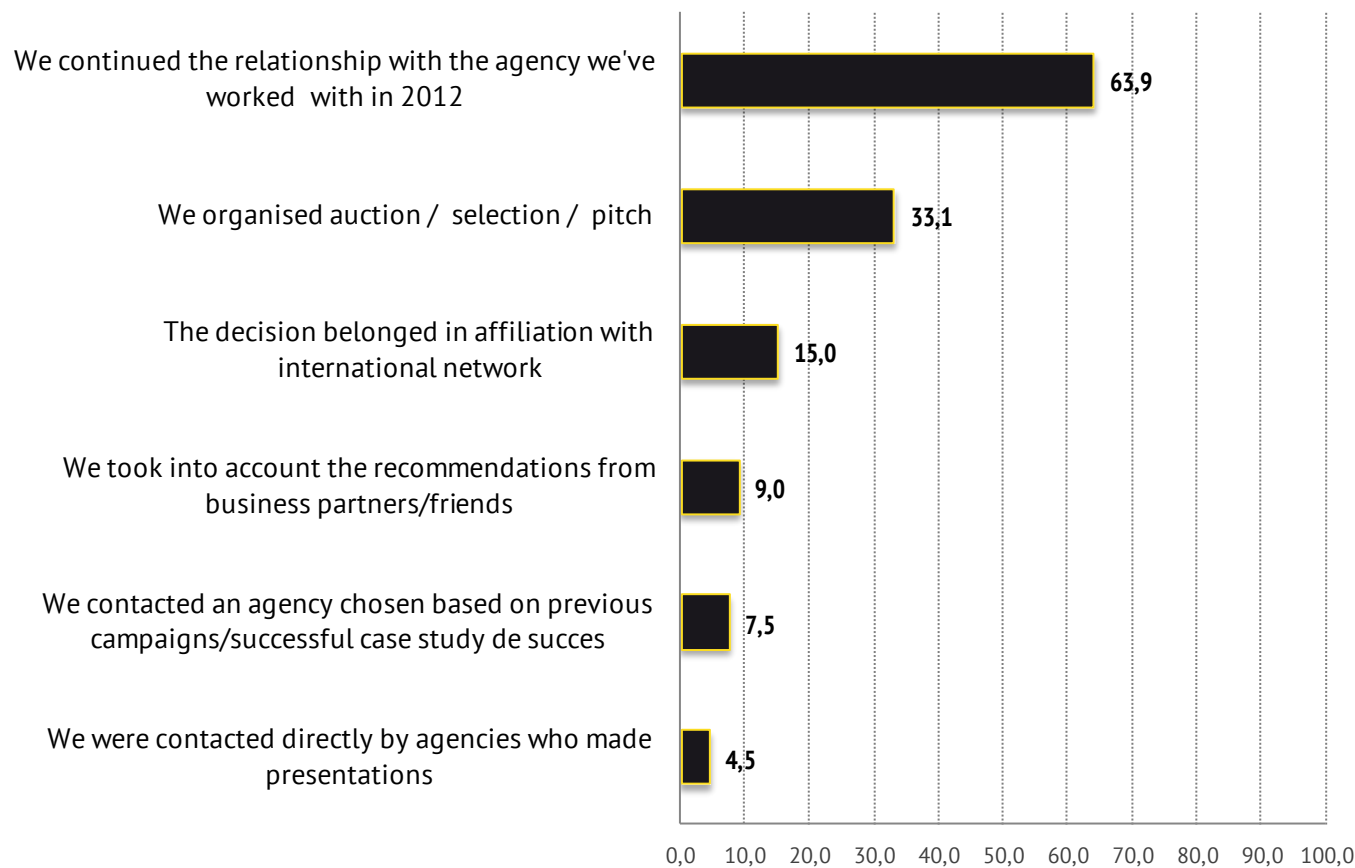


* the number of evaluations for each company are rather low ranging between 20 evaluations for Saatchi & Saatchi and 2 evaluations for McCann Erickson; five point Likert type scale: 1 less satisfied ... 5 most satisfied

L2. ADVERTISING AGENCY DECISION



Which of the following sentences describes best the way your company took the decision to work with an advertising agency?

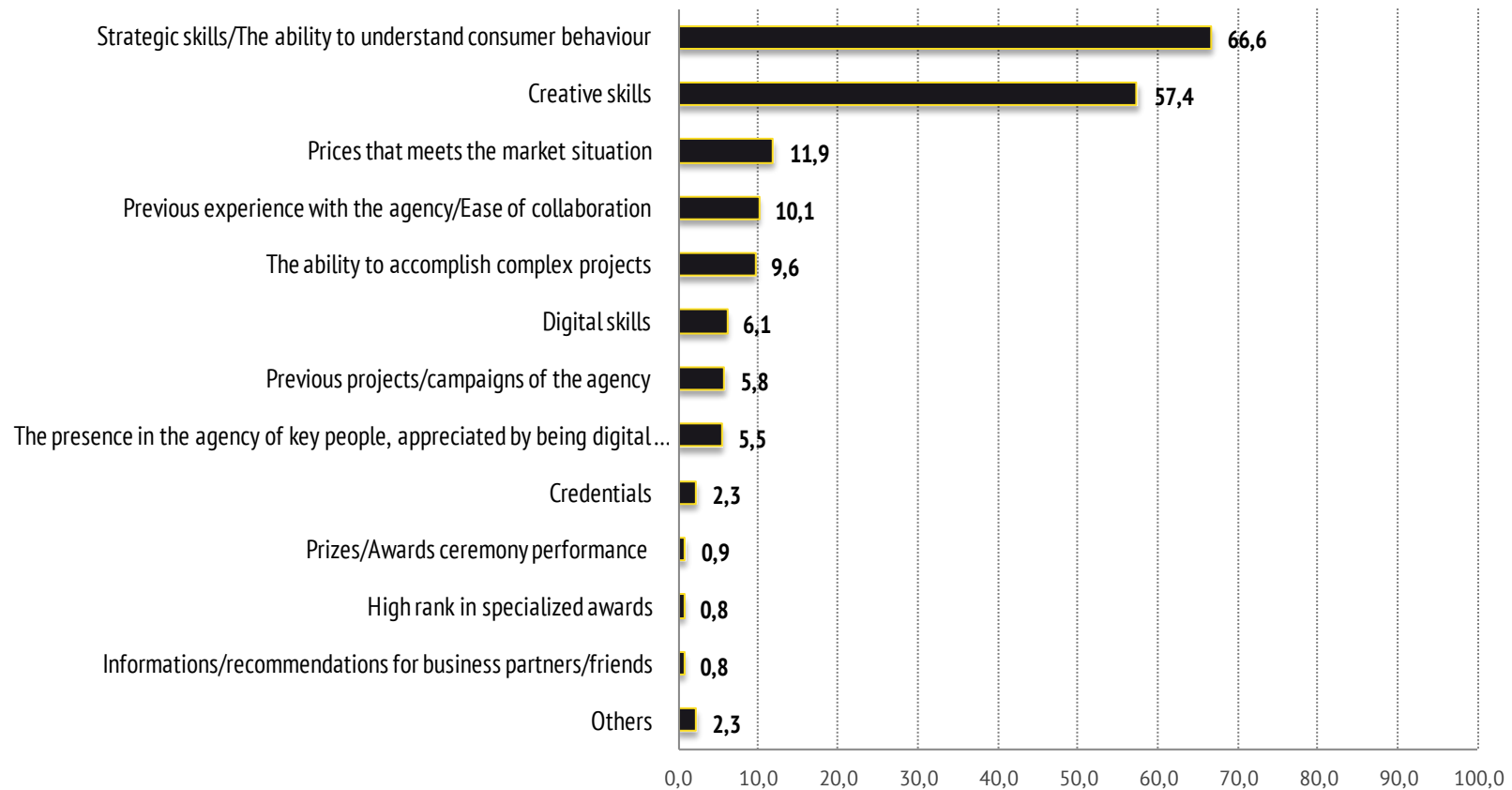


*N=133, closed multiple answers

L3. TOP CRITERIA ASSESSMENT OF ADVERTISING AGENCIES



Which of the following criteria are important when assessing an advertising agency?



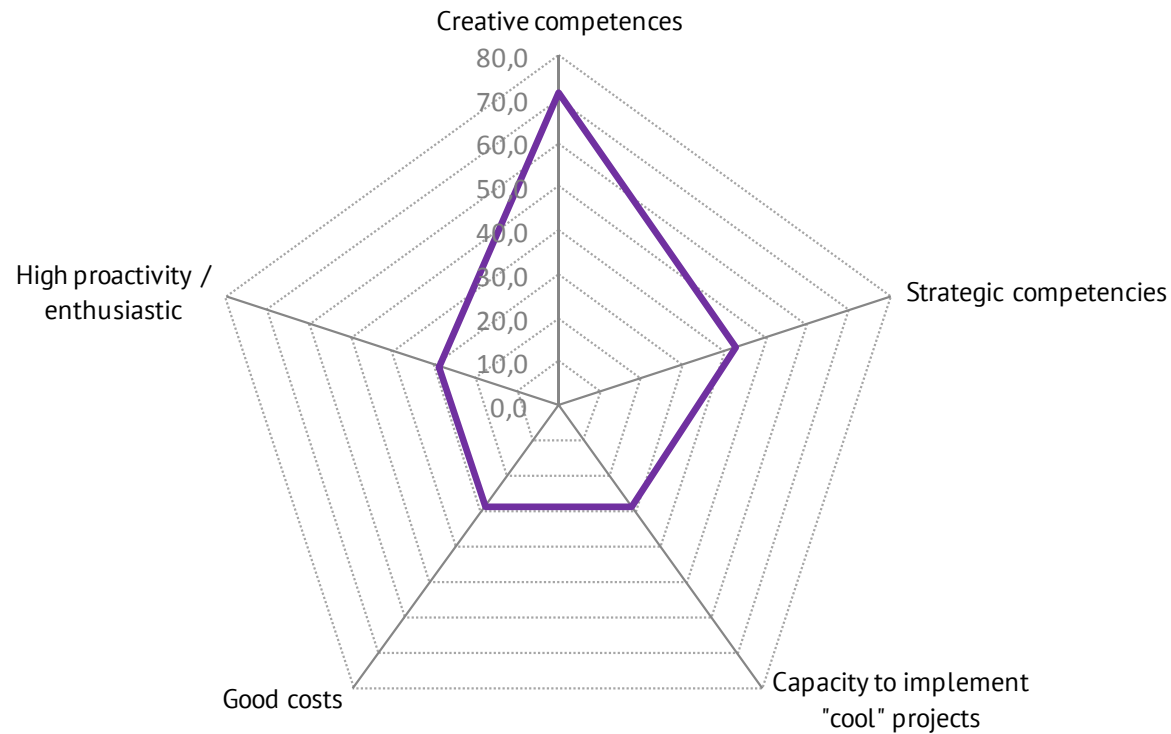
*N=133, closed top 3 answers

L4.1. TOP 3 STRENGTHS EMPLOYED ADVERTISING AGENCY



What are the top 3 strengths of the advertising agency you worked with in 2013?

BV McCann Erickson



*N=7 participants that assessed the company, open top 3 answers

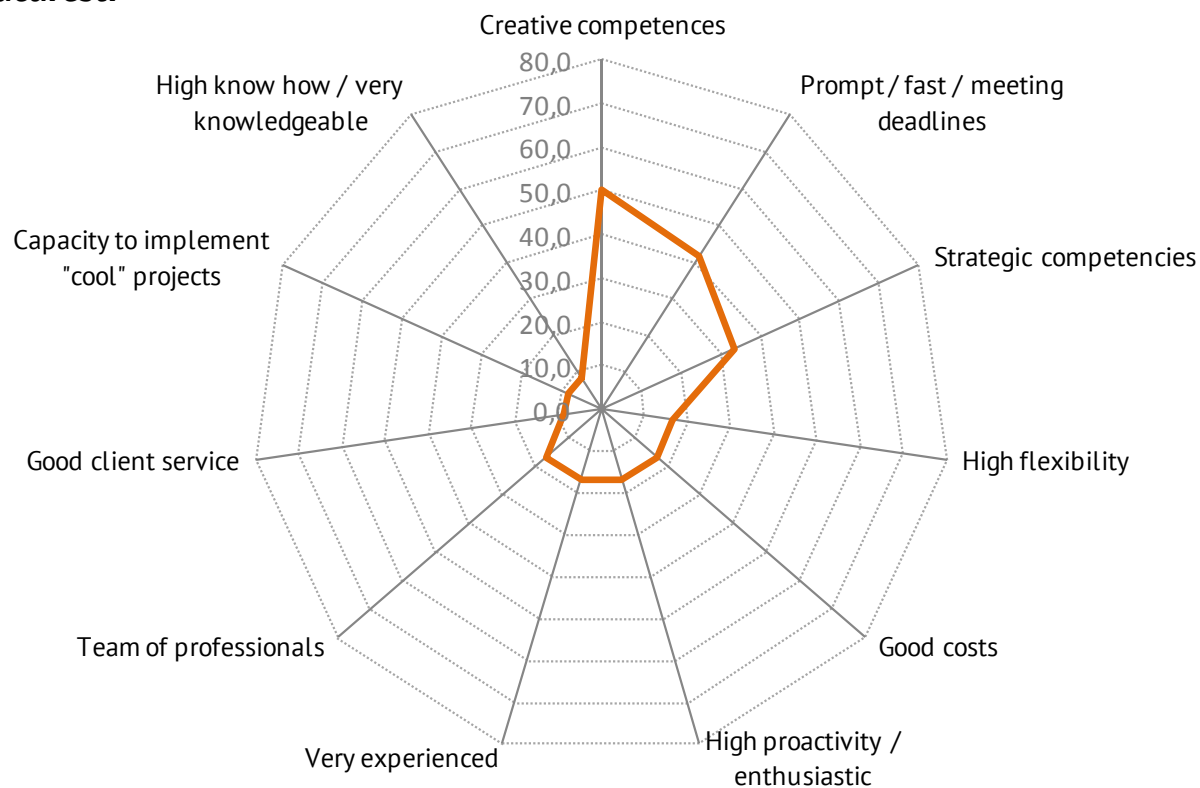
*strengths are spontaneously mentioned; values are percentages out of N

L4.2. TOP 3 STRENGTHS EMPLOYED ADVERTISING AGENCY



What are the top 3 strengths of the advertising agency you worked with in 2013?

DDB Bucuresti



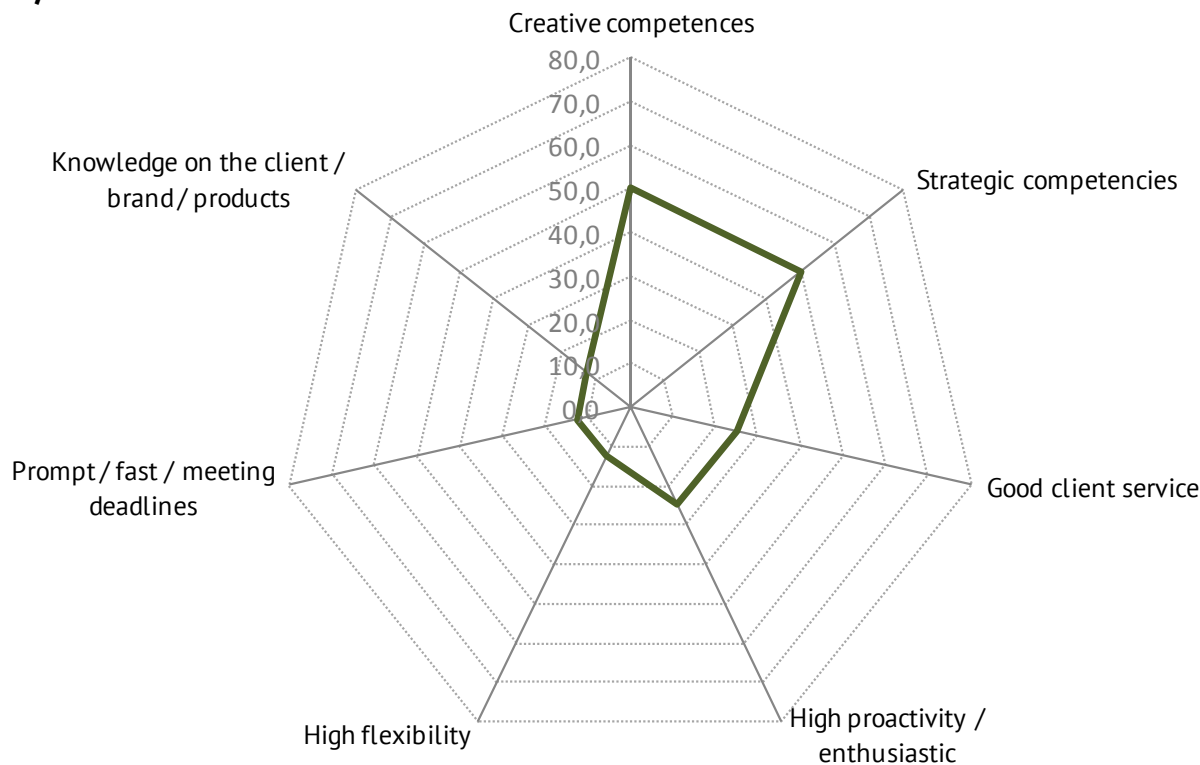
*N=12 participants that assessed the company, open top 3 answers
*strengths are spontaneously mentioned; values are percentages out of N

L4.3. TOP 3 STRENGTHS EMPLOYED ADVERTISING AGENCY



What are the top 3 strengths of the advertising agency you worked with in 2013?

