

Leading Brands by Romanian Internet Users 2013

gemiusAdHoc

March 2013





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About the study

6th edition (2012, 2011, 2010, 2009, 2008)

The results of the study are compared with the data obtained in 2012 and statistical differences were investigated.

The study identifies the perception of the characteristics determining a leading and online brand.

Two main goals were achieved as a result of the study:

- indication of the leading brands in various categories as perceived by the Romanian internet users
- finding out which are the most online present brands, in Romanian internet users opinion

Research method

Data were gathered between 14th-29th January 2013.

Invitations to take part in the survey were displayed on sites: eJobs.ro, Imedia, Rol.ro, Europafm.ro and Trilulilu.ro.

Target group of the study are Romanian internet users aged 18-45.

The final sample (N) consists of 2359 questionnaires completed by Romanian internet users aged 18-45.

Results of the study were presented with the use of an analytical weight, based on data concerning structure of the online population in terms of gender and age of internet users.

Survey Structure

The survey was divided into three main sections:

1. leading brands and online presence characteristics
2. Romanian brands: popularity, trustworthiness, online presence
3. product categories (banks and insurance; personal care/cosmetics; auto; telecommunications).

The first two sections were displayed to all respondents

In the third section (product categories) one respondent was asked questions about only one product category.

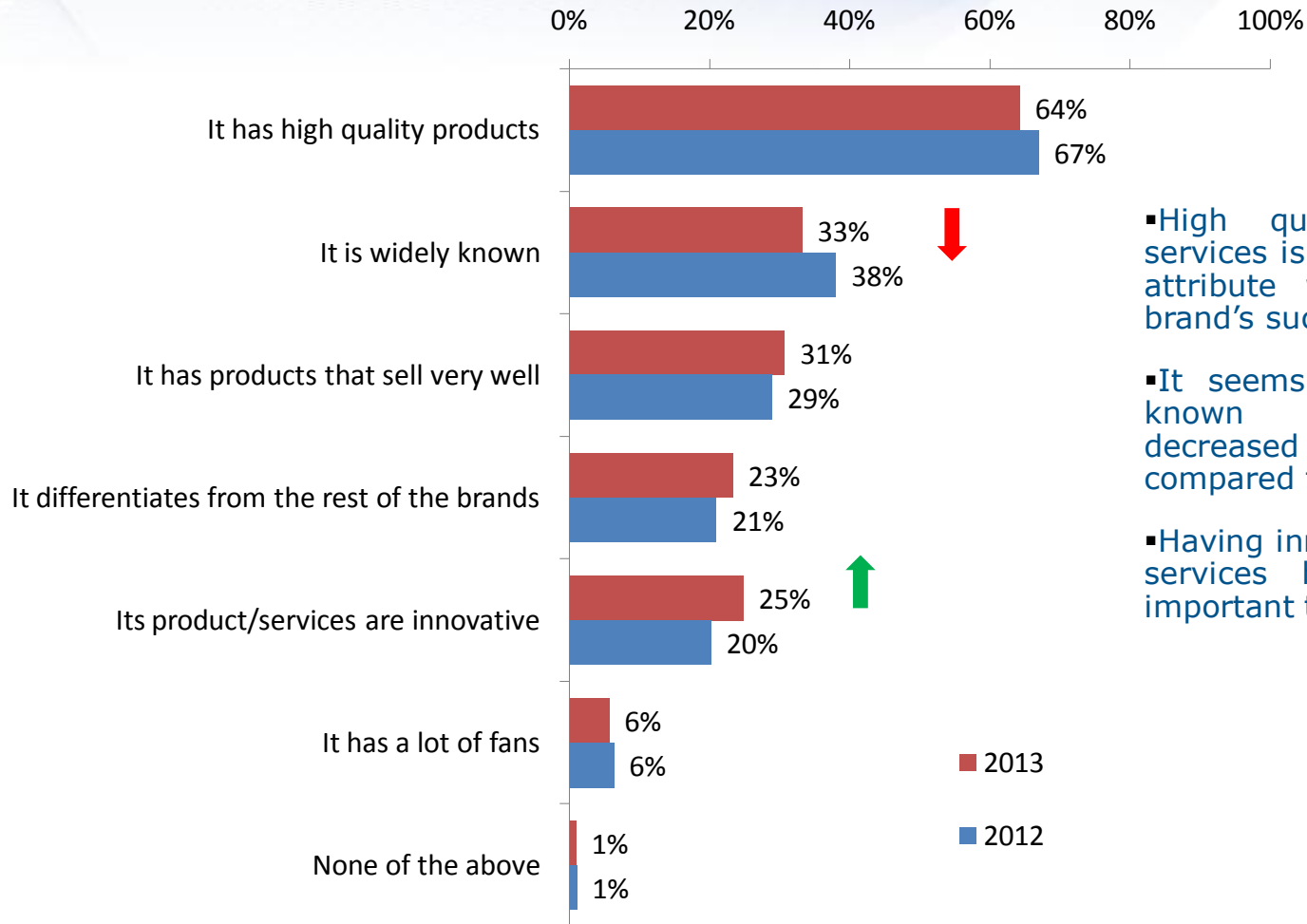
Leading Brands and Online Presence Indices

- values range between 0 and 1
- created on the basis of the most important features indicated by users

Leading Brands features / Online Presence features

Leading brands features

Which of the following features are, in your opinion, to the greatest extent those of a 'leading brand'? Please indicate up to 2 features.



- High quality products or services is the most important attribute when evaluating a brand's success.

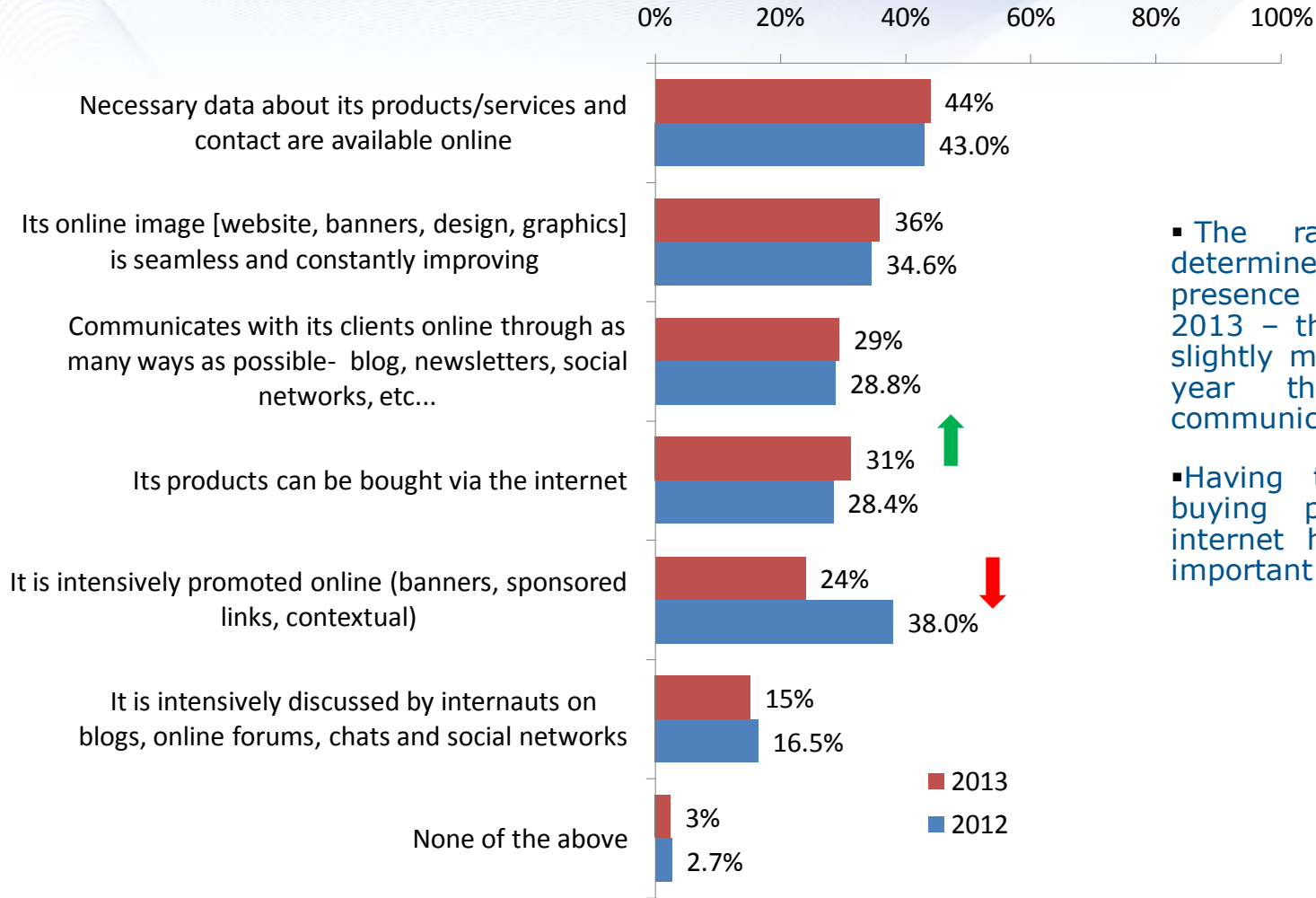
- It seems that being widely known has significantly decreased in importance as compared to one year ago.

- Having innovative products or services has become more important than in 2012.

Brand's online presence features

Which of the features given below are, in your opinion, to the greatest extent those of a brand's online presence?

Please, indicate up to 2 features.



- The ranking used to determine the online presence index changed in 2013 – the online image is slightly more important this year than the online communication of a brand.

- Having the possibility of buying products via the internet has become more important than in 2012.

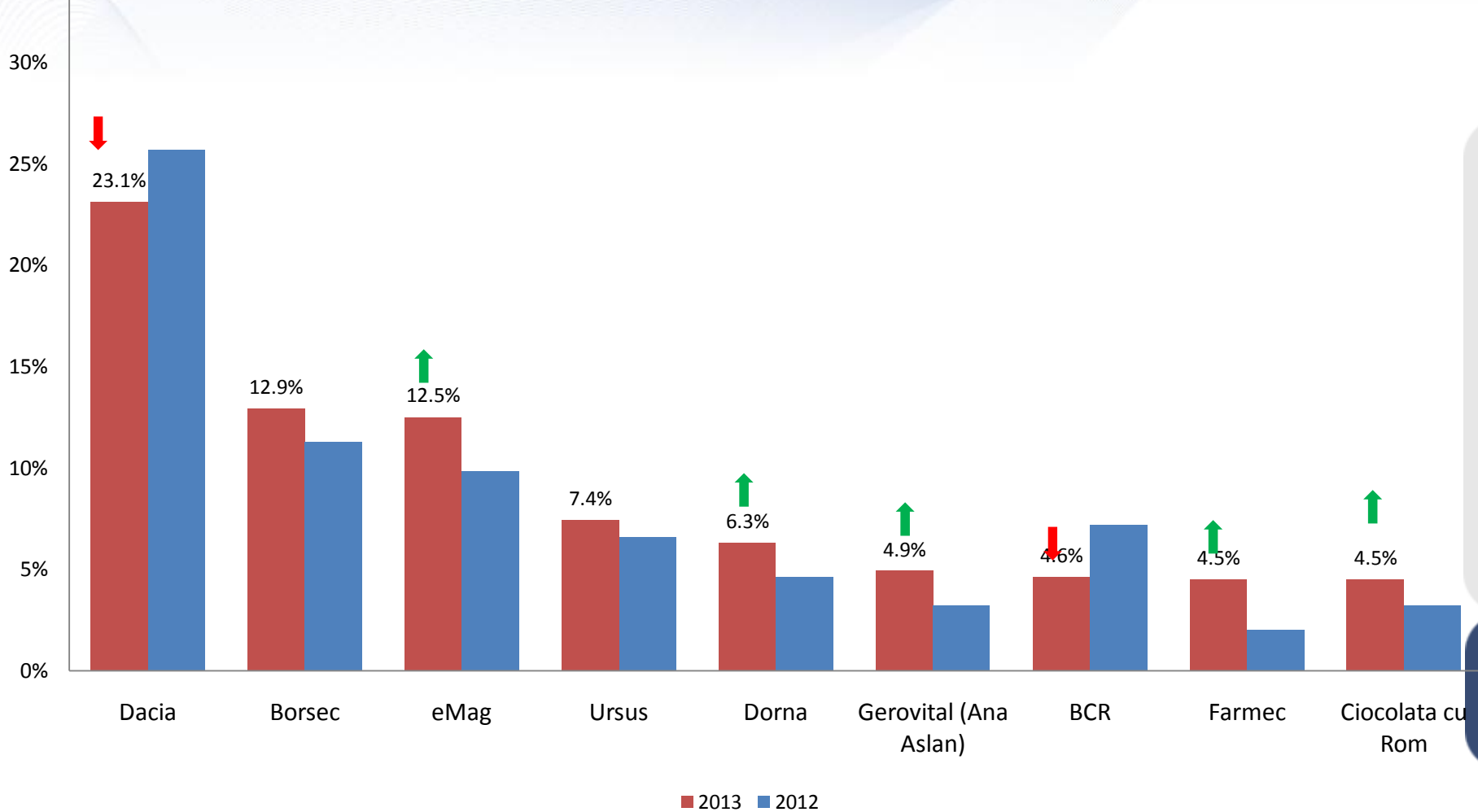


Romanian brands

Romanian brands most present on the internet

Top 10 (spontaneous answers)