Graffiti/BBDO



*N=8 participants that assessed the company, open top 3 answers

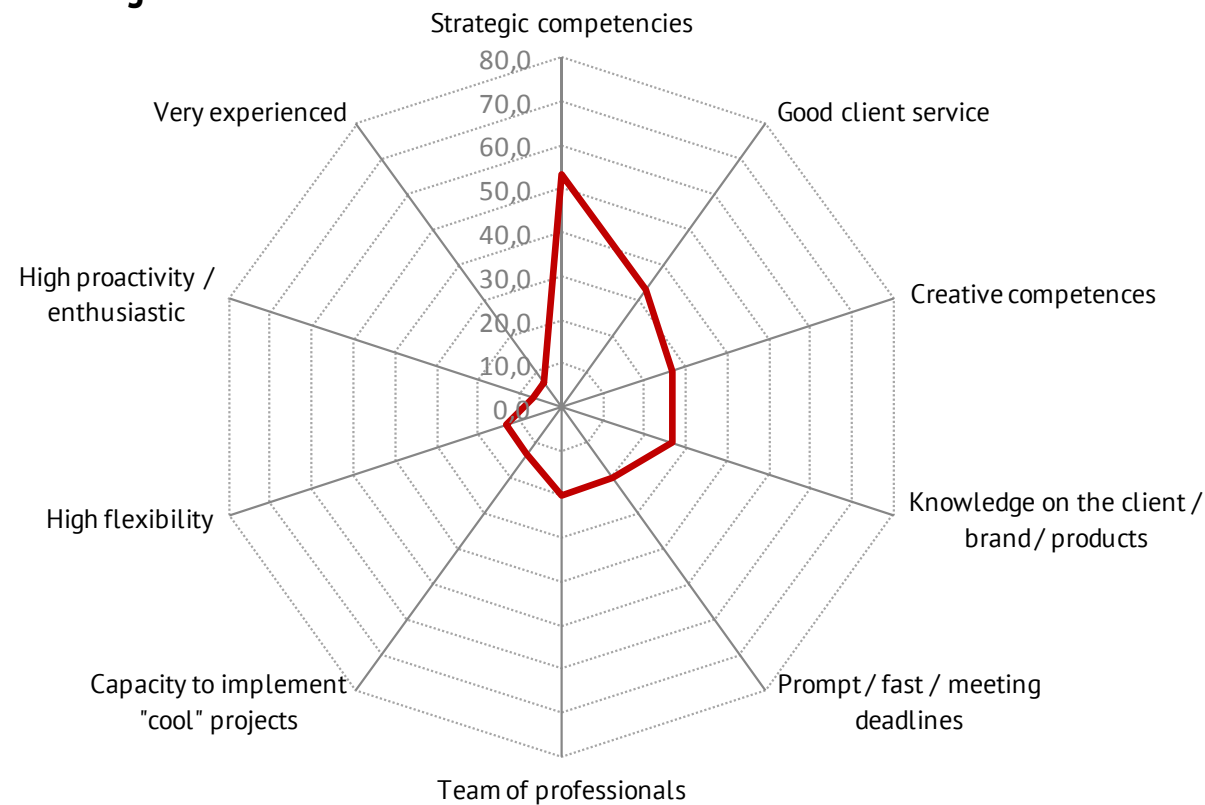
*strengths are spontaneously mentioned; values are percentages out of N

L4.4. TOP 3 STRENGTHS EMPLOYED ADVERTISING AGENCY



What are the top 3 strengths of the advertising agency you worked with in 2013?

Leo Burnett & Target



*N=15 participants that assessed the company, open top 3 answers

*strengths are spontaneously mentioned; values are percentages out of N

L4.5. TOP 3 STRENGTHS EMPLOYED ADVERTISING AGENCY



What are the top 3 strengths of the advertising agency you worked with in 2013?

Ogilvy



*N=8 participants that assessed the company, open top 3 answers

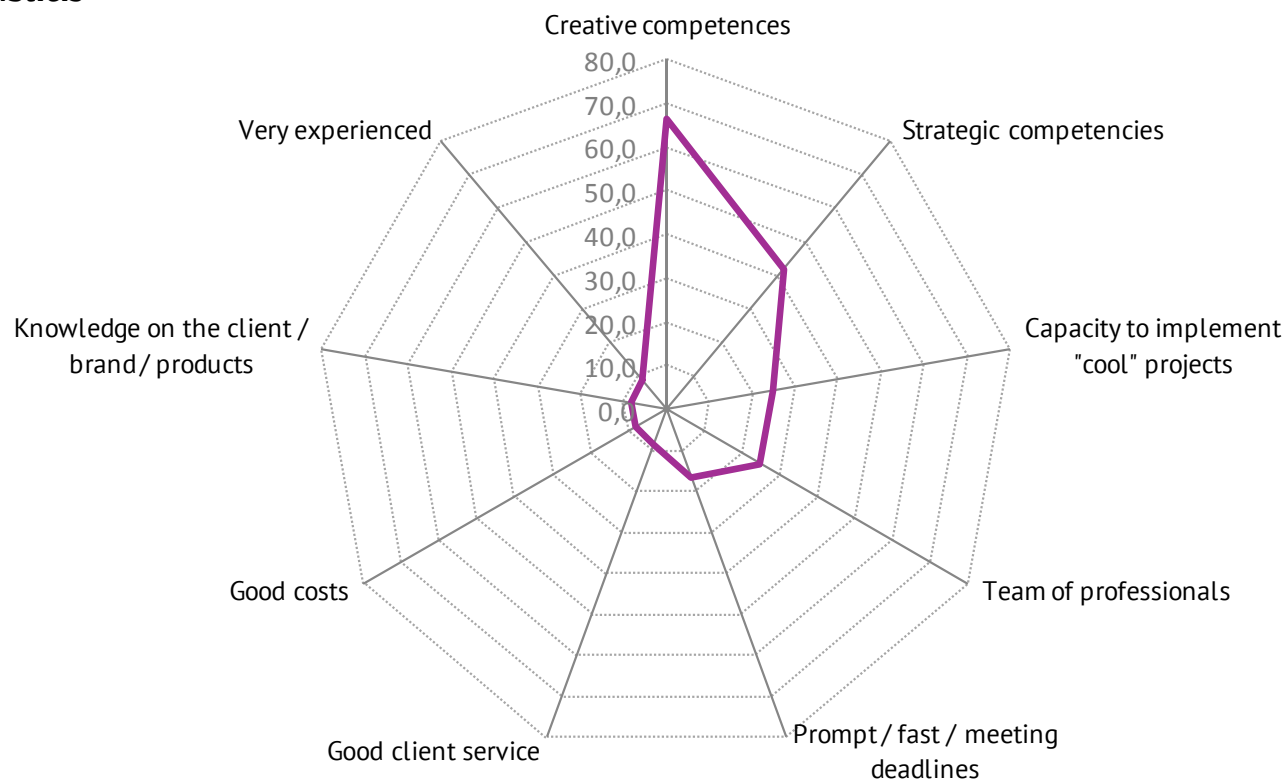
*strengths are spontaneously mentioned; values are percentages out of N

L4.6. TOP 3 STRENGTHS EMPLOYED ADVERTISING AGENCY



What are the top 3 strengths of the advertising agency you worked with in 2013?

Publicis



*N=12 participants that assessed the company, open top 3 answers
*strengths are spontaneously mentioned; values are percentages out of N

L4.7. TOP 3 STRENGTHS EMPLOYED ADVERTISING AGENCY



What are the top 3 strengths of the advertising agency you worked with in 2013?

Saatchi & Saatchi



*N=9 participants that assessed the company, open top 3 answers

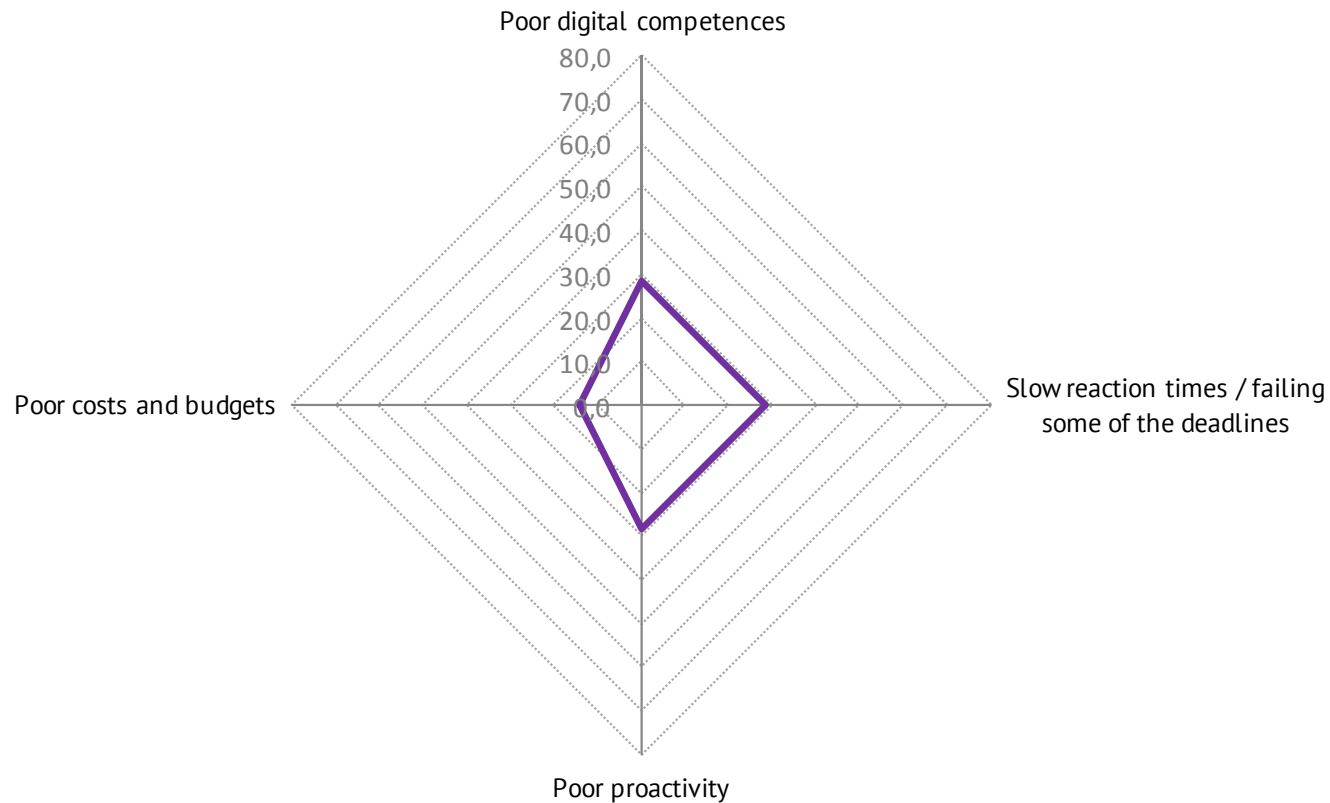
*strengths are spontaneously mentioned; values are percentages out of N

L5.1. TOP 3 WEAKNESSES EMPLOYED ADVERTISING AGENCY



What are the top 3 weaknesses of the advertising agency you worked the most in 2013?

BV McCann Erickson



*N=7 participants that assessed the company, open top 3 answers

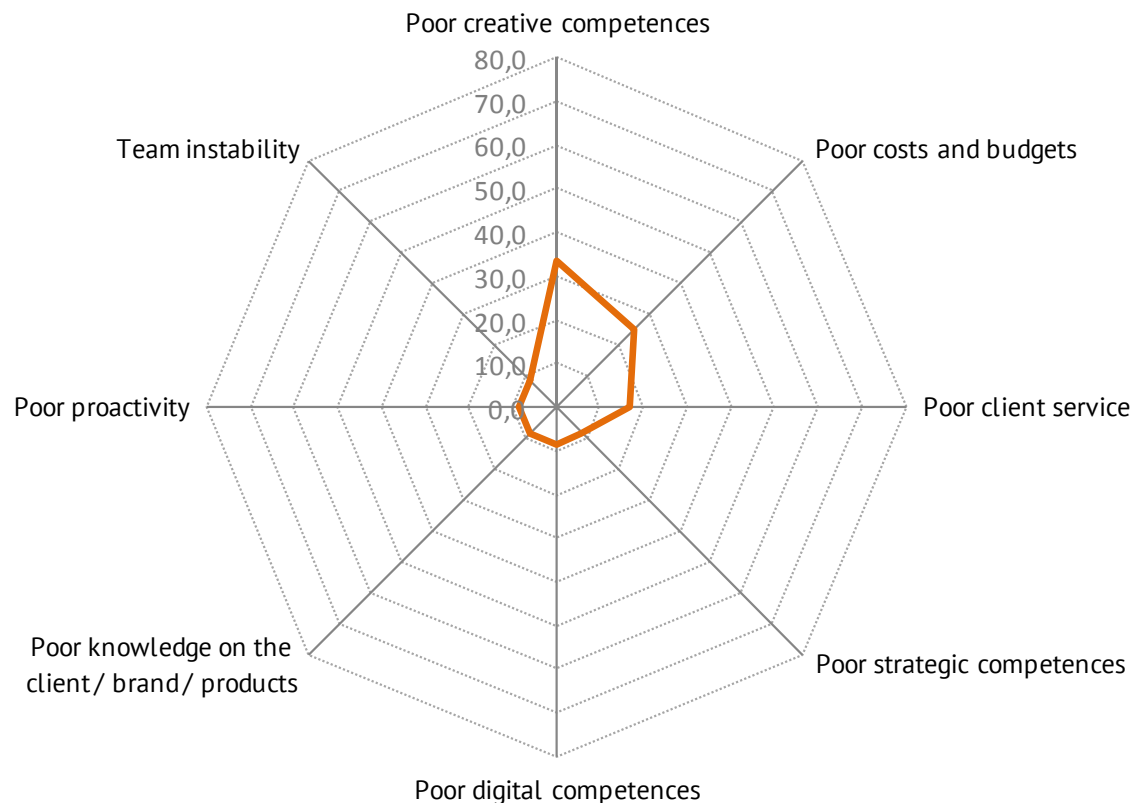
*weaknesses are spontaneously mentioned; values are percentages out of N

L5.2. TOP 3 WEAKNESSES EMPLOYED ADVERTISING AGENCY



What are the top 3 weaknesses of the advertising agency you worked the most in 2013?

DDB Bucuresti



*N=12 participants that assessed the company, open top 3 answers

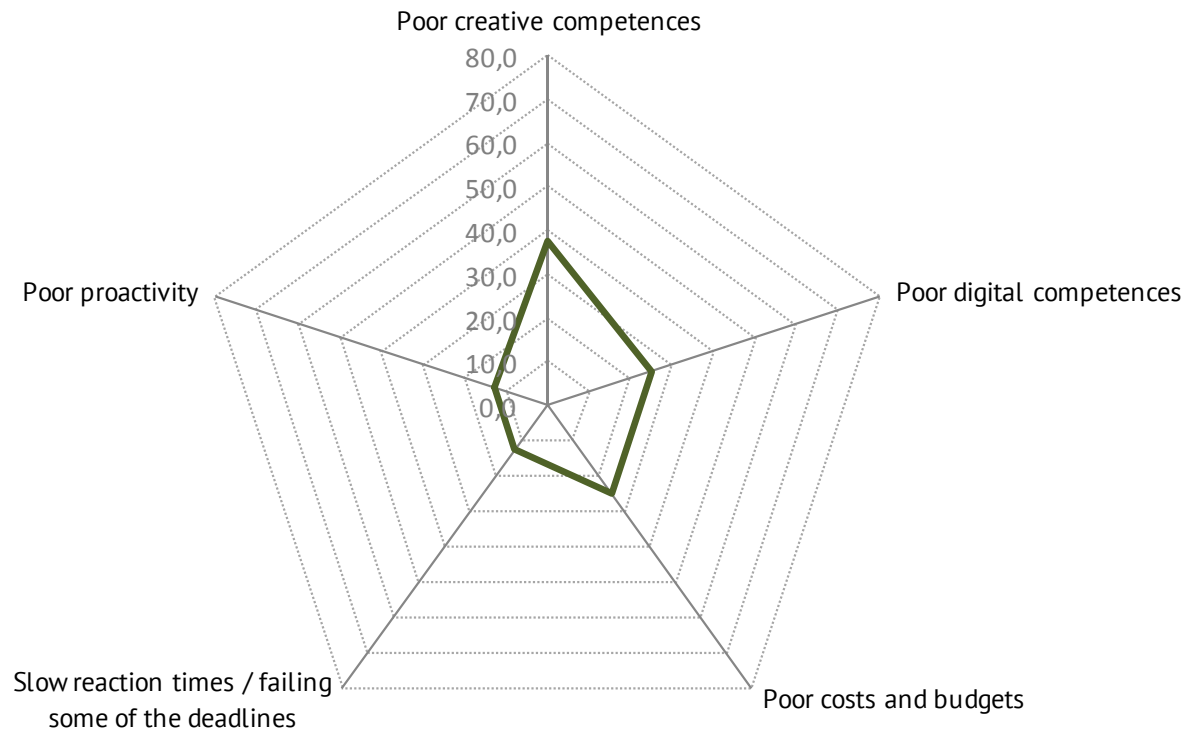
*weaknesses are spontaneously mentioned; values are percentages out of N

L5.3. TOP 3 WEAKNESSES EMPLOYED ADVERTISING AGENCY



What are the top 3 weaknesses of the advertising agency you worked the most in 2013?