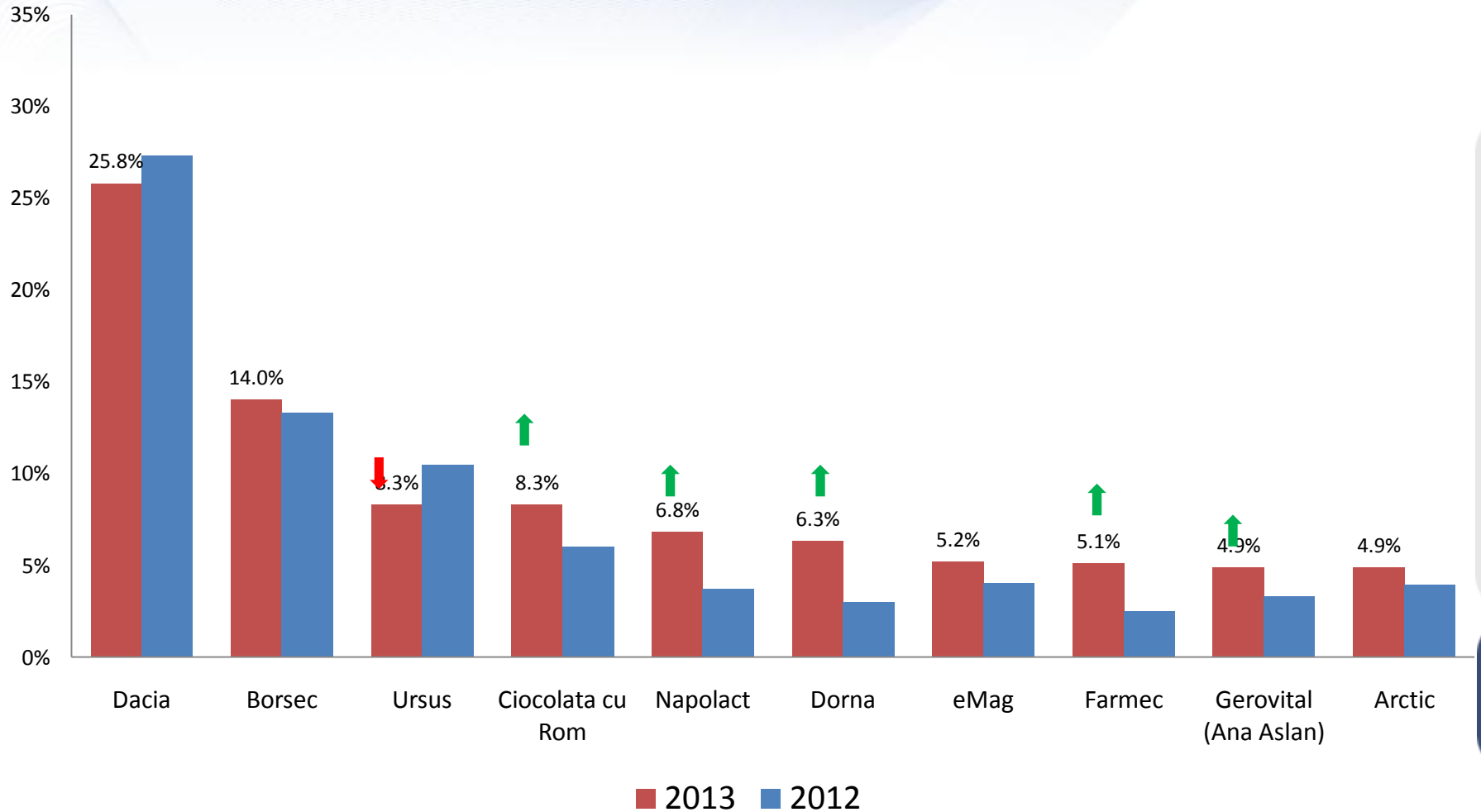
When you think about Romanian brands most present on the internet, which brands come to your mind first?



Romanian popular brands

Top 10 (spontaneous answers)

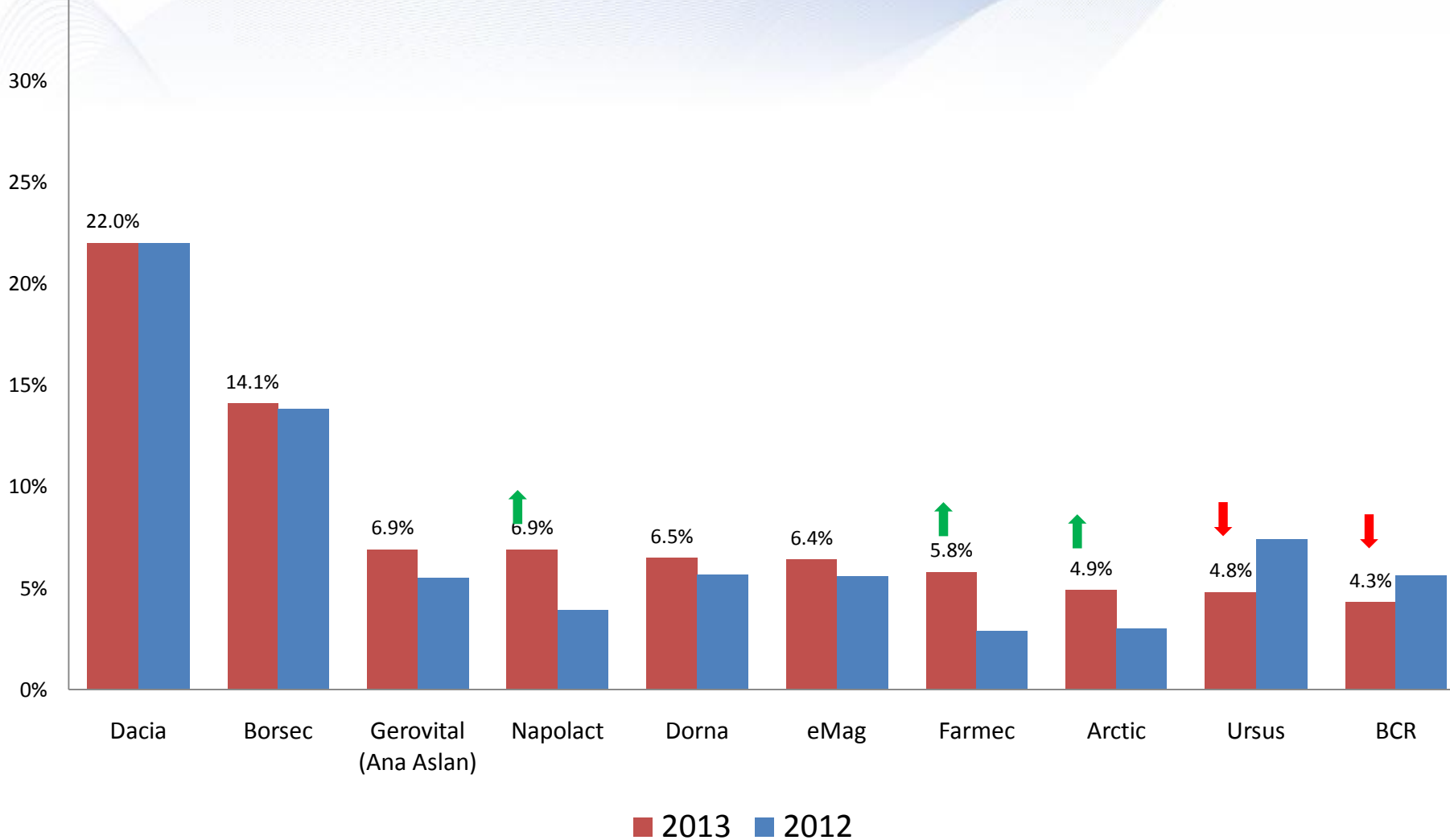
When you think about popular Romanian brands, which brands come to your mind first?



Romanian trustworthy brands

Top 10 (spontaneous answers)

When you think about trustworthy Romanian brands, which brands come to your mind first?