Graffiti/BBDO



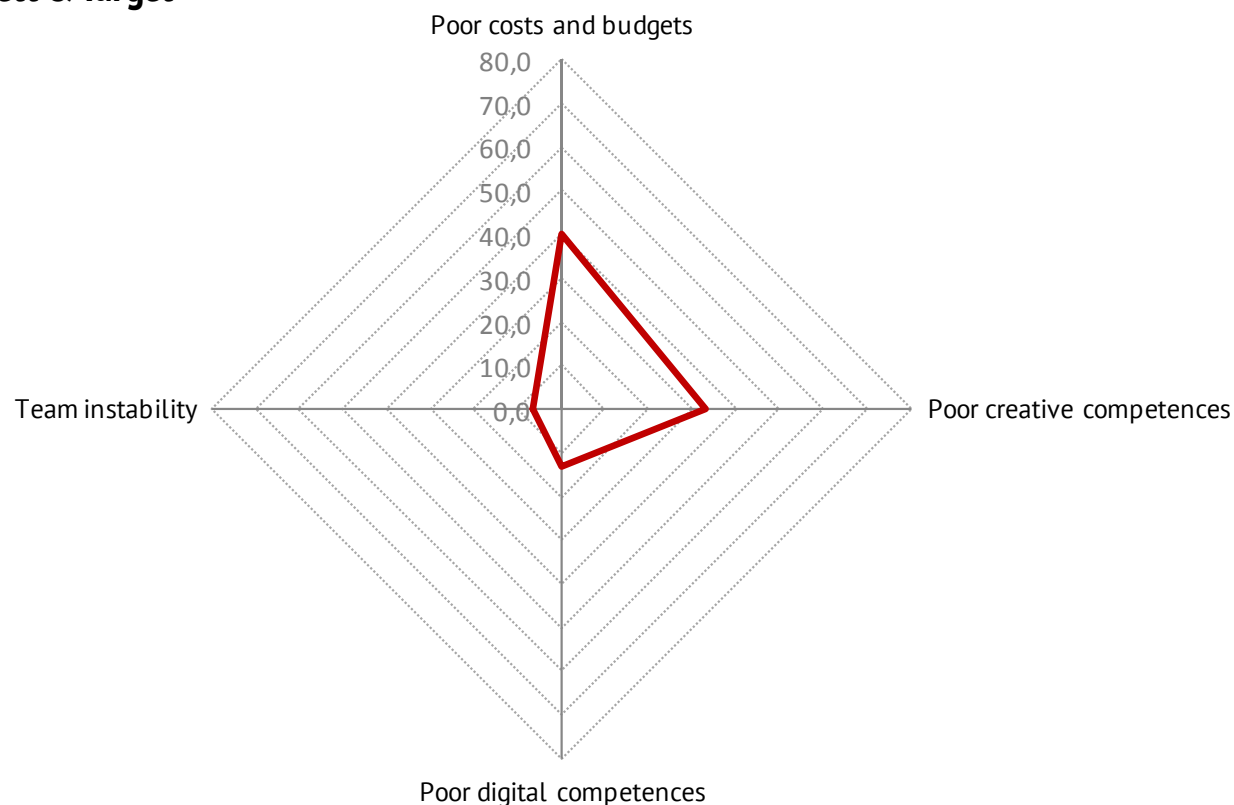
*N=8 participants that assessed the company, open top 3 answers
*weaknesses are spontaneously mentioned; values are percentages out of N

L5.4. TOP 3 WEAKNESSES EMPLOYED ADVERTISING AGENCY



What are the top 3 weaknesses of the advertising agency you worked the most in 2013?

Leo Burnett & Target



*N=15 participants that assessed the company, open top 3 answers

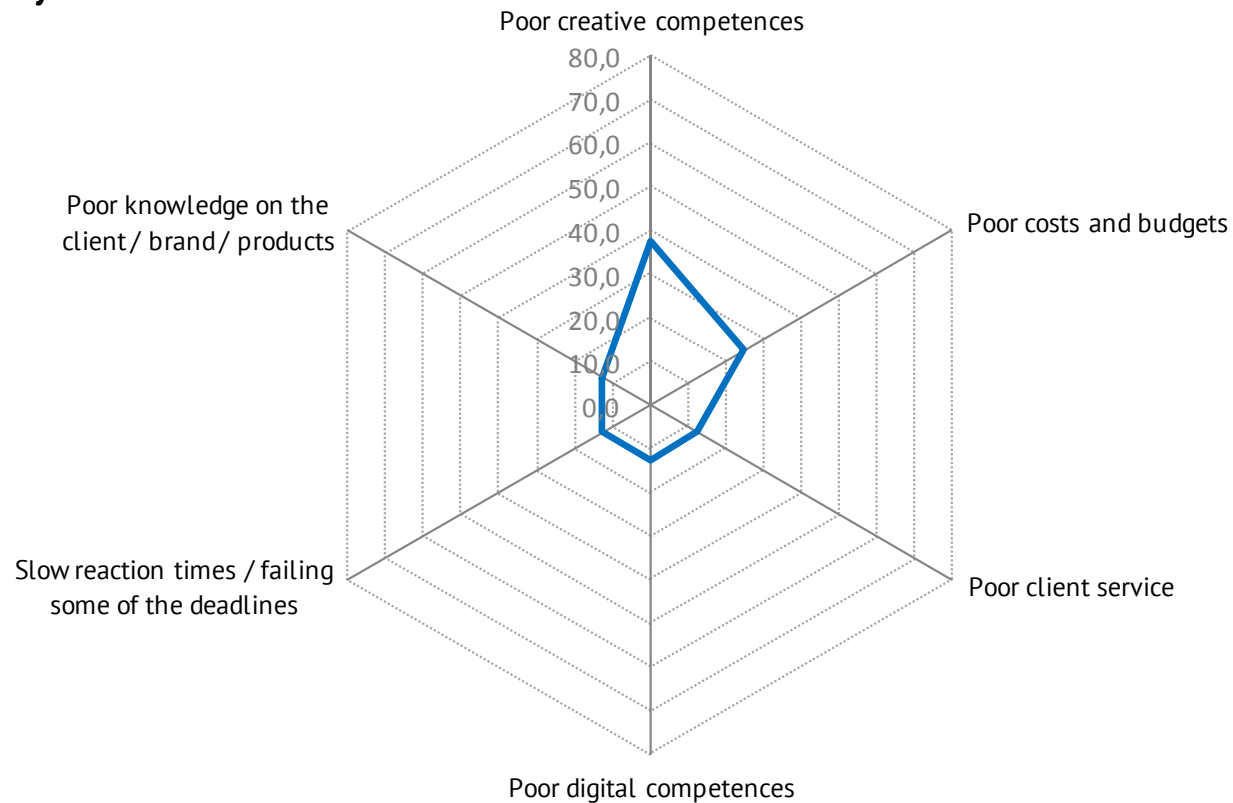
*weaknesses are spontaneously mentioned; values are percentages out of N

L5.5. TOP 3 WEAKNESSES EMPLOYED ADVERTISING AGENCY



What are the top 3 weaknesses of the advertising agency you worked the most in 2013?

Ogilvy



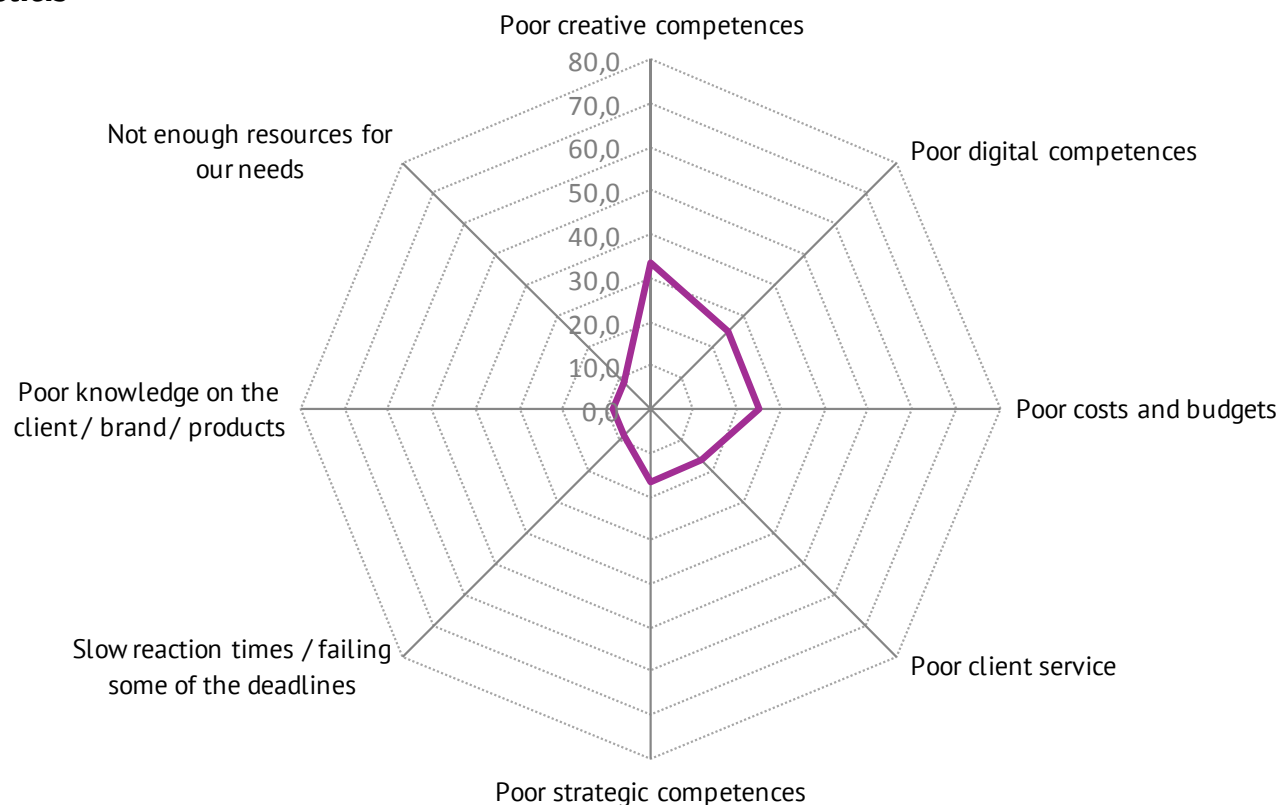
*N=8 participants that assessed the company, open top 3 answers
*weaknesses are spontaneously mentioned; values are percentages out of N

L5.6. TOP 3 WEAKNESSES EMPLOYED ADVERTISING AGENCY



What are the top 3 weaknesses of the advertising agency you worked the most in 2013?

Publicis



*N=12 participants that assessed the company, open top 3 answers

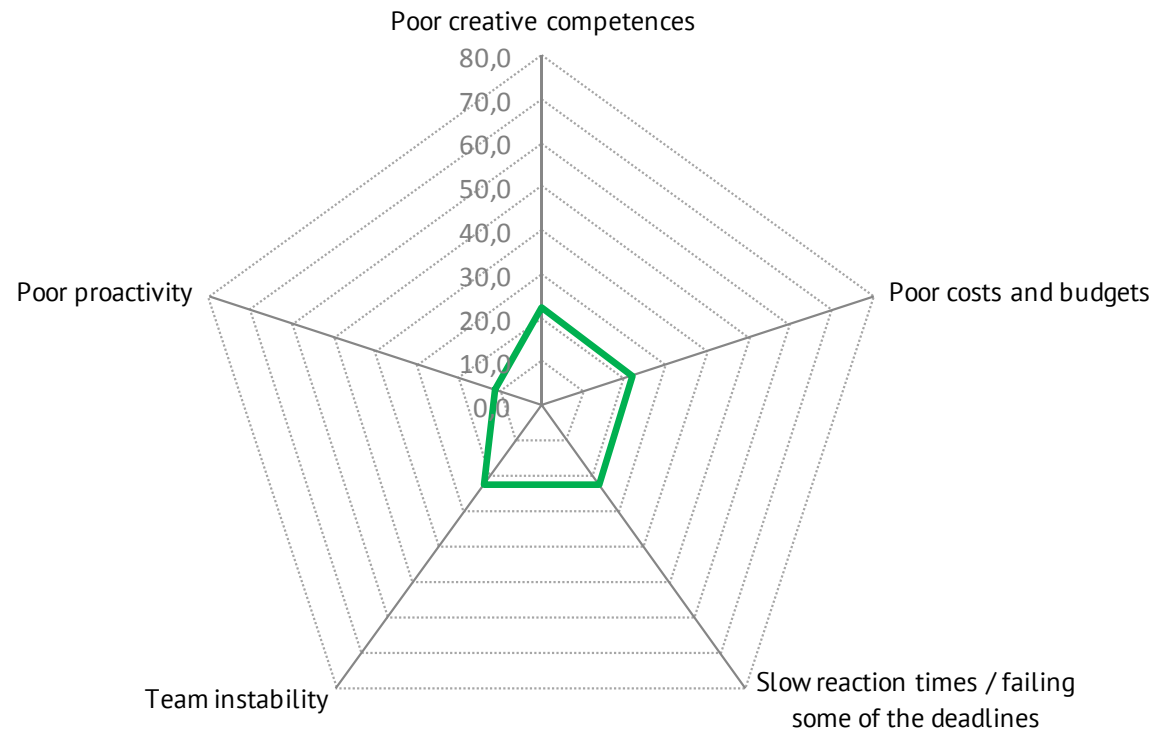
*weaknesses are spontaneously mentioned; values are percentages out of N

L5.7. TOP 3 WEAKNESSES EMPLOYED ADVERTISING AGENCY



What are the top 3 weaknesses of the advertising agency you worked the most in 2013?

Saatchi & Saatchi

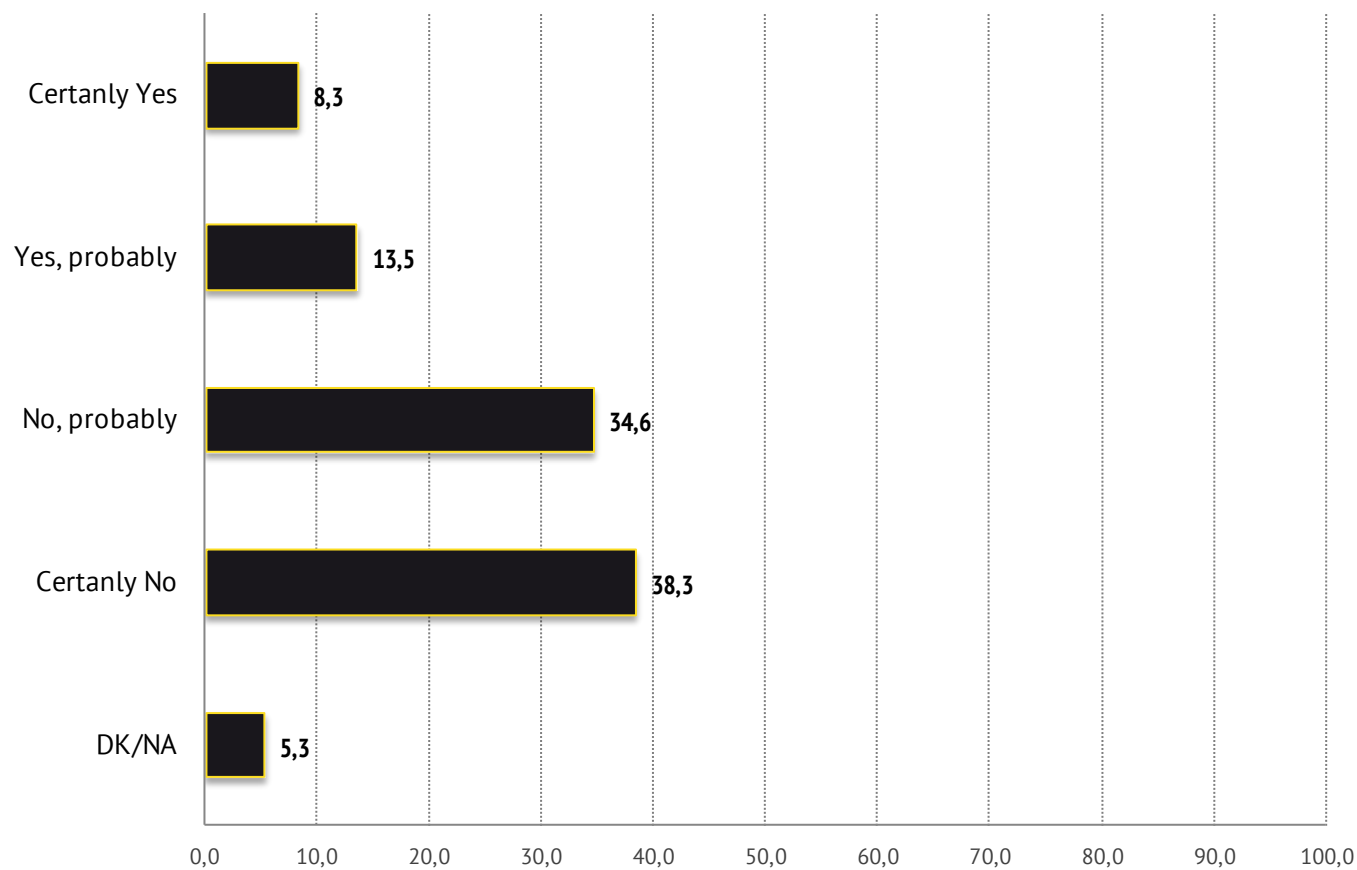


*N=9 participants that assessed the company, open top 3 answers
*weaknesses are spontaneously mentioned; values are percentages out of N

L6. INTENTION TO SWITCH THE ADVERTISING AGENCY



In 2014 do you intent to change the advertising agency you worked with in 2013?

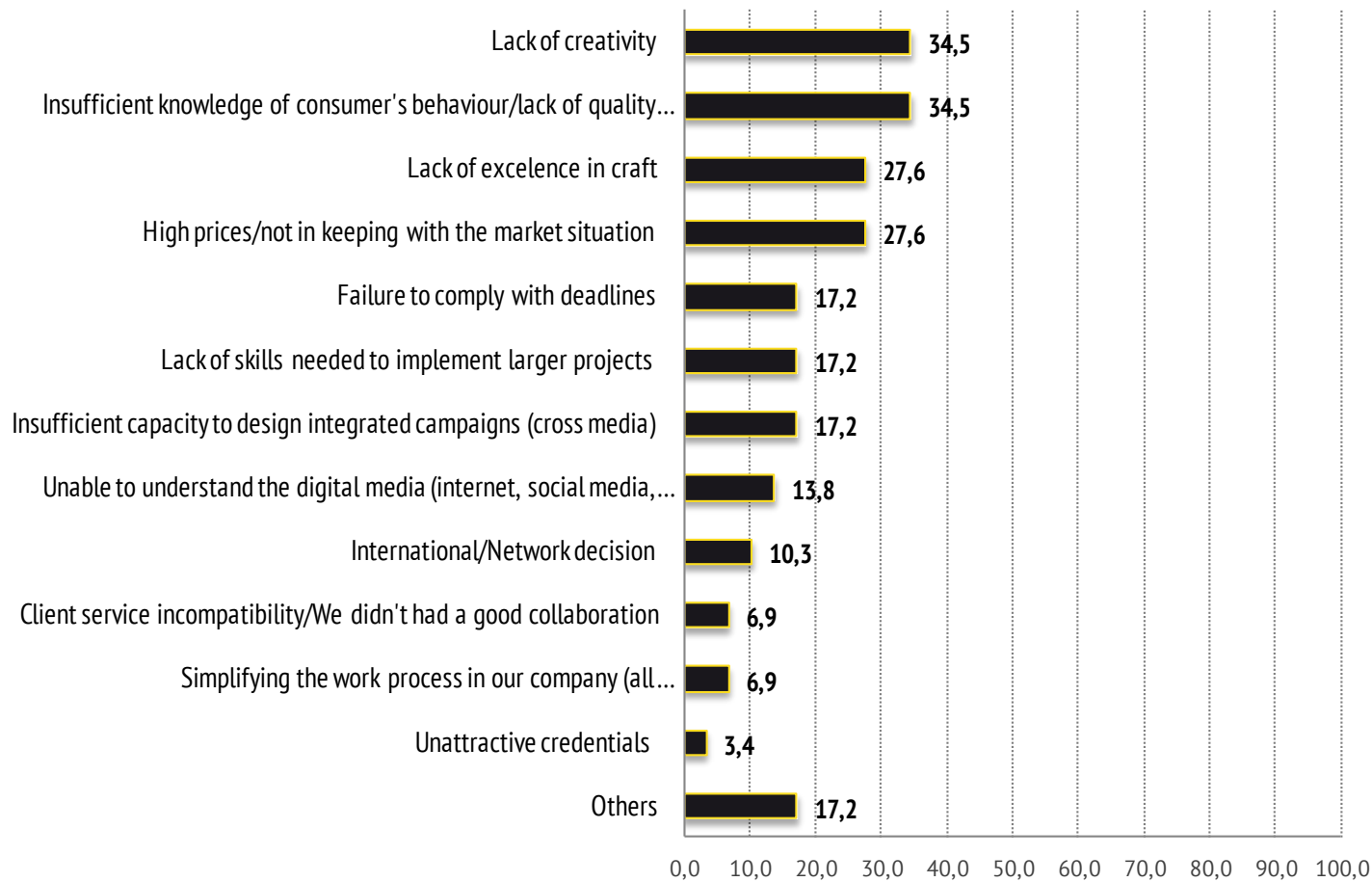


*N=133, closed single answer

L7. TOP 3 REASONS TO END THE COLLABORATION



What are the top 3 reasons if you were to end the relationship with an advertising agency?

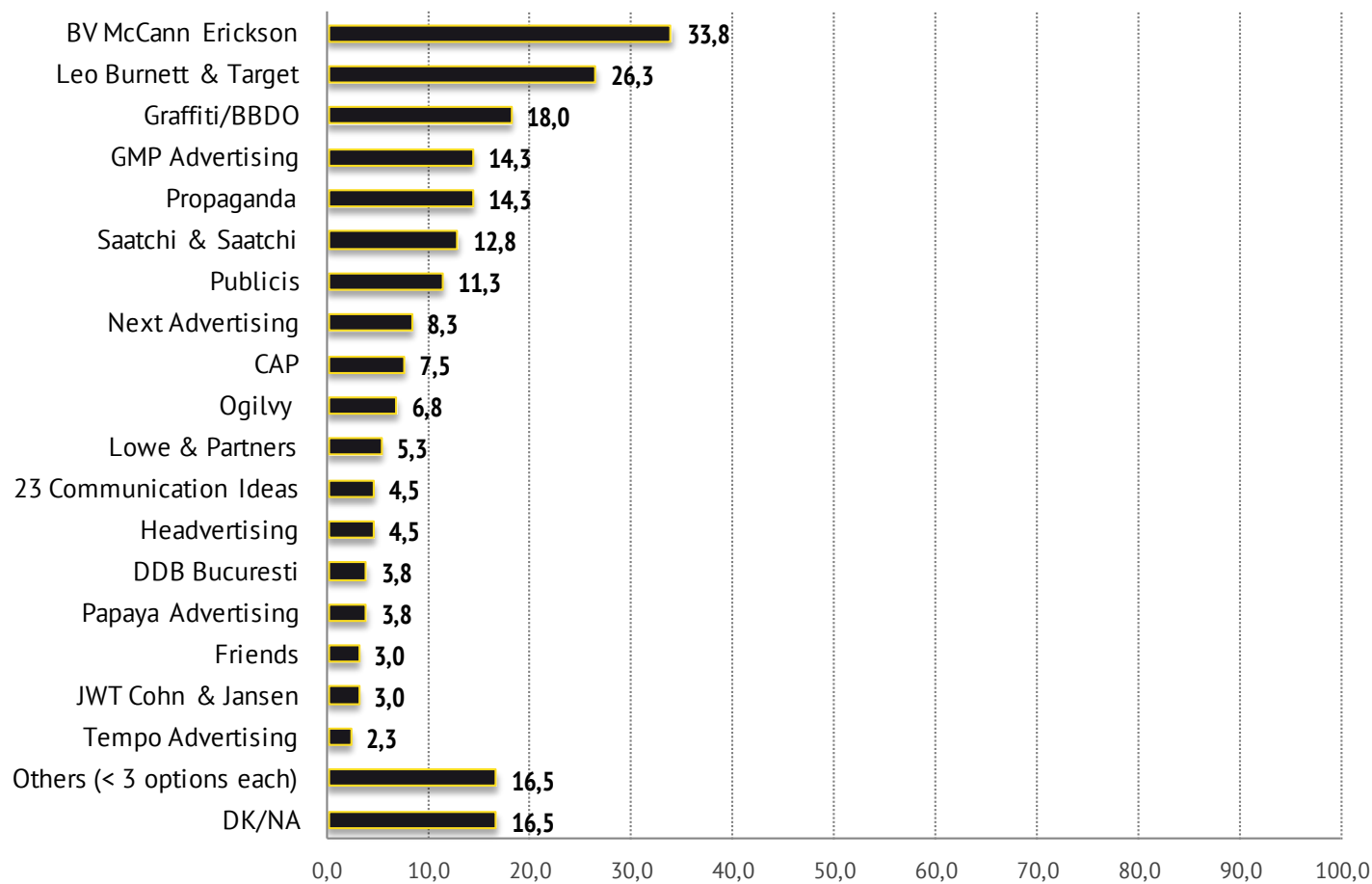


*N=29, participants responding "yes" or "probably yes" to the previous question, open top 3 answers

L8. STRONGEST PITCH REFERENCE COMPANIES



In case of a new pitch, I would like to compare the following advertising agencies



*N=133, open multiple answers

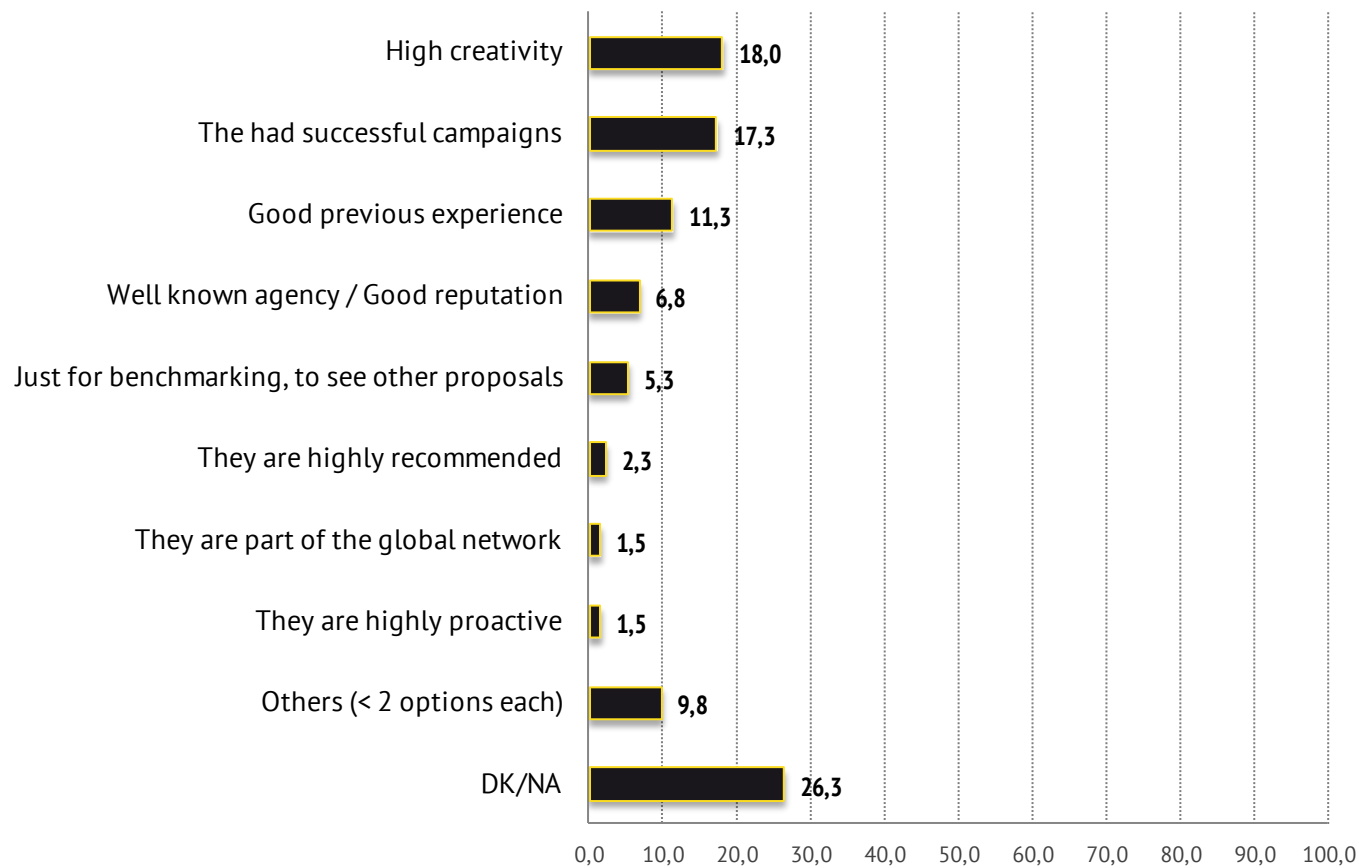
Agencies mentioned under the “others” category:

- ADMAKER
- BRAND FUSIONS
- BRANDS&BEARS
- DAESCU BORTUN OLTEANU
- FREE ADVERTISING
- GODMOTHER
- GOLINHARRIS
- ILEO
- JAZZ
- KOALA COMMUNICATION
- PERCEPTUM
- PR STEPS
- PRACTICE
- SPRINGER & JACOBY
- THE GEEKS
- THE GROUP
- THE MEDIA CONCEPT STORE
- THE PRACTICE
- WOPA

L9. REASON WHY (PREVIOUS QUESTION)



Please briefly explain your choice



*N=133, open multiple answers

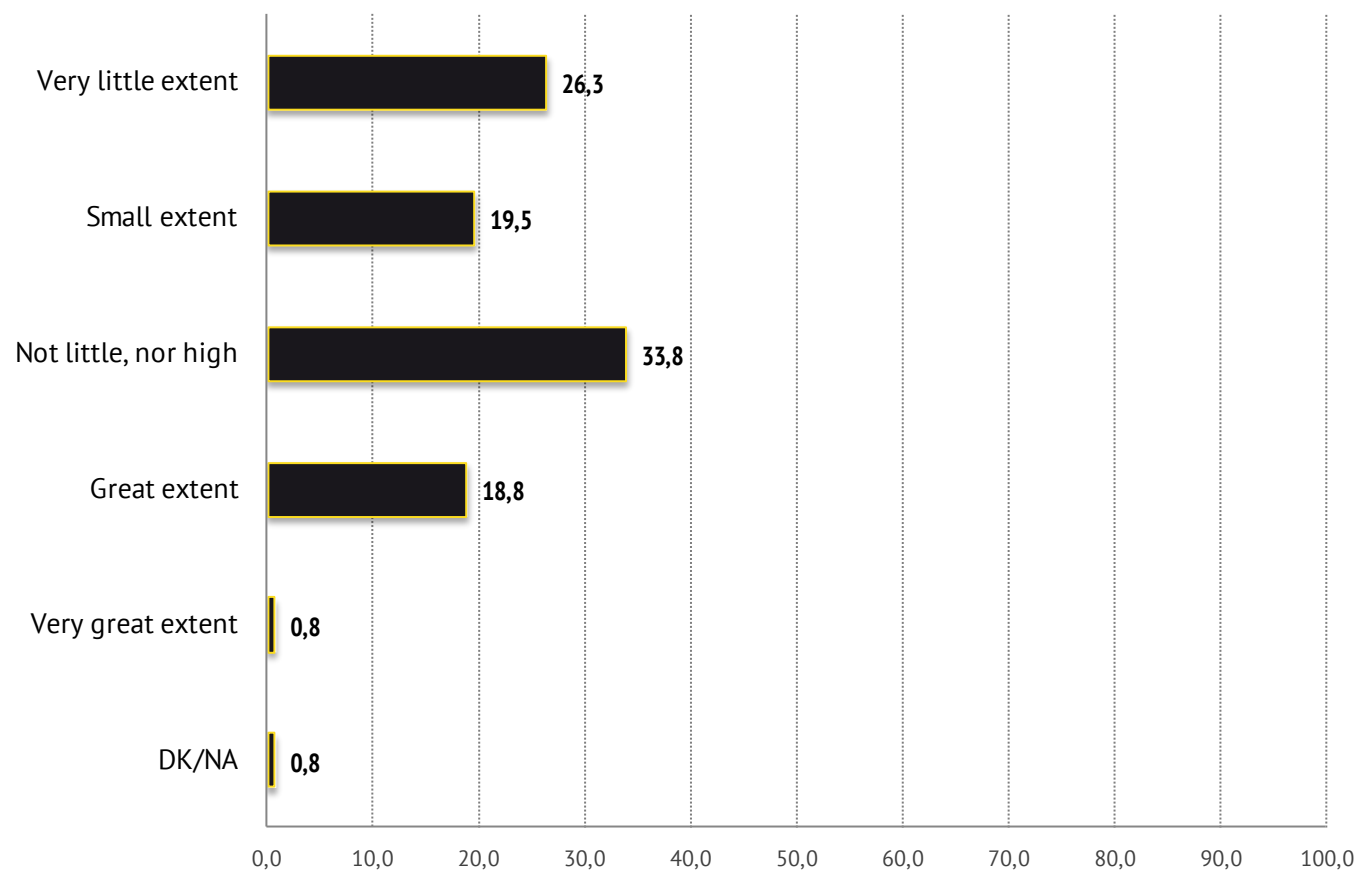
Reasons mentioned under the “others” category:

- Smaller agencies show me respect
- They have high strategic competences
- Good on BTL
- They have merged with a German agency that has creativity awards
- Their work is visible to the public
- They have a good presentation
- They are generally very good
- they are full service
- They are local and understand local businesses

AA1. ADVERTISING AWARDS



To what extent the awards won by an advertising agency at the dedicated festivals will influence your decision to pass them your business?

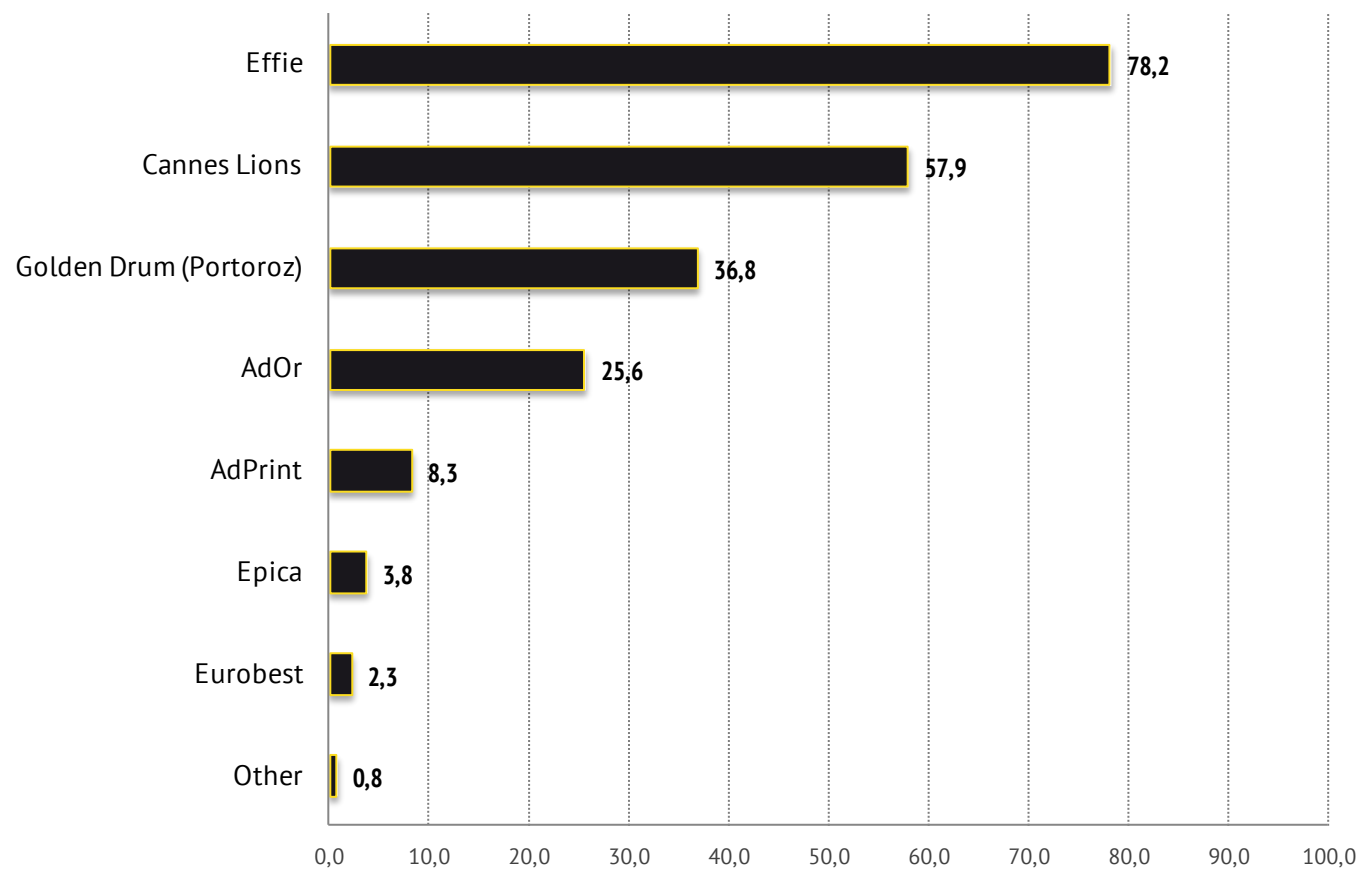


* N=133, five point Likert type scale: 1 low influence ... 5 high influence

AA2. MOST RELEVANT AWARDS



From your point of view, which are the most relevant awards when assessing an advertising agency?