Base: All respondents 2012 N=2057; 2013 N= 2359 Source: gemiusAdHoc, March 2013

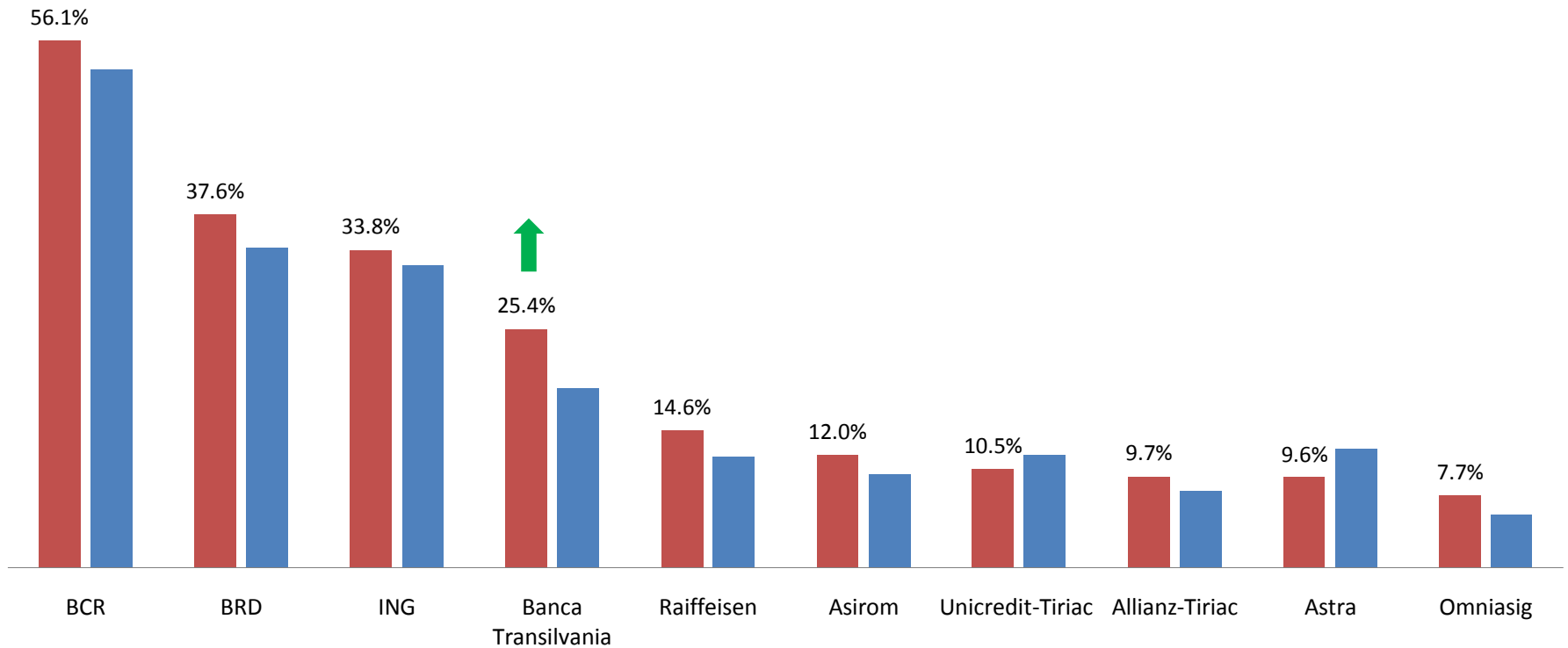


Banks and Insurance

Unaided awareness Top10 Banks & Insurance

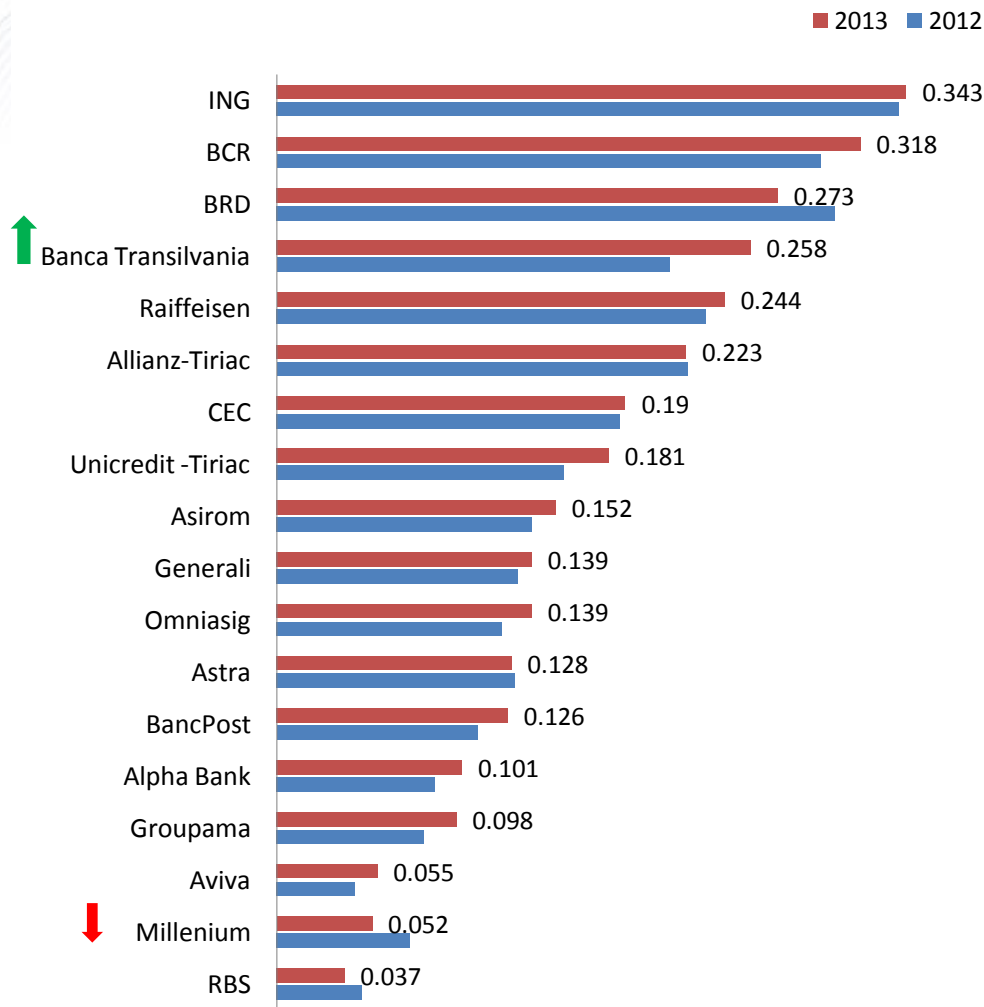
Which bank and insurance brands have you heard of?

■ 2013 ■ 2012

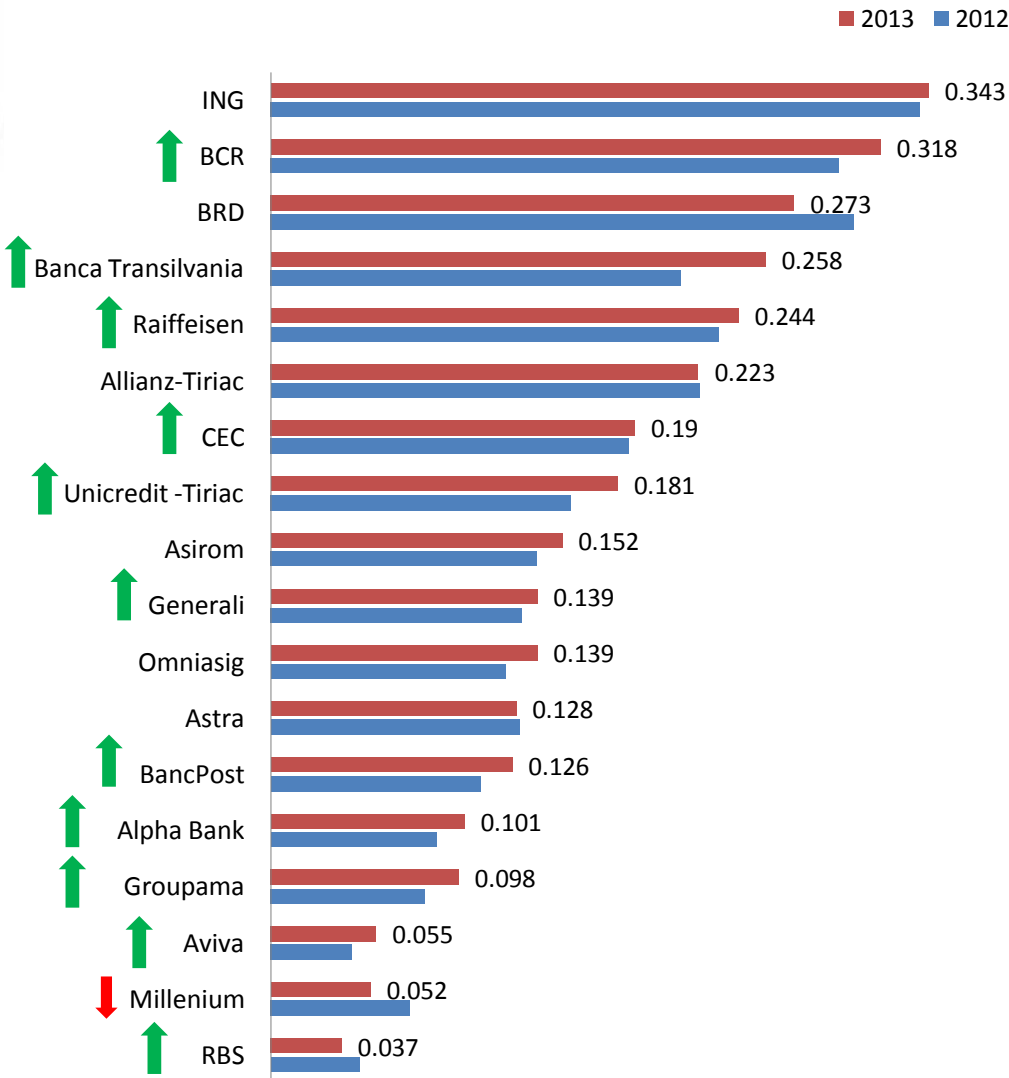


Base: respondents to whom the block of questions about banks/insurance was displayed (2013 N=573) Source: gemiusAdHoc, March 2012