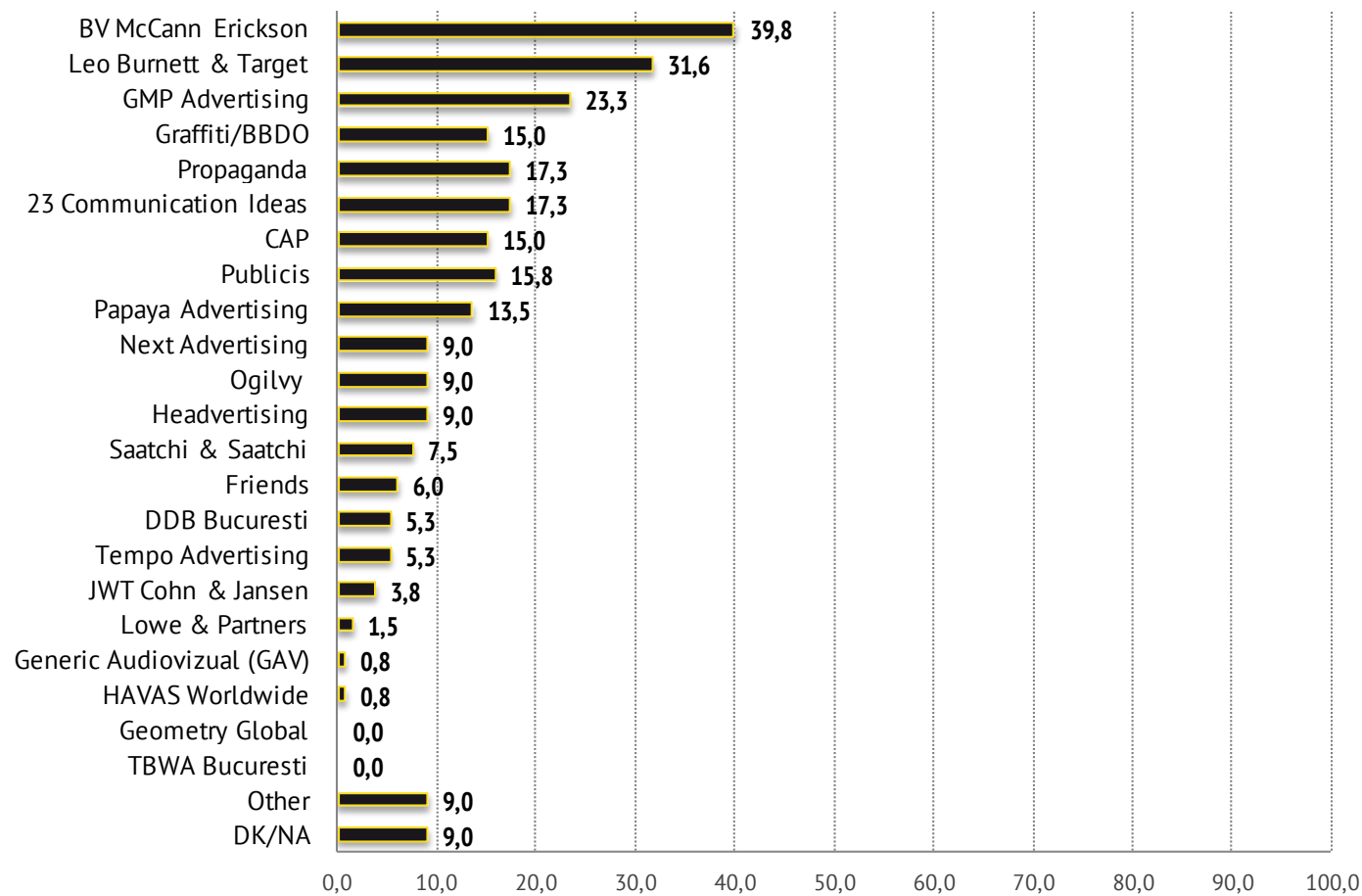


*N=133, closed multiple answers

AG1. MOST CREATIVE ADVERTISING AGENCY



In your opinion, which are the most creative advertising agencies?



*N=133, closed multiple answers

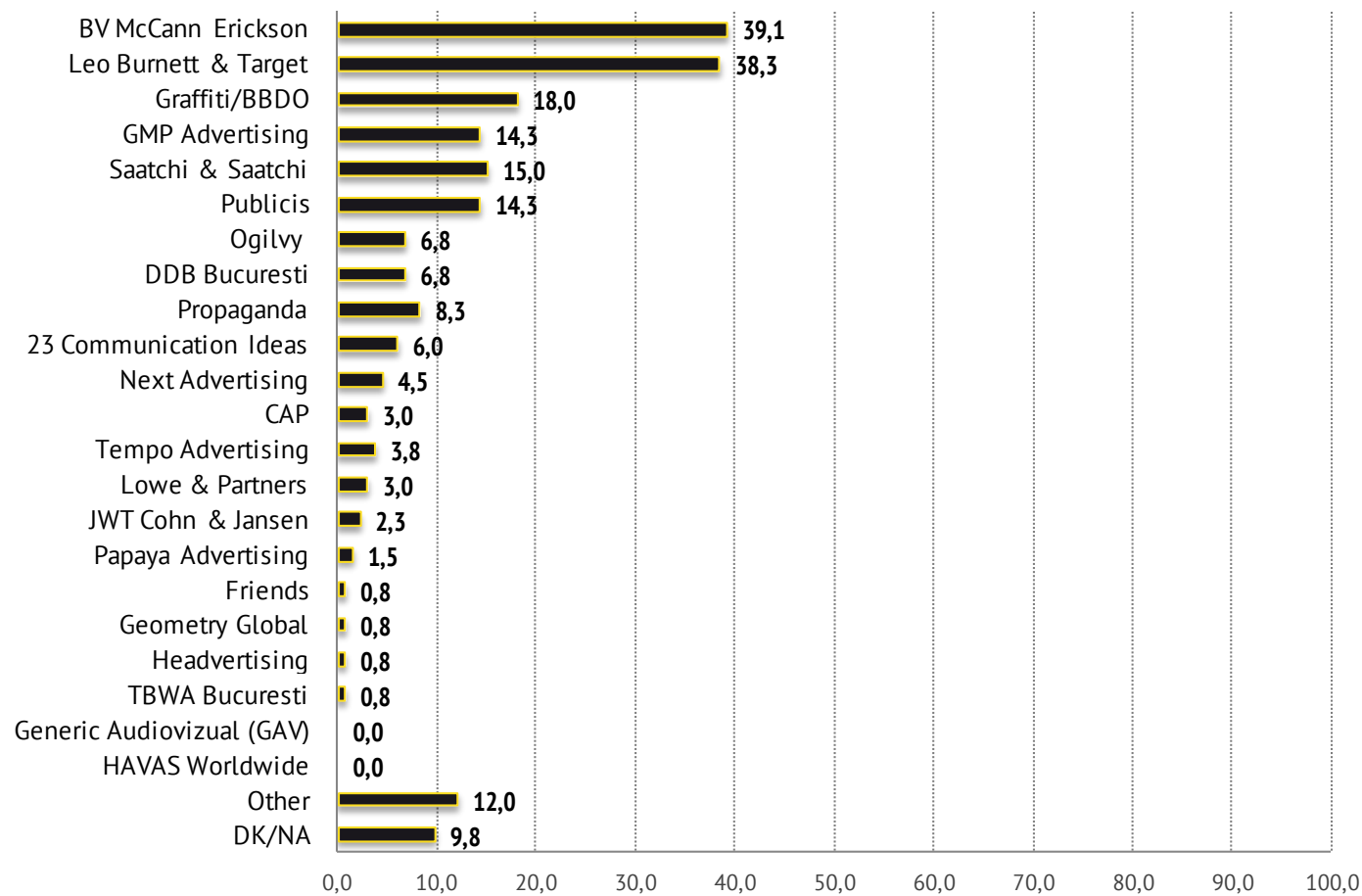
Agencies mentioned under the “other” category”:

- ARSENOAIEI & MATASEL
- BAD CAT
- BRANDS&BEARS
- CREATIVE
- DAESCU BORTUN OLTEANU
- ECHIPA DE PR
- GAVRILA SI ASOCIATII
- GOLIN HARRIS
- MEDIA CONCEPT STORE
- PROXIMITY
- THE GEEKS
- THE GROUP
- THE PRACTICE

AG2. BEST STRATEGIC ADVERTISING AGENCY



In your opinion, which are the best advertising agencies when it comes to strategy?



*N=133, closed multiple answers

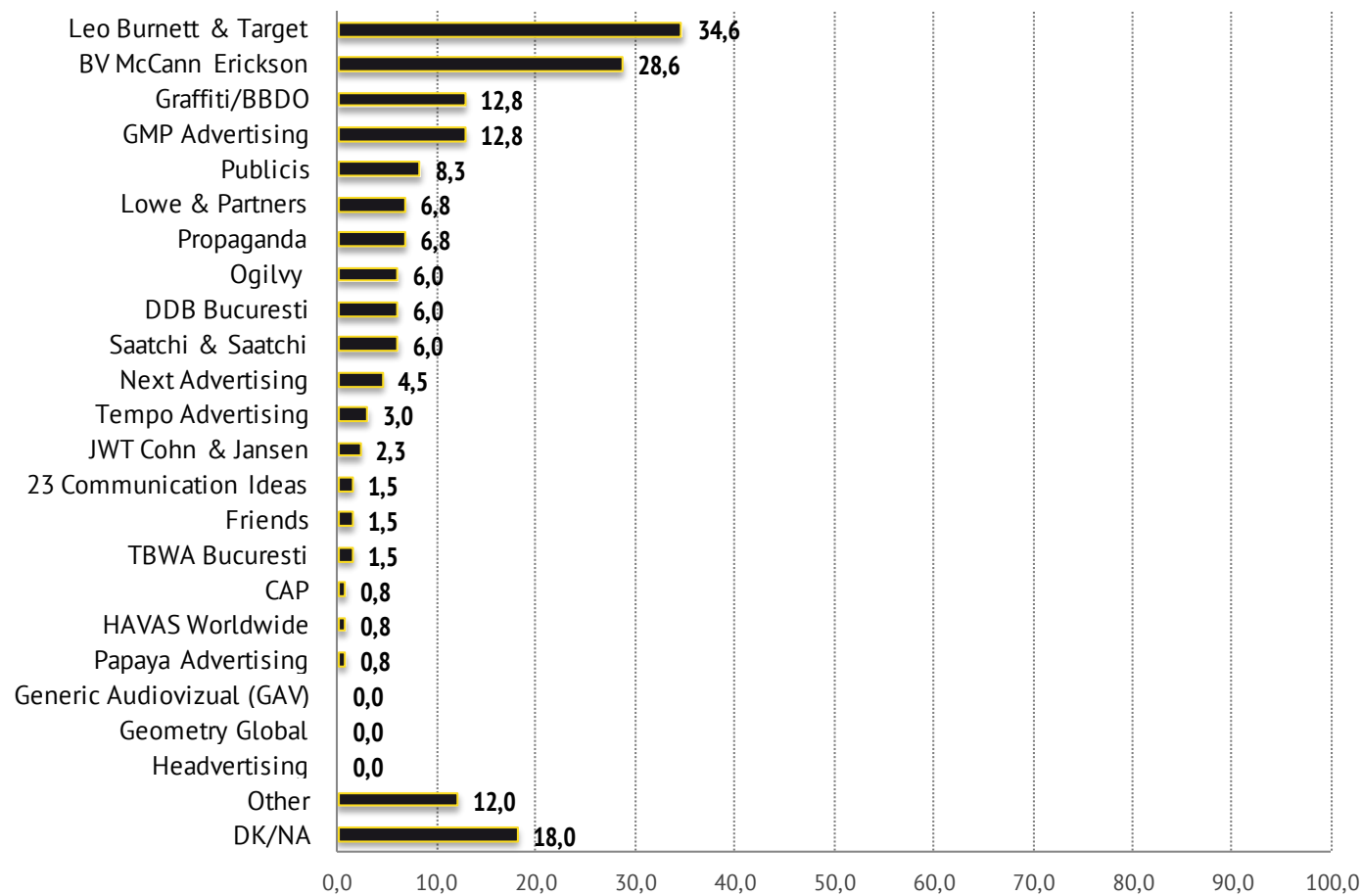
Agencies mentioned under the “other” category”:

- ARSENOAIEI & MATASEL
- BRANDIENT
- BRIDGE COMUNICATION
- CREATIVE
- DRAFT FCB
- GAVRILA SI ASOCIATII
- GOLIN HARRIS
- MARKS
- MEDIA CONCEPT STORE
- OMD
- RUSU BORTUN
- THE GEEKS
- THE GROUP

AG3. BEST ADVERTISING AGENCY WITH DIGITAL SKILLS



In your opinion, which advertising agencies have the best digital skills?



*N=133, closed multiple answers

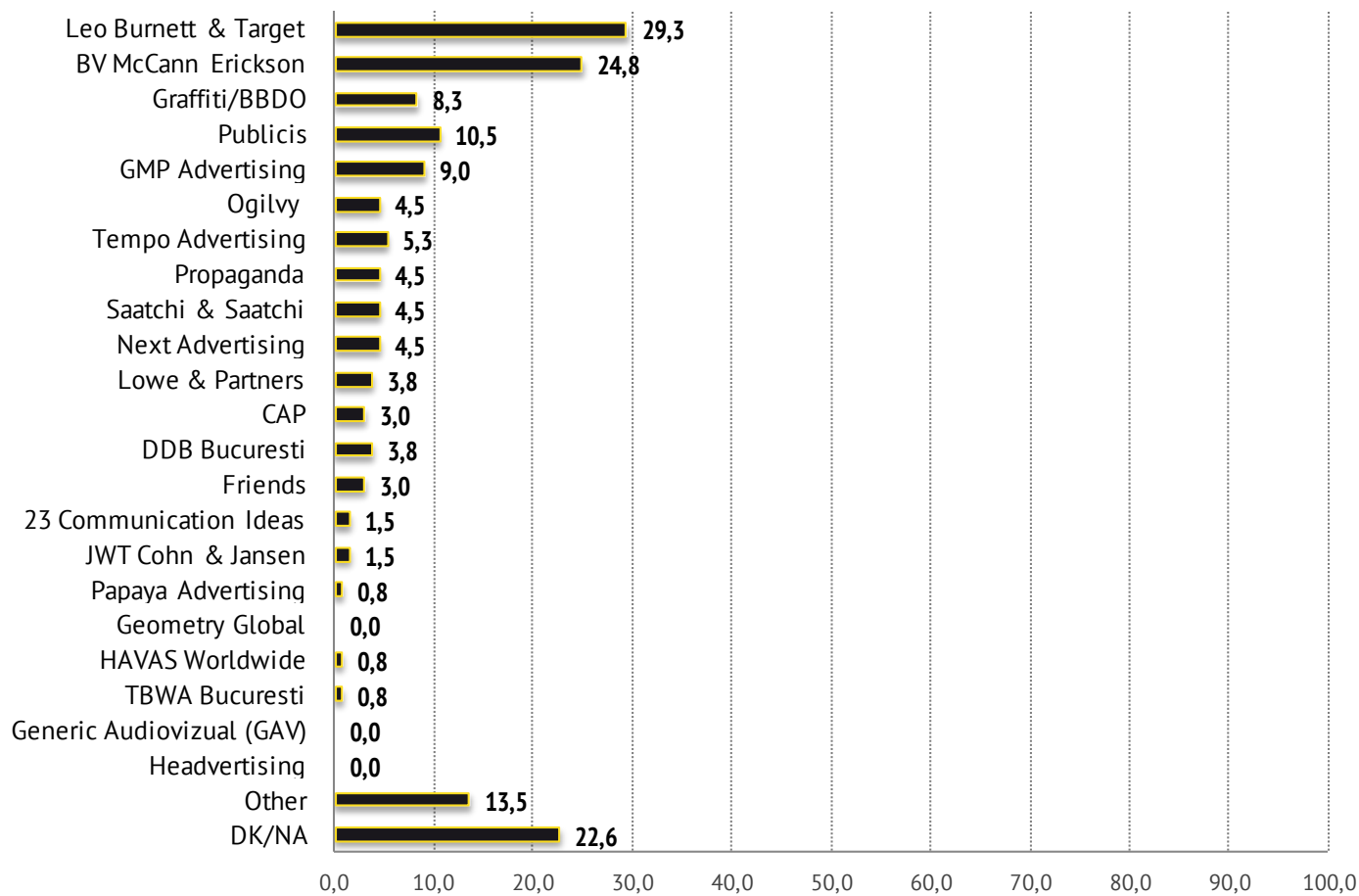
Agencies mentioned under the “other” category”:

- BUSINESS RESULTS
- CREATIVE
- CREATIVE LUGGAGE
- DIGITAL STAR
- GOLINHARRIS
- KONDIMENT
- KUBIS
- MSPS
- PROXIMITY
- REPUBLIKA
- RUSU BORTUN
- SMART IDEA
- SUPER PUNK (MEDIACAFE)
- THE GEEKS
- THINK DIGITAL
- WEBSTYLER

AG4. BEST ADVERTISING AGENCY AT SOCIAL MEDIA



In your opinion, which are the best advertising agencies at social media?



*N=133, closed multiple answers

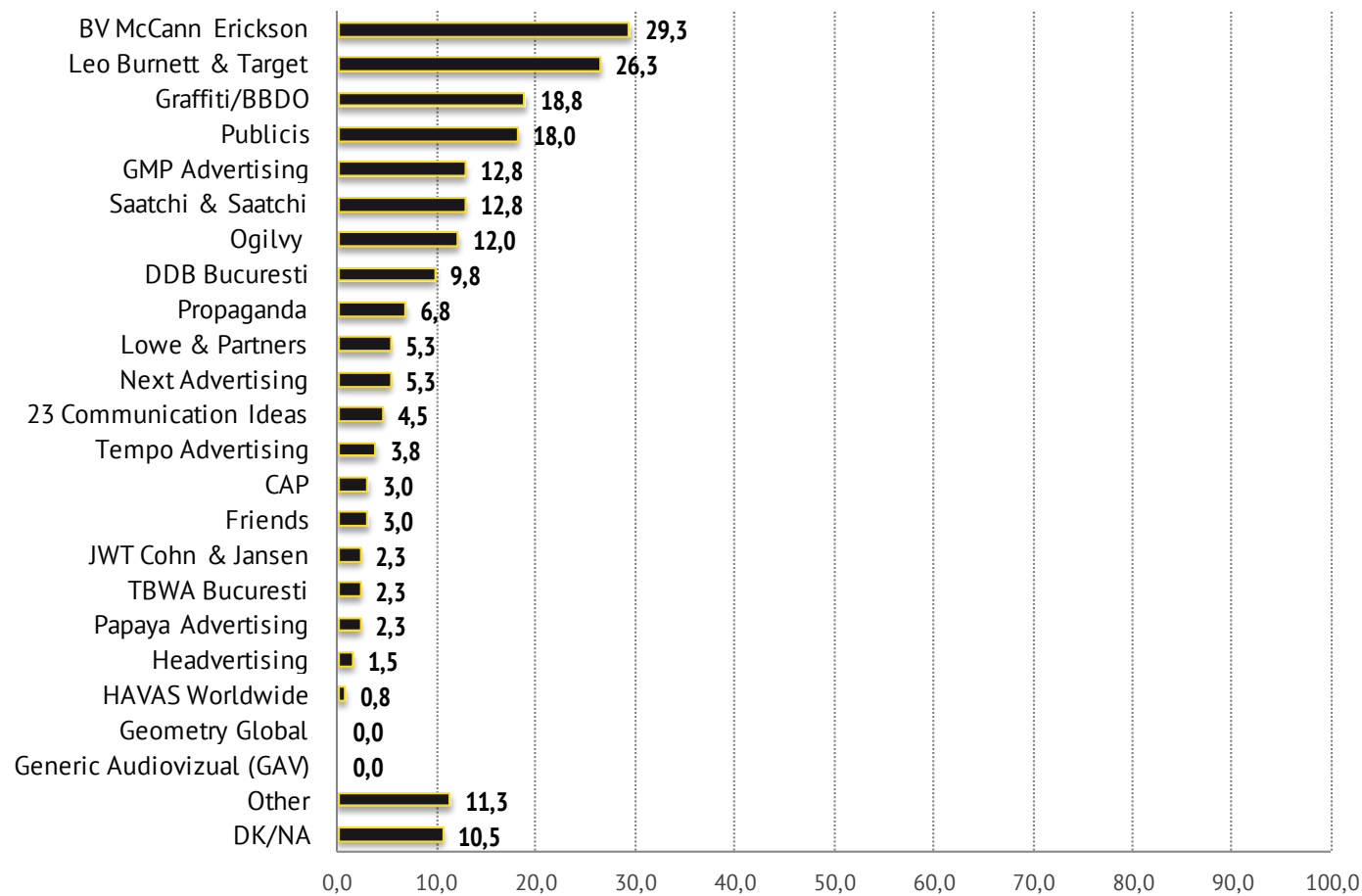
Agencies mentioned under the “other” category”:

- CREATIVE
- CREATIVE LUGGAGE
- ECHIPA DE PR
- ERKA
- GOLINHARRIS
- INTERACTIONS
- KUBIS
- MEDIA INVERSTMENT
- MSPS
- PROXIMITY
- REPUBLIKA
- THE GEEKS
- THE PRACTICE
- THE SECRET SERVICE
- THINK DIGITAL
- WEBSTYLER
- ZENITH

AG5. BEST CS/PM ADVERTISING AGENCY



In your opinion, which are the best advertising agencies in client service / project management?



*N=133, closed multiple answers

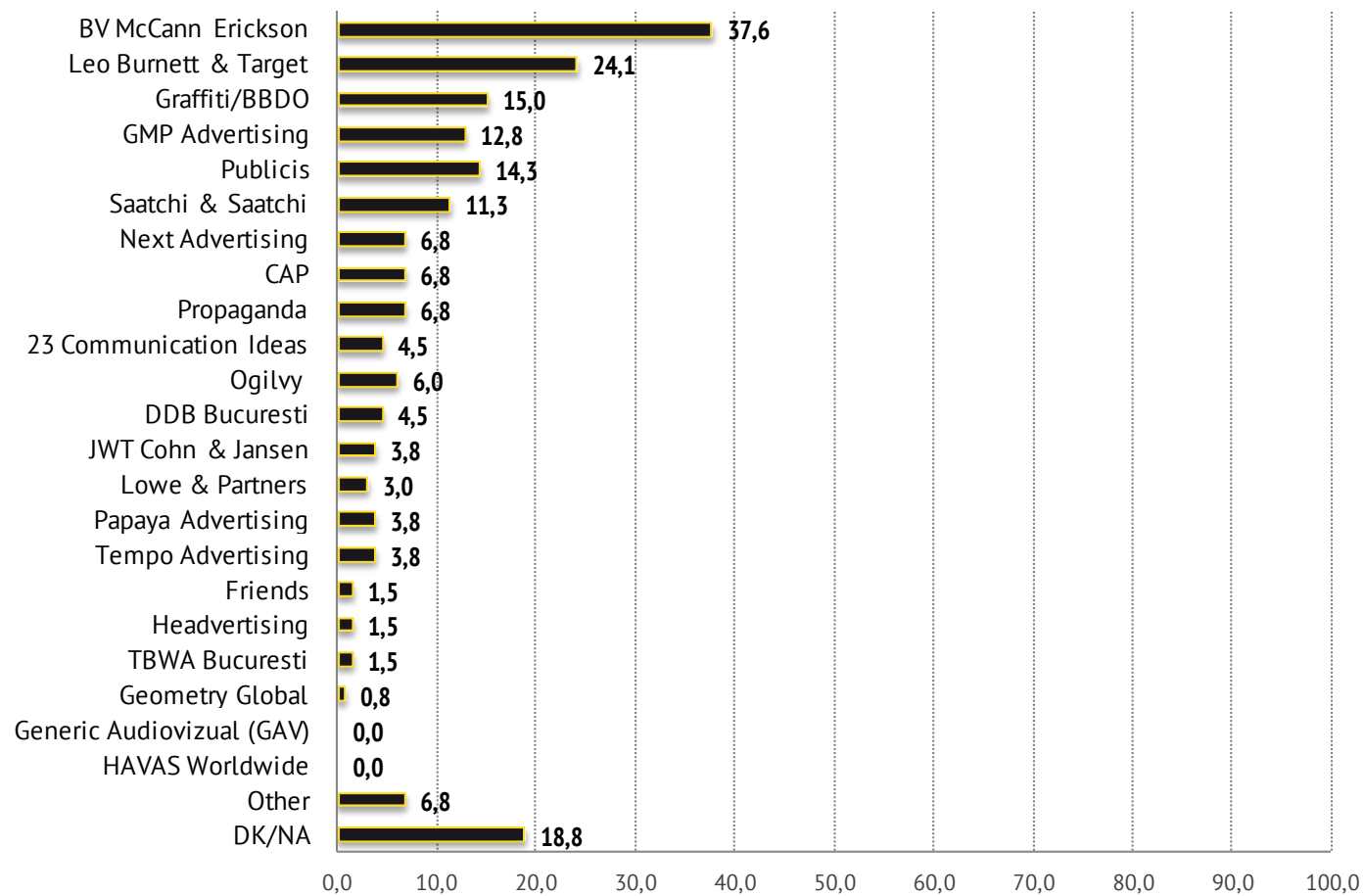
Agencies mentioned under the “other” category”:

- BAD CAT
- BUSINESS RESULTS
- CREATIVE
- THE CSR AGENCY
- DAESCU BORTUN OLTEANU
- DRAFT FCB
- ERKA
- GOLINHARRIS
- JAZZ
- PROSPERO
- RUSU BORTUN
- SMART IDEA
- THE GEEKS
- THE GROUP
- THE PRACTICE
- THE SECRET SERVICE
- THINK DIGITAL

AG6. BEST EXCELLENCE IN CRAFT ADVERTISING AGENCY



In your opinion, which are the best advertising agencies when it comes to excellence in craft?



*N=133, closed multiple answers

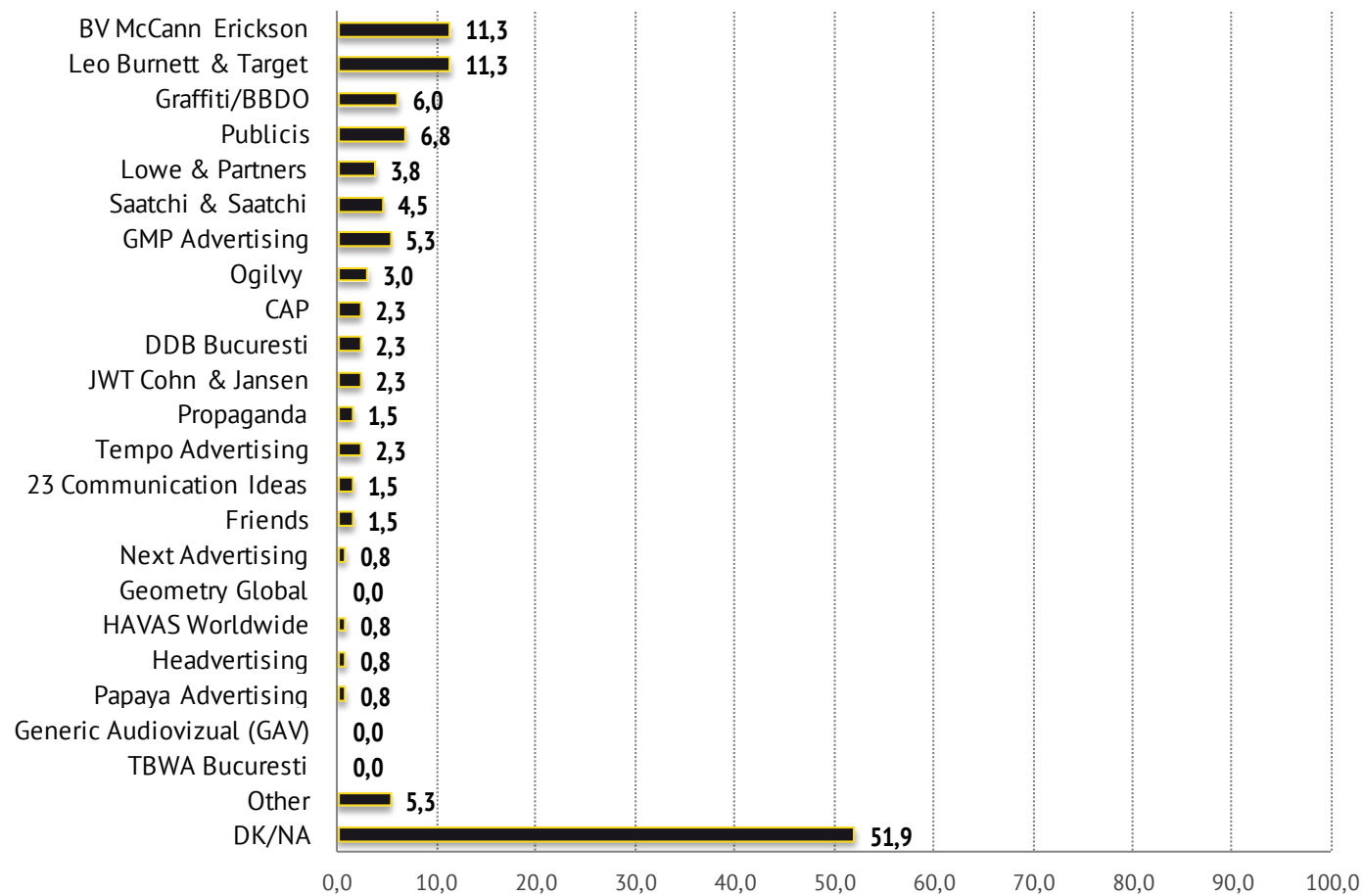
Agencies mentioned under the “other” category”:

- BAD CAT
- CREATIVE
- GAVRILA SI ASOCIATII
- MARKS
- PROSPERO
- SMART IDEA
- THE GEEKS
- THE GROUP
- THE PRACTICE
- WAVE

AG7. BEST ADVERTISING AGENCY AT B2B MARKETING



In your opinion, which are the best advertising agencies in b2b marketing?



*N=133, closed multiple answers

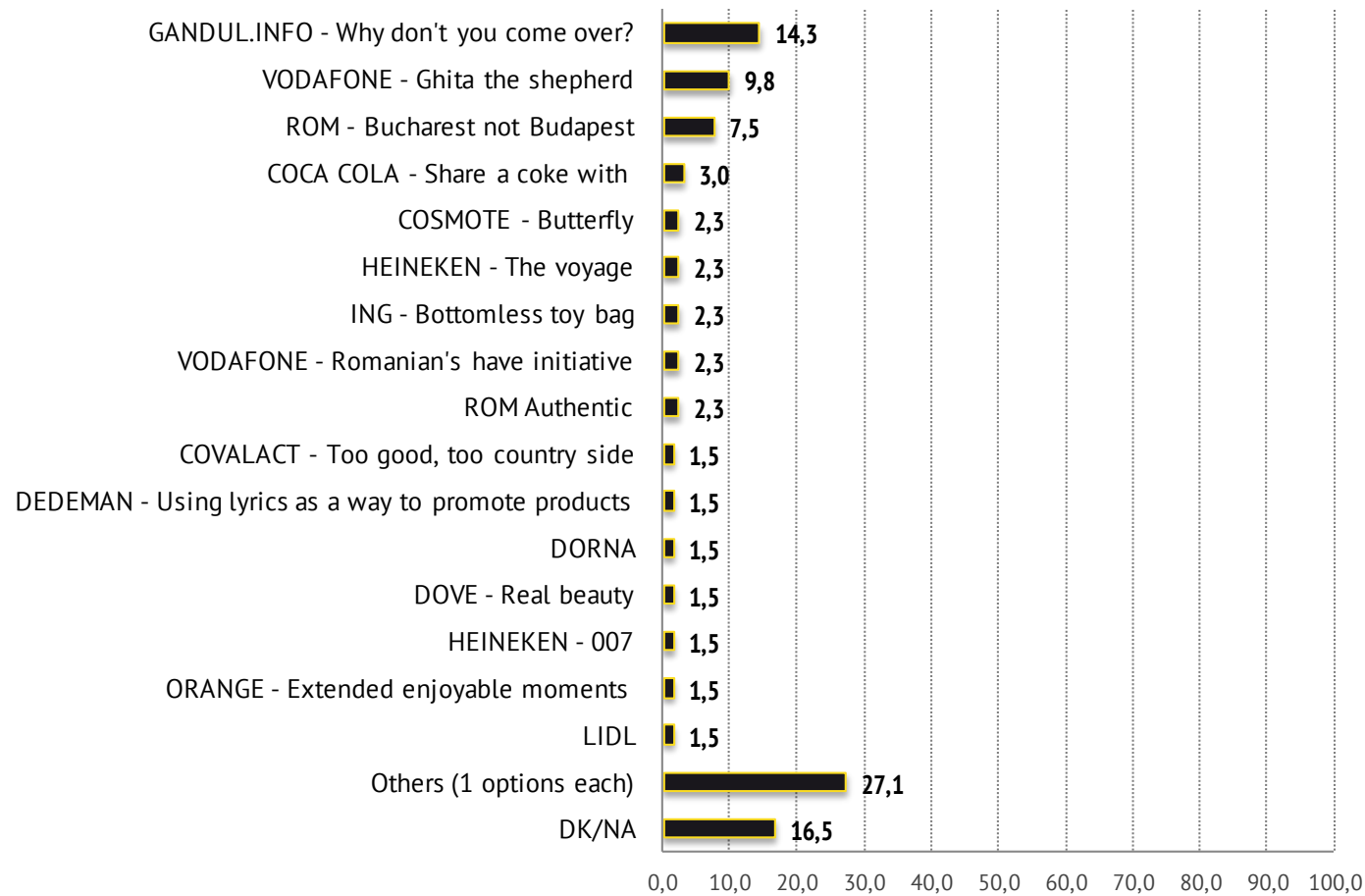
Agencies mentioned under the “other” category”:

- CREATIVE
- CSR AGENCY
- DAESCU BORTUN OLTEANU
- DRAFT FCB
- MARKS
- MORE THAN PUB
- THE GROUP

AG8. MOST LIKED 2013 ADVERTISING CAMPAIGN



Which was your favorite advertising campaign (local or international) aired in Romania in 2013?