Banks & Insurance – Leading Brands Index



Banks & Insurance – Online Presence Index

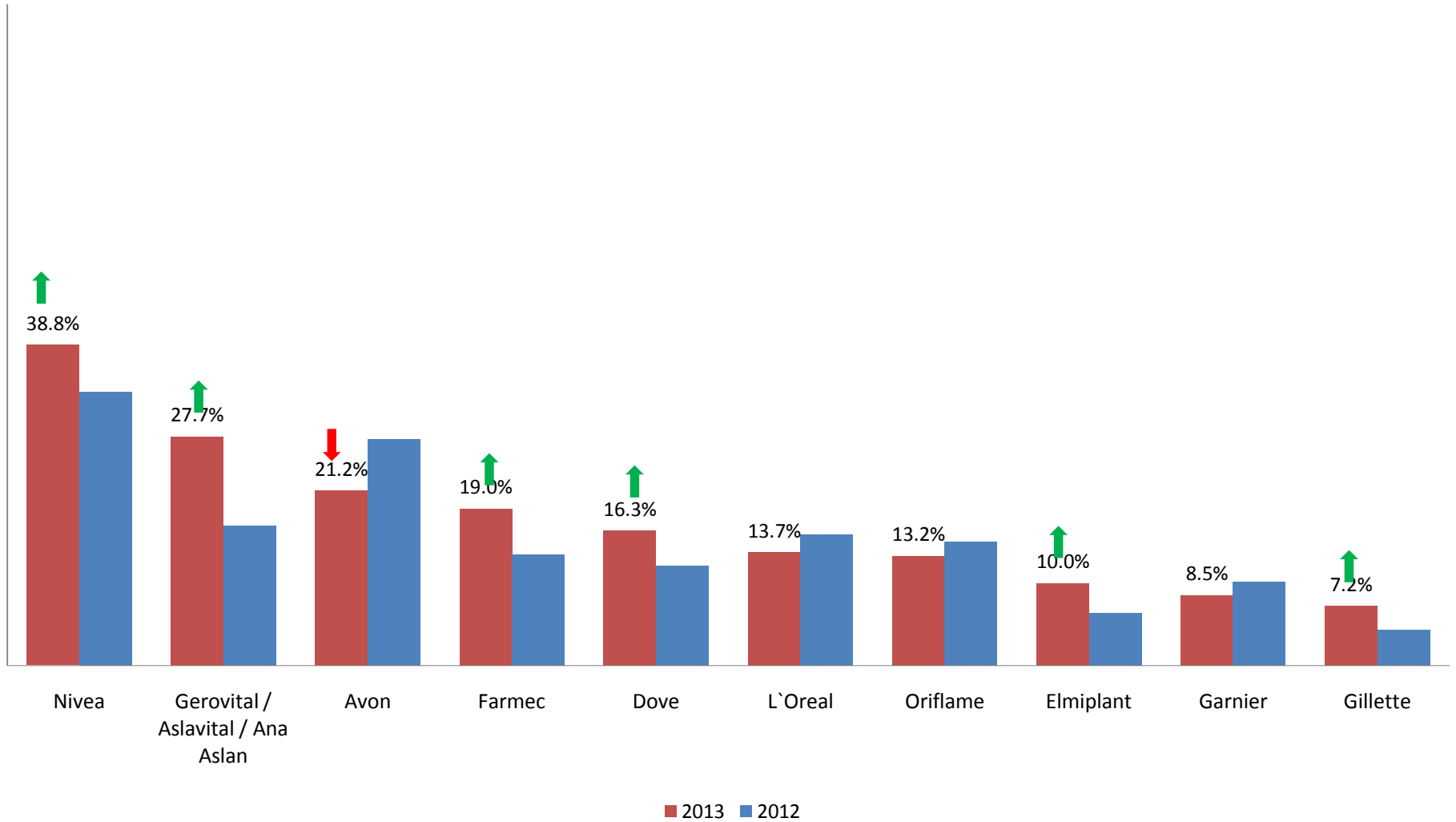




Personal care/cosmetics

Unaided awareness Top10 Personal Care

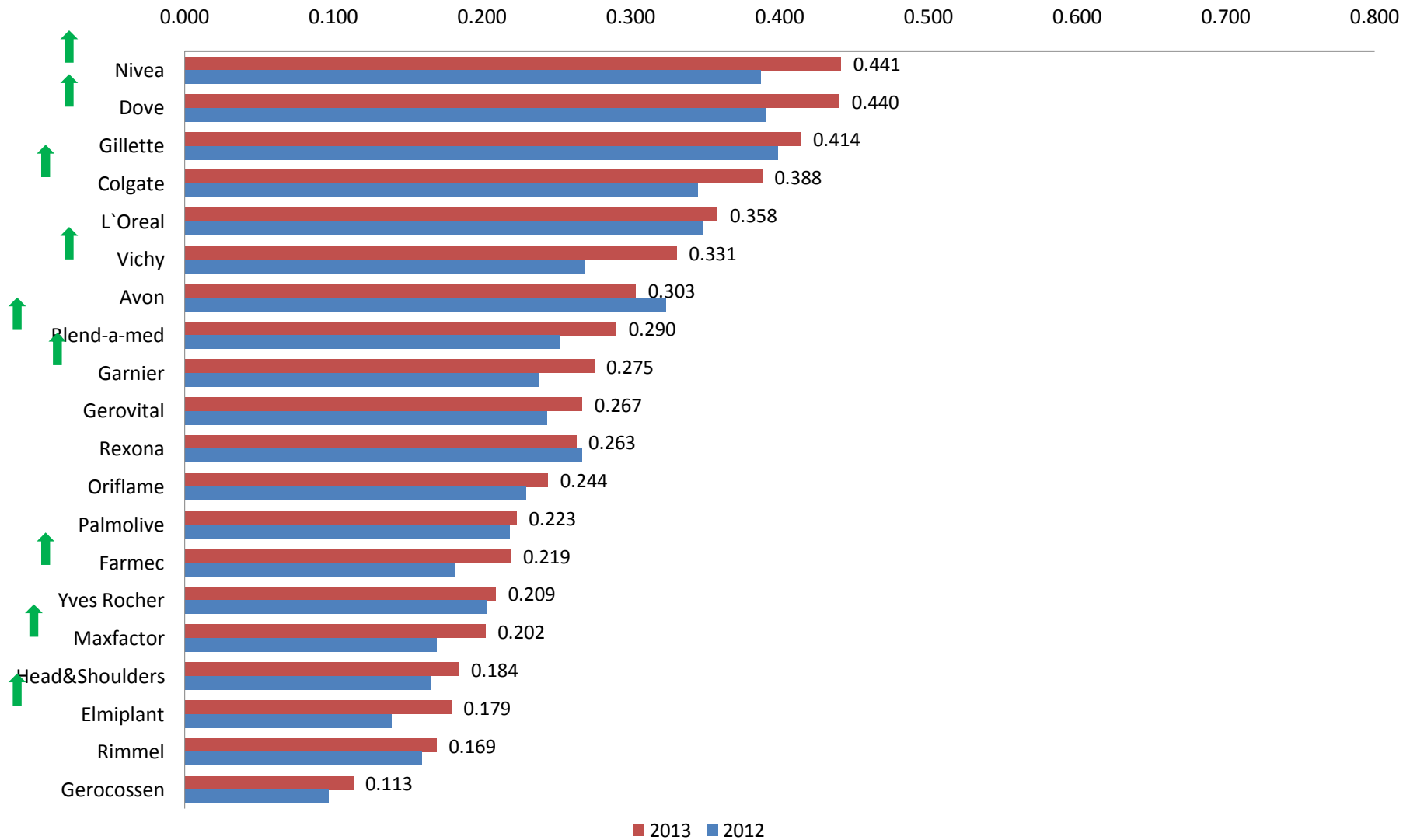
Which personal care/cosmetics brands have you heard of?



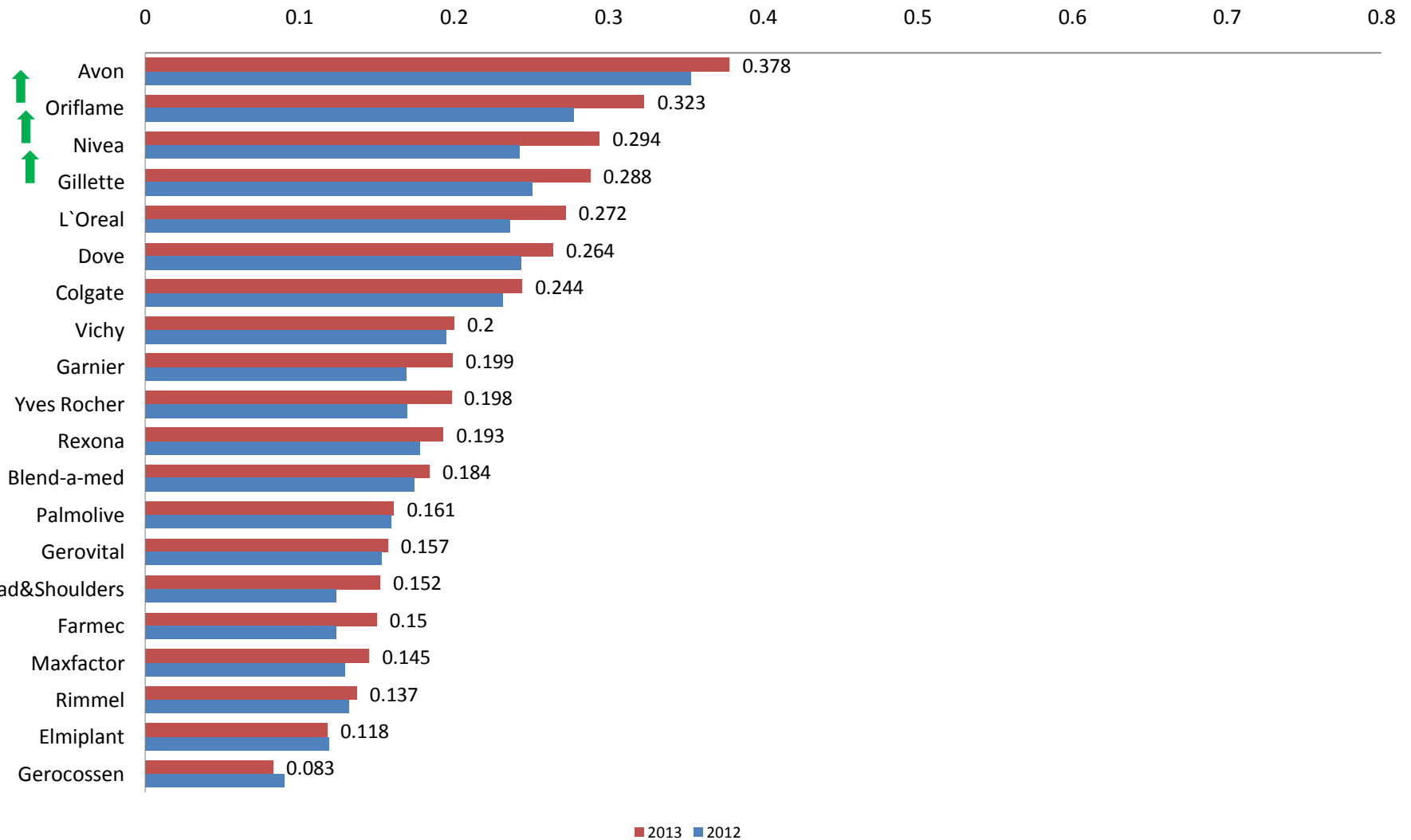
18

Base: respondents to whom the block of questions about personal care was displayed (2013 N=600) Source: gemiusAdHoc, March 2012

Personal Care – Leading Brands Index



Personal Care – Online Presence Index



Base: respondents to whom the block of questions about personal care was displayed (2013 N=600) Source: gemiusAdHoc, March 2013