*N=133, open single answer

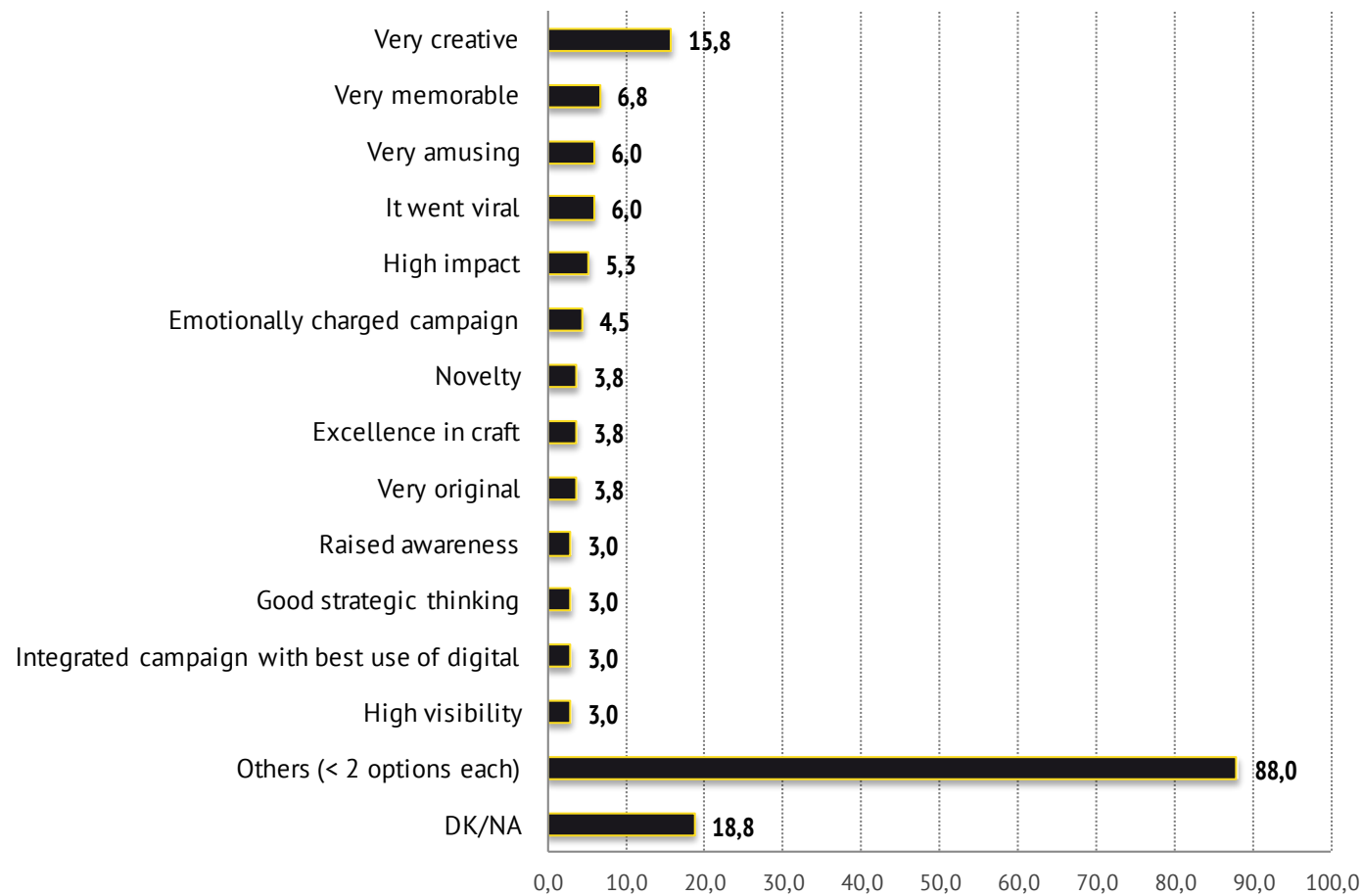
Other campaigns mentioned:

- AVON - Celebrity endorsement campaign with Antonia
- AXA - Education campaign
- AXE - Fallen angels
- BANCA TRANSILVANIA - The male fairy
- DERO'S CAMPAIGN
- CIF - Campaign for a clean city
- CIUC - Another way to make things
- COCA COLA - Reasons of friendship
- COCA-COLA - Christmas balloons
- COCA-COLA - Open and enjoy happiness
- MILKA - Tender
- COSMOTE - Prepay
- COSMOTE - Christmas campaign with smiley
- DIGI 24 - Regionalization
- FARMEC, NUFARUL & TRIUMF
- GROLSCH - Experience hotel
- HEINEKEN ODYSSEY FILM
- HEMOROEASY
- HUMANITAS - Blind date with a book
- ORBIT - Antonio Banderas
- PEGAS - Nation's internet
- PEPSI - Summer fun
- PETROM - Andrei's country
- SPRITE - National promotion
- REDBULL - Felix
- RENAULT - Clio
- ROȘIA MONTANĂ
- SAMSUNG - Brand release
- SAVE THE CHILDREN - One Republic song
- SELGROS - It's Worth It
- EVIAN - Baby
- JACOBS - Tasimo
- URSUS - New box release
- VODAFONE - The kiss
- VODAFONE Relaunch
- WORLD VISION - Future donors

AG9. REASON WHY (PREVIOUS QUESTION)



Please explain the reasons that led you to chose this campaign



*N=133, open multiple answers

Other reasons mentioned:

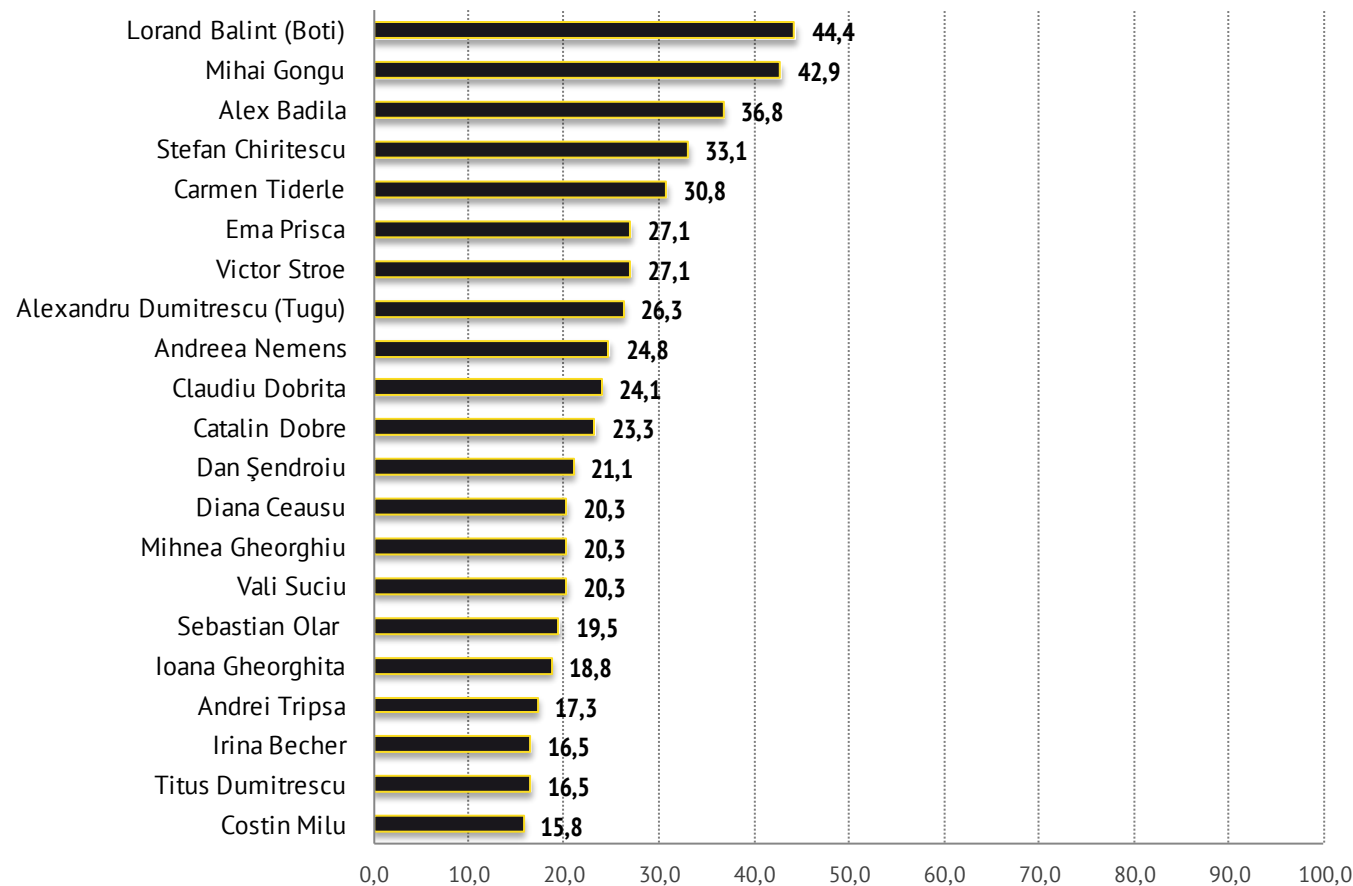
- Relevant target reach
- Very inspired
- It was linked to the reality we are faced with, and proposed solution to it
- It was different and spectacular
- It came with an answer to a real issue
- Very spontaneous
- Act of bravery
- High engagement
- Related to everyday life
- Very attractive
- Multiple communication media (various area distribution)
- They were aggressive without bothering
- They stayed in the visual memory
- Romanian authenticity
- Indicated very good benefit
- Good brand fit idea
- Well targeted
- Strong brand
- Low budget
- It reached a new, unexplored target
- Structured campaign on 2 distinct parts
- Humanitarian campaign
- Ability to generate word of mouth
- Very clear
- Consistency in communication
- Soundtrack
- Very competitive
- The entire communication
- Center positioning the consumer
- Premature infants
- Very courageous
- Good adjustment for all types of media
- Good brand differentiator
- Direct
- Optimal timing duration
- Very efficient
- Relevant 360* executions
- Good media coverage
- Outstanding campaign made by bbh
- Catchy

- Freshness idea
- Degree of variability
- Good idea supported by the results
- Reaching out of the industry specific territory
- Interesting image, the persons matches the brand
- Brand image brings happiness
- Good implementation
- Product innovation
- Innovative
- Powerful insight
- CSR and brand integration
- Star's participation
- Online-offline integration
- Understanding consumer behavior
- Direct user interaction
- Very interactive
- Powerful message
- I was able to recall old Romanian brands
- Good weekly strategy, consistency and structured information
- Unconventional
- It doesn't bother the consumer with the product
- Award-winning
- Unveils a set of natural reactions
- First brand used as money
- Magnetism
- Very proactive
- Consumer powerful reactions
- Well know reality
- The reality of the story
- Celebrity endorsement
- Global target relevance
- It was made in a relatively short time
- Interesting change in communication
- Services vs. Product
- The simplicity of the idea
- Good tagline
- They are present all the time
- Very insightful

PP1.1. PEOPLE RECOGNITION



Which of the following people working at this moment in advertising agencies from Romania, do you know or have you heard of?

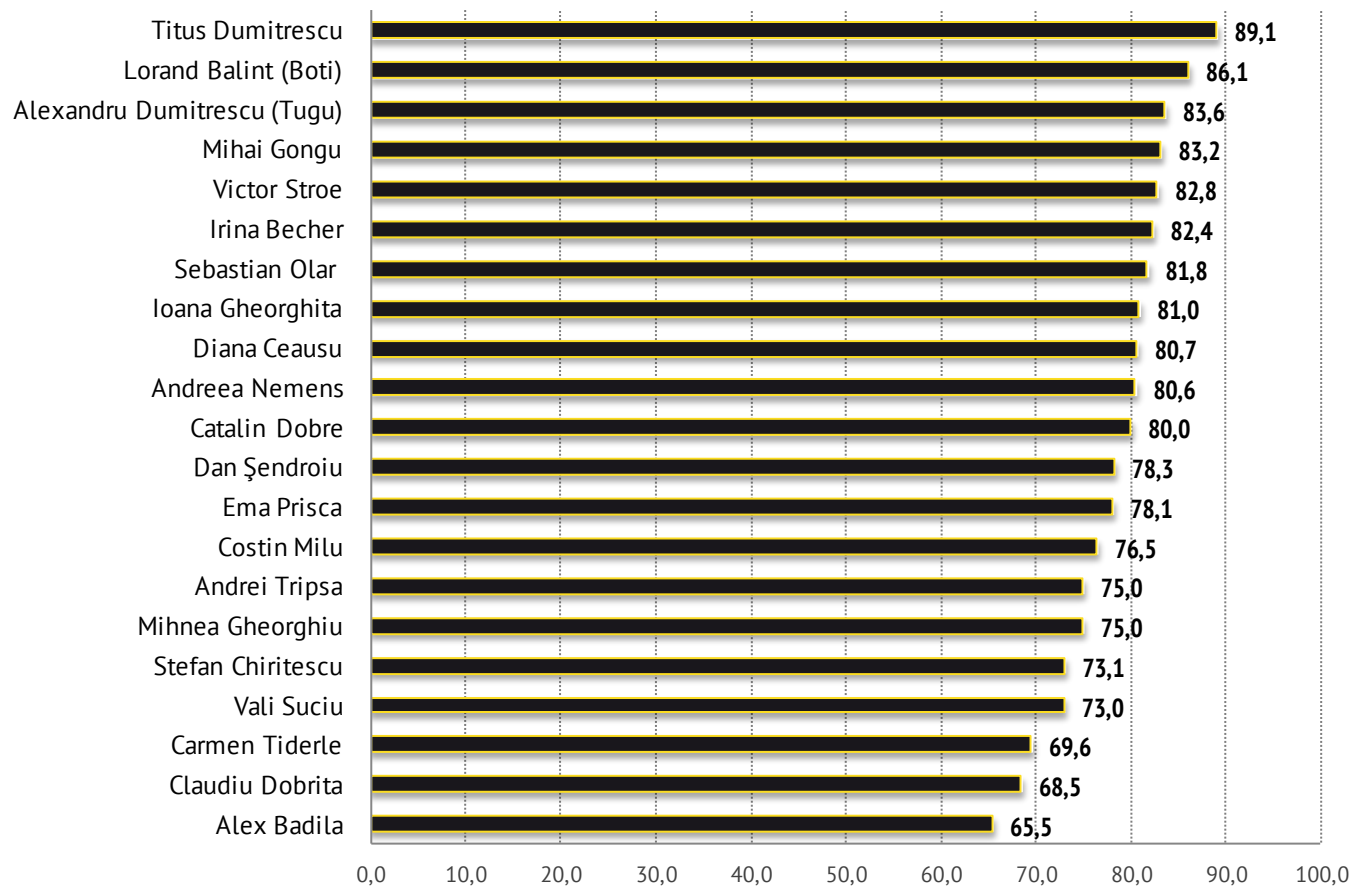


*N=133, closed single answer

PP1.2. PROFESSIONAL SCALE



On a scale from 1 to 5, to which extent do you agree with the following sentence:
“He/she is a good professional”

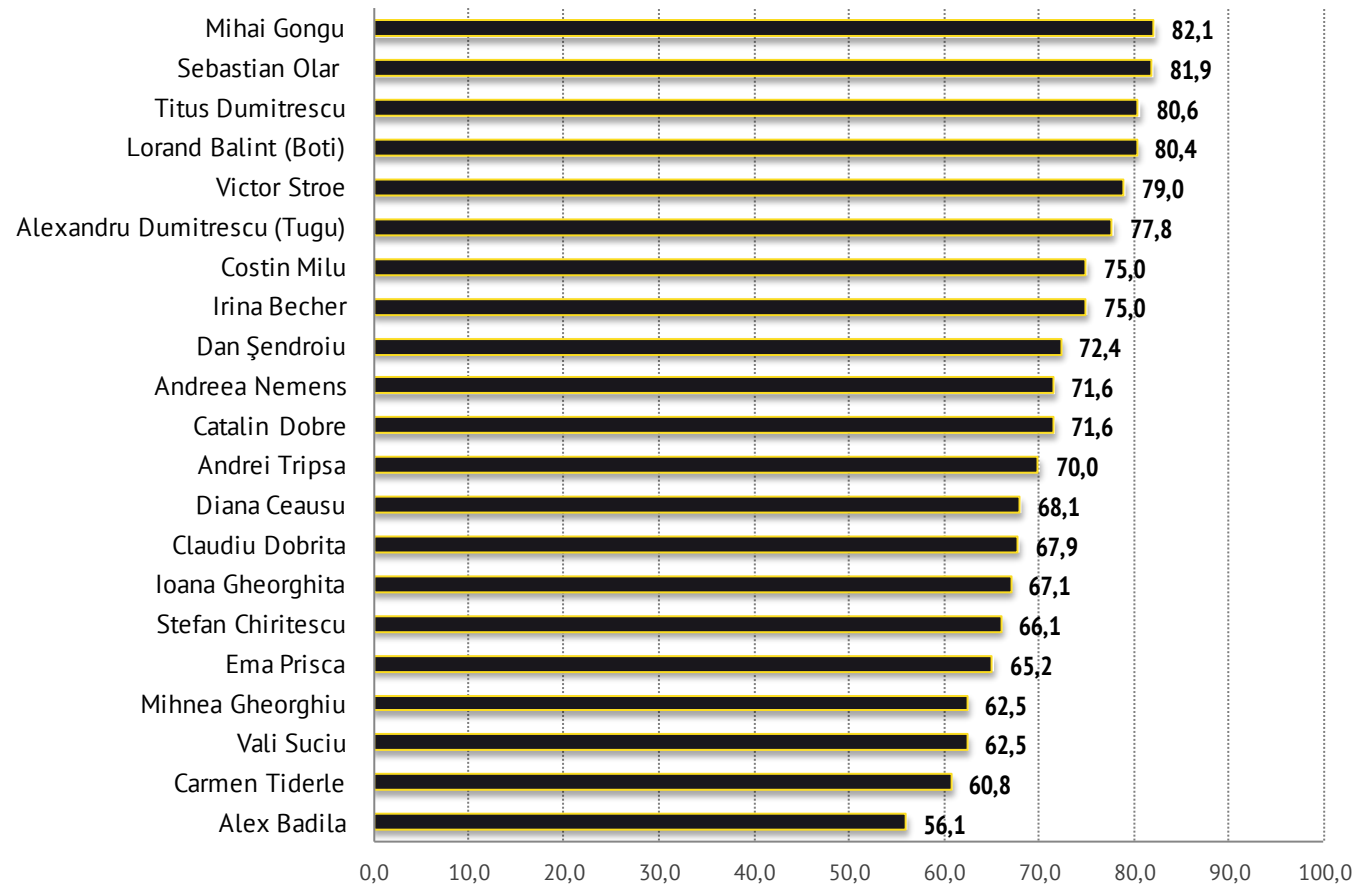


*N=133, five point Likert type scale: 1 strongly disagree ... 5 totally agree

PP1.3. "DESIRABILITY" SCALE



On a scale from 1 to 5, to which extent do you agree with the following sentence:
"He/she is a person I would like to work with"

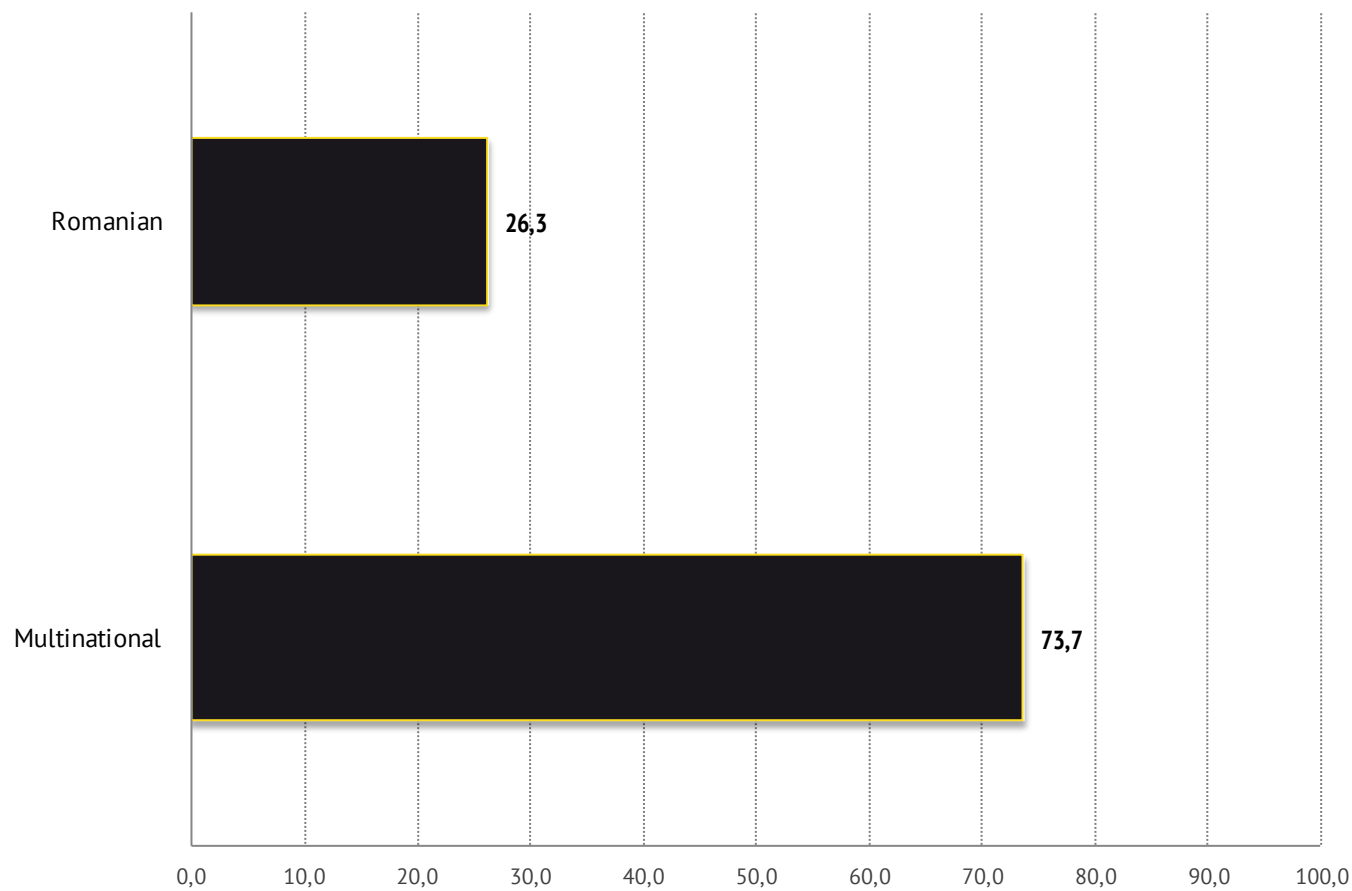


*N=133, five point Likert type scale: 1 strongly disagree ... 5 totally agree

ID1.PROVENIENCE OF SPENDING COMPANY



Romanian/multinational company

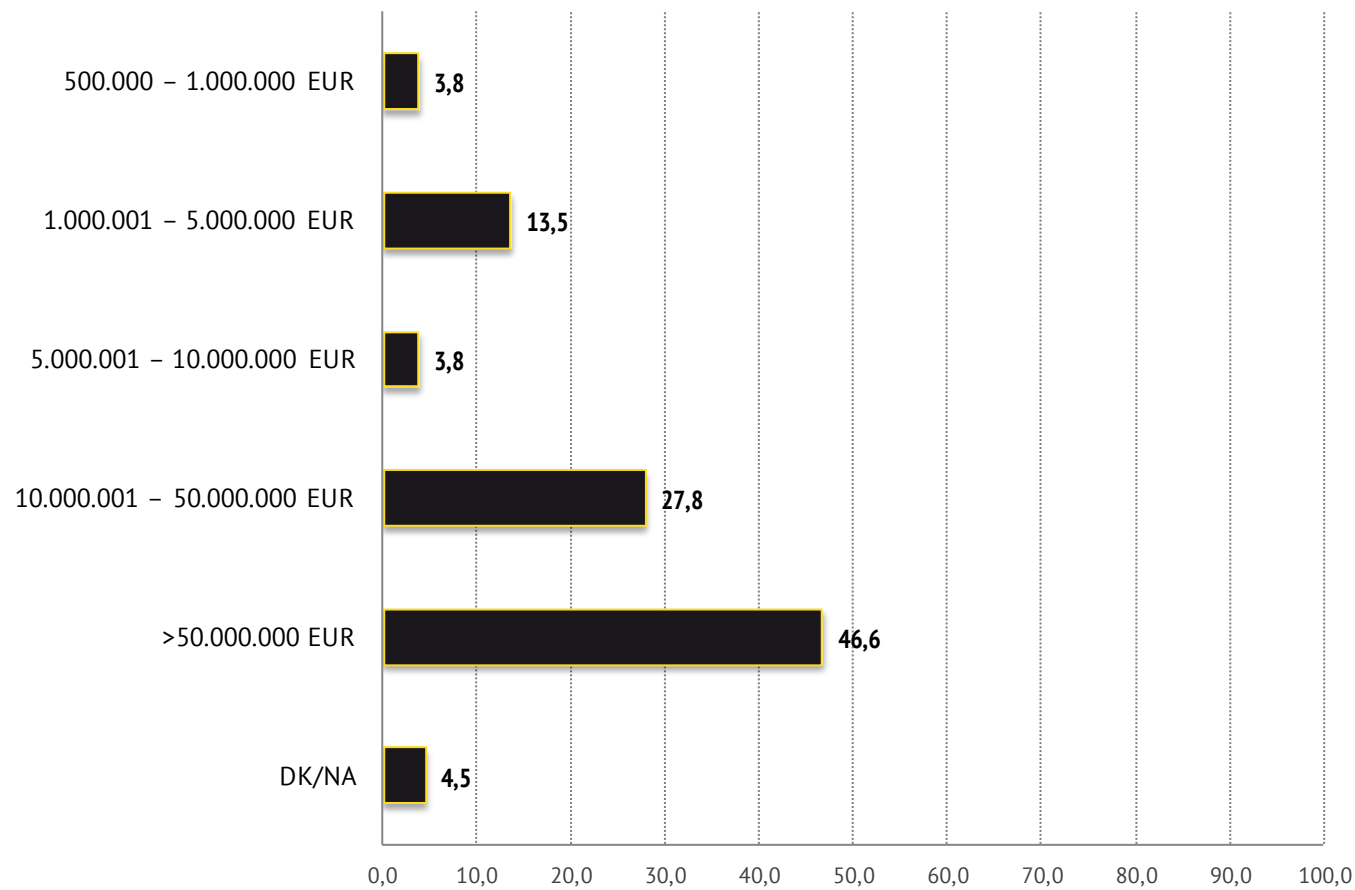


*N=133, closed single answer

ID2.TURNOVER



Company's financial turnover

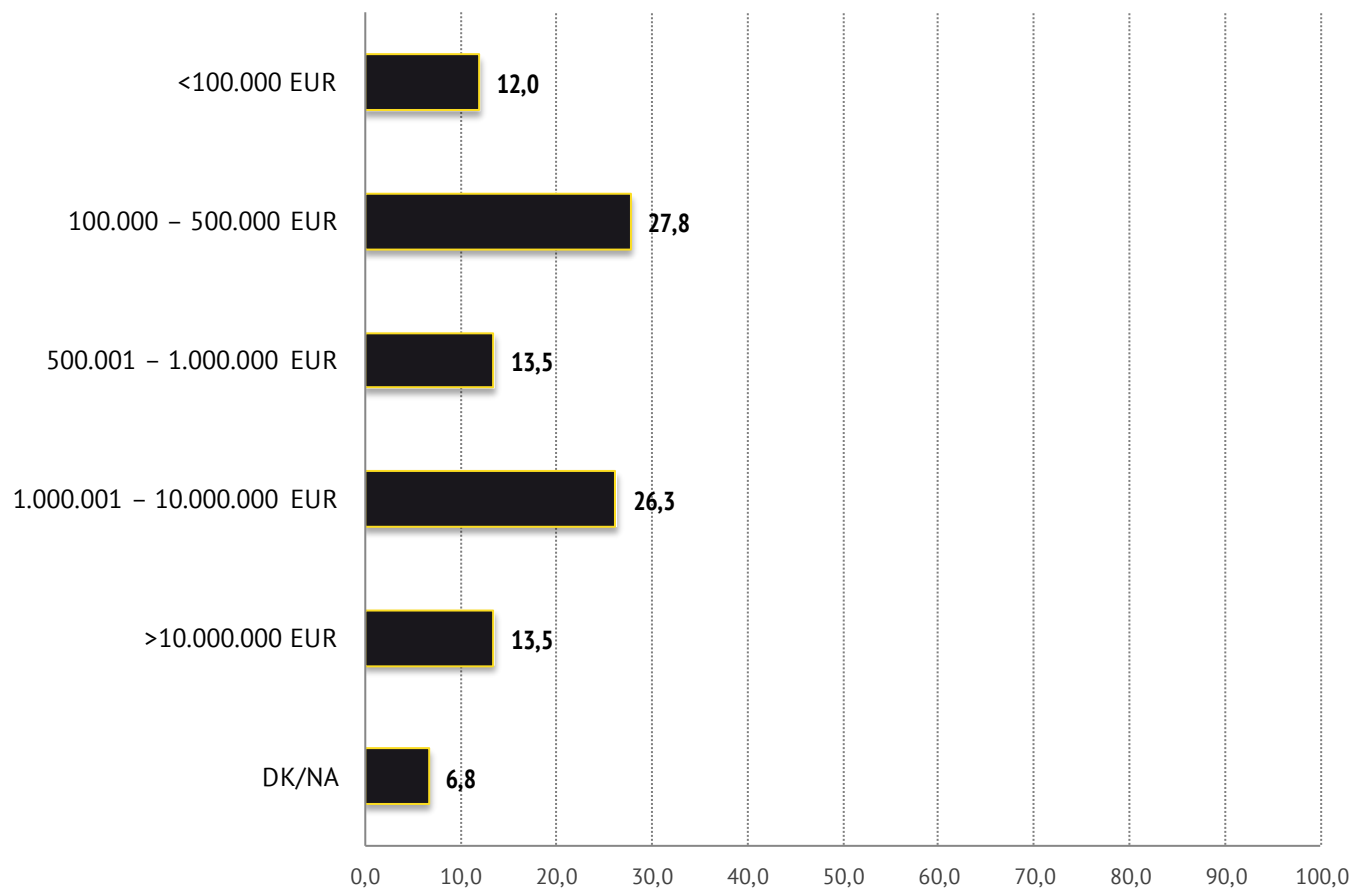


*N=133, closed single answer

ID3. TOTAL ADVERTISING SPENDING



Budget for the entire communication activities

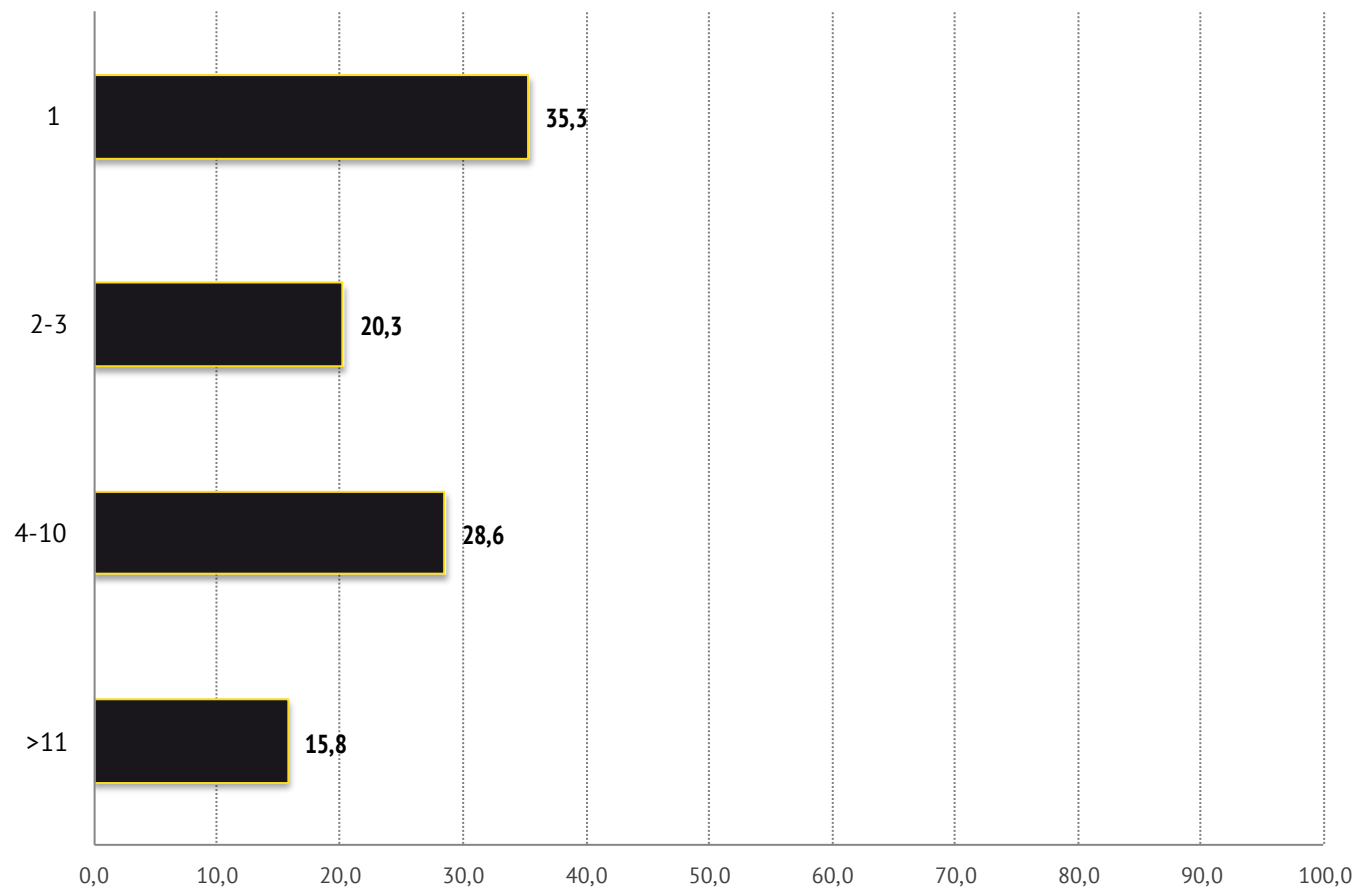


*N=133, closed single answer

ID4.NUMBER OF ACTIVE BRANDS IN ROMANIA



Estimated active brands in Romania

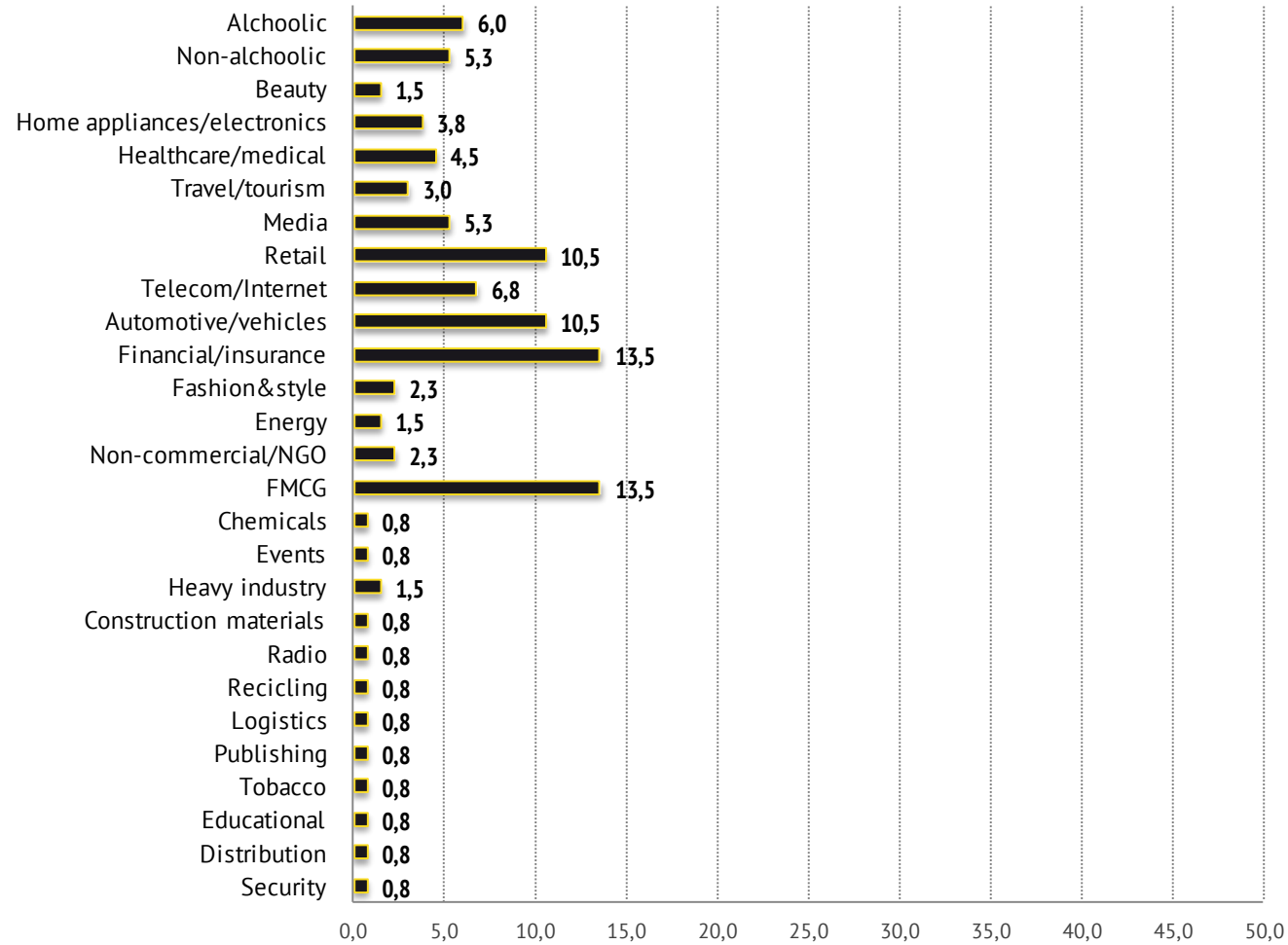


*N=133, closed single answer

ID5.DOMAIN OF ACTIVITY



Company's area of activity



*N=133, closed single answer



Thank you!

For more information, boos or huzzas
please contact:

dan.petre@ddresearch.ro

vlad.tureanu@ddresearch.ro

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