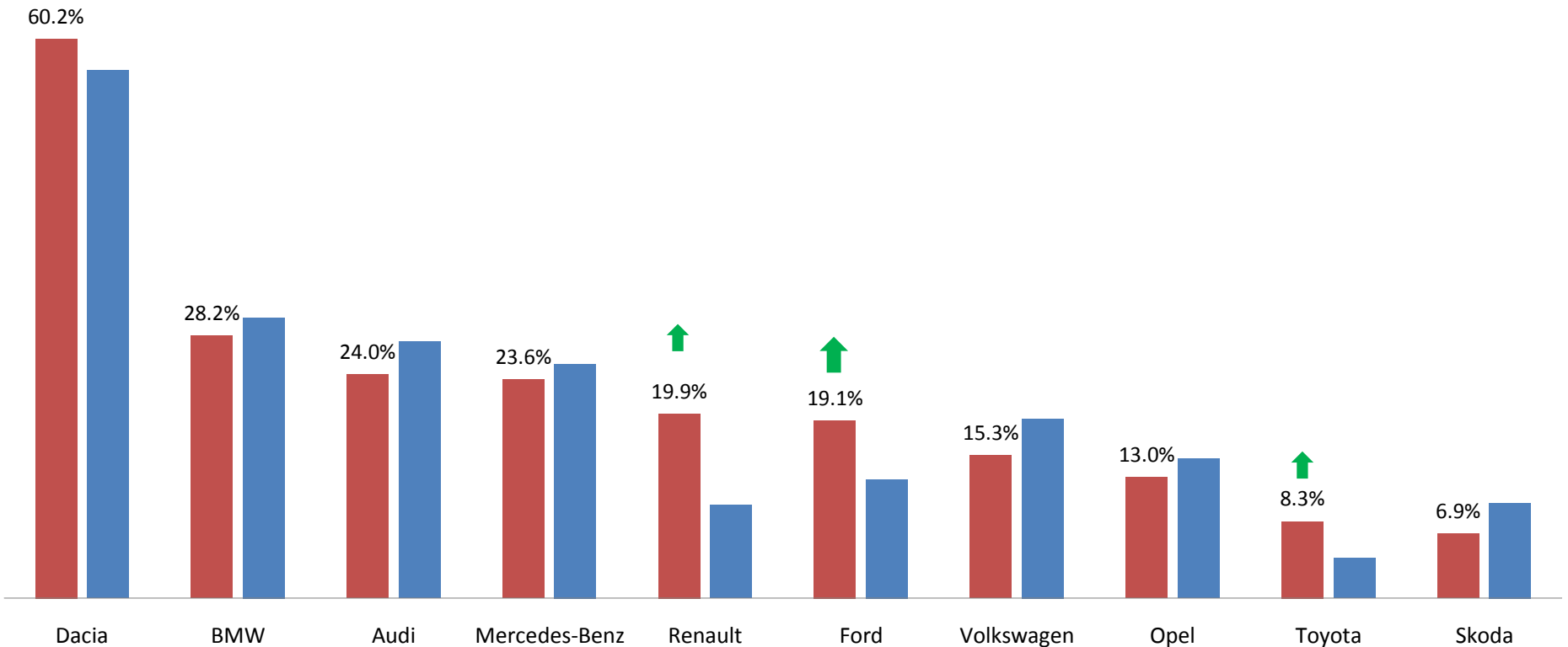
The background of the slide features a series of overlapping, wavy, light blue lines that create a sense of motion and depth. These lines are composed of many thin, parallel curves that flow from the left side towards the right, eventually fading out. The overall effect is a clean, modern, and dynamic aesthetic.

Auto

Unaided awareness Top10 Auto

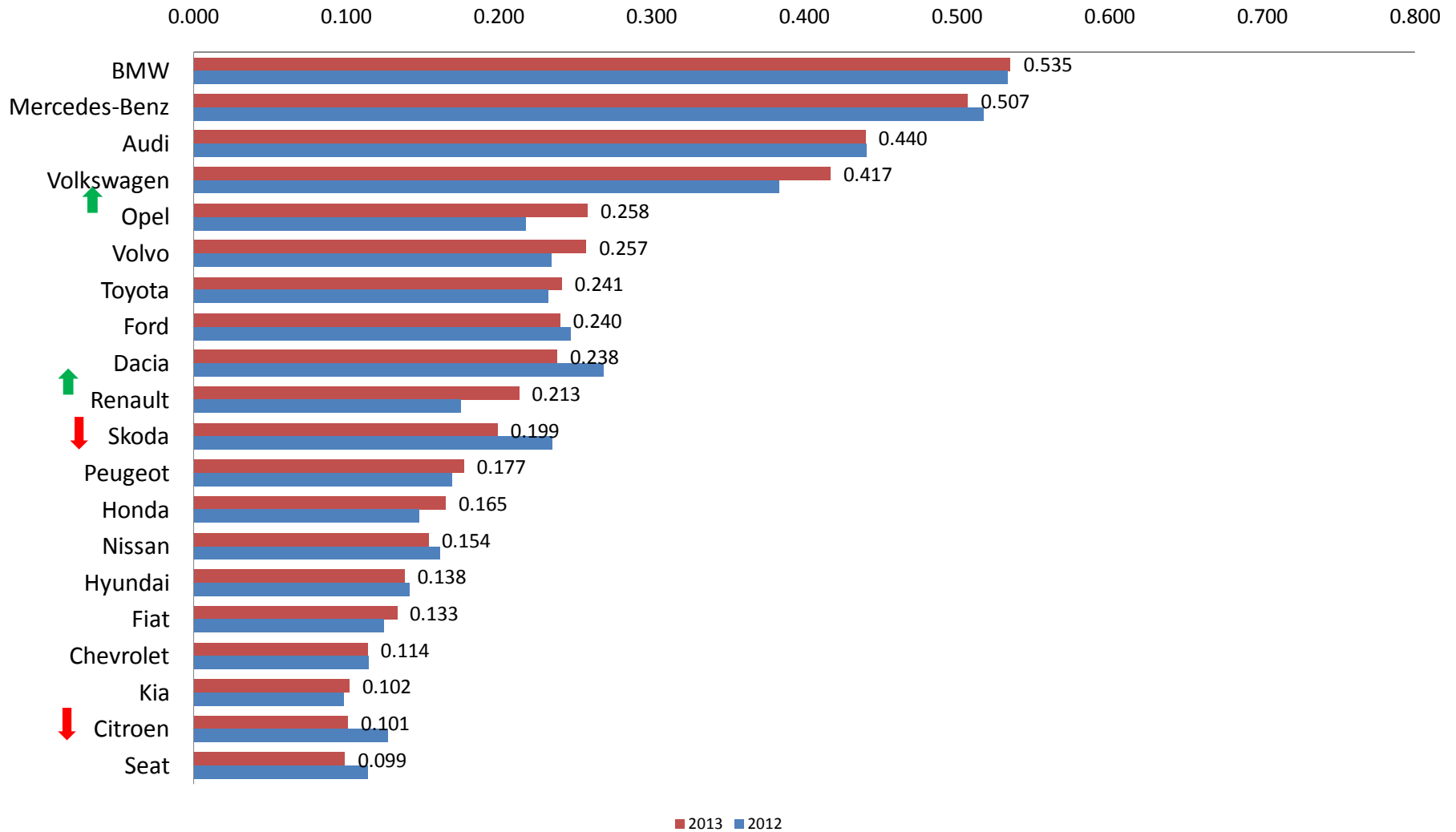
Which car brands are you familiar with or at least have heard of?

■ 2013 ■ 2012



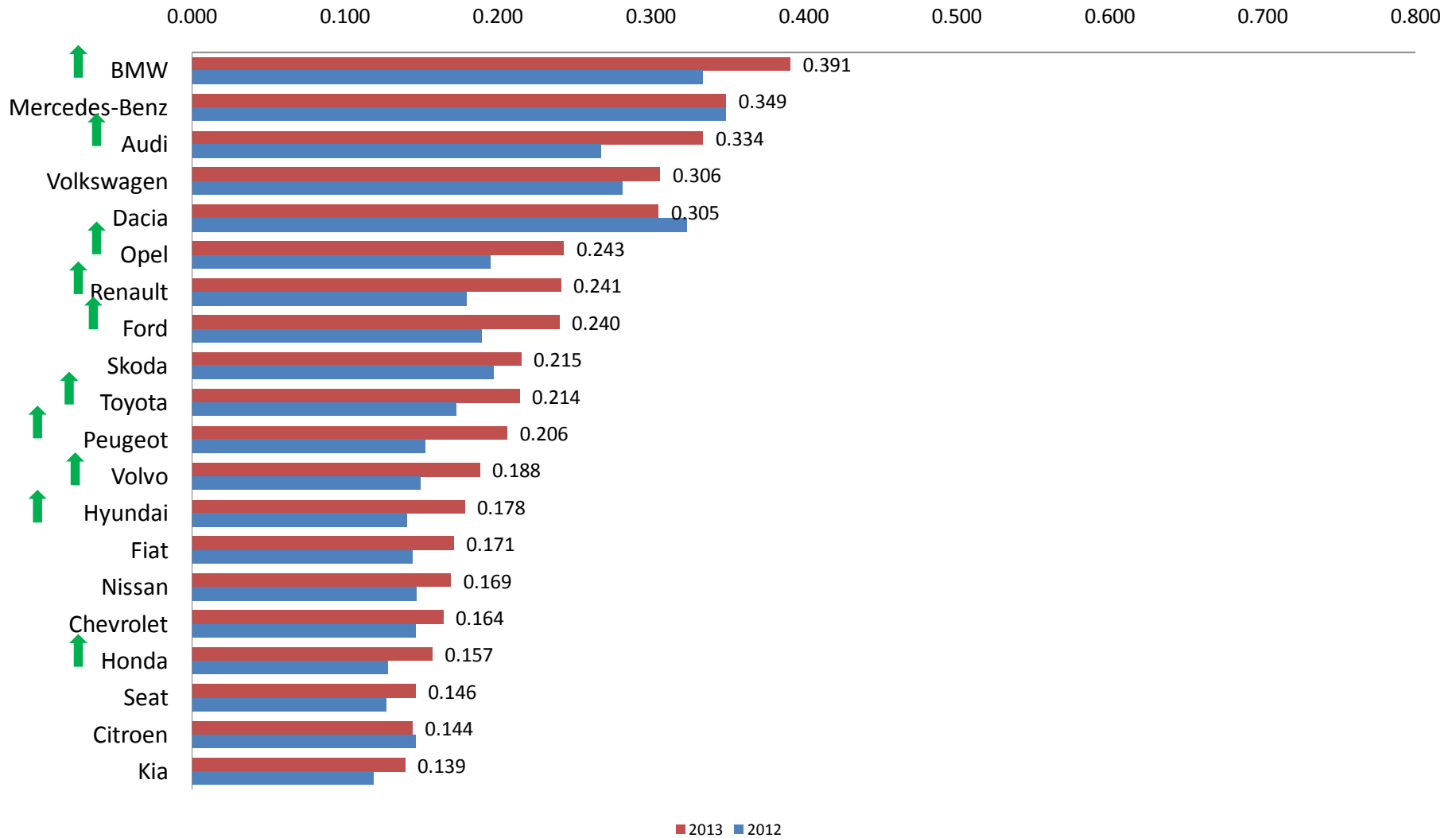
Base: respondents to whom the block of questions about auto was displayed (2013 N=586) Source: gemiusAdHoc, March 2013

Auto – Leading Brands Index



Base: respondents to whom the block of questions about auto was displayed (2013 N=586) Source: gemiusAdHoc ,March 2013

Auto – Online Presence Index



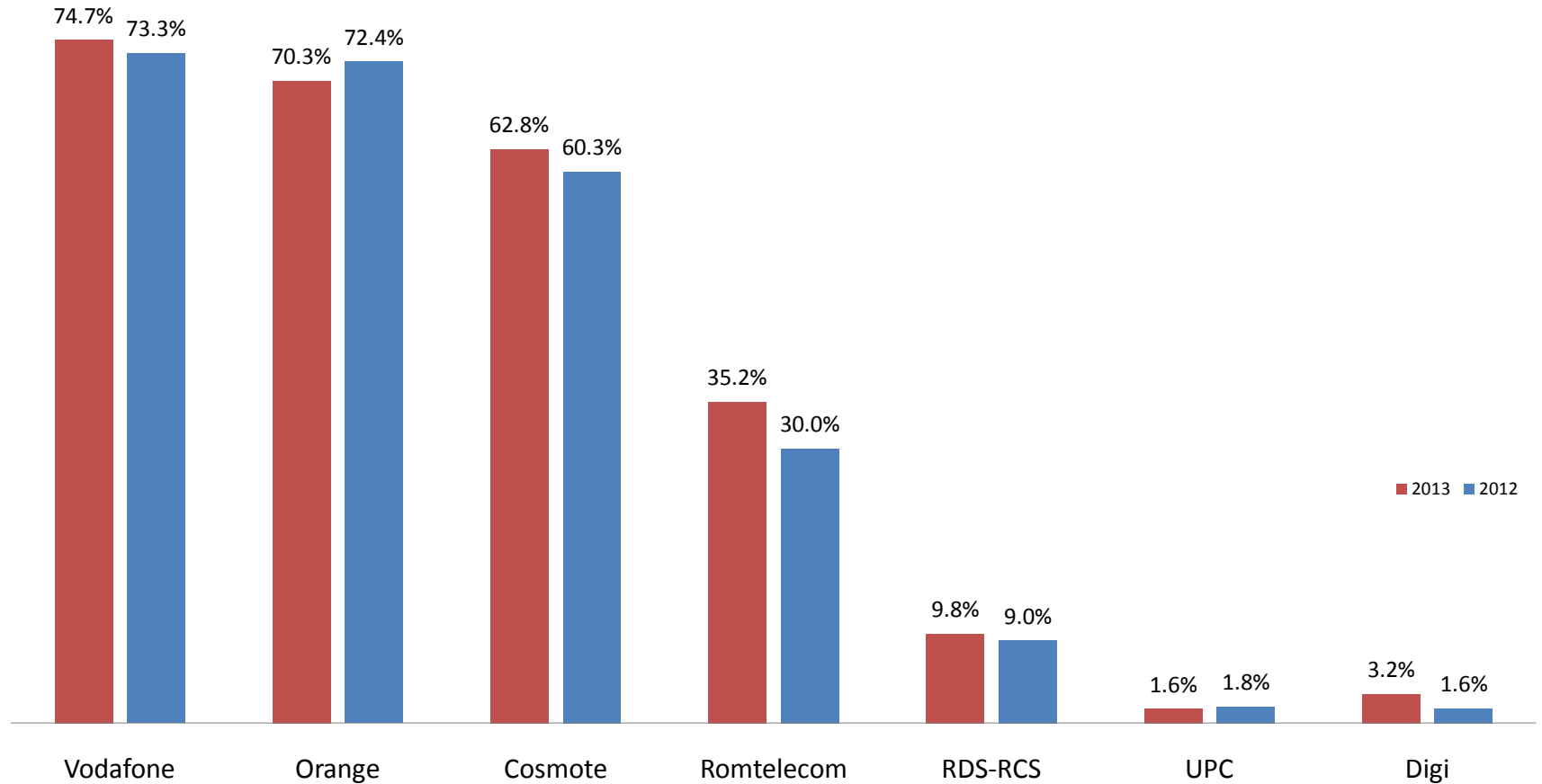
Base: respondents to whom the block of questions about auto was displayed (2013 N=586) Source: gemiusAdHoc, March 2013

The background of the slide features several overlapping, wavy, translucent blue lines that create a sense of motion and depth. These lines are composed of many fine, parallel lines, giving them a mesh-like or fabric-like appearance. They flow from the top left towards the bottom right, with some lines curving back towards the left.

Telecommunications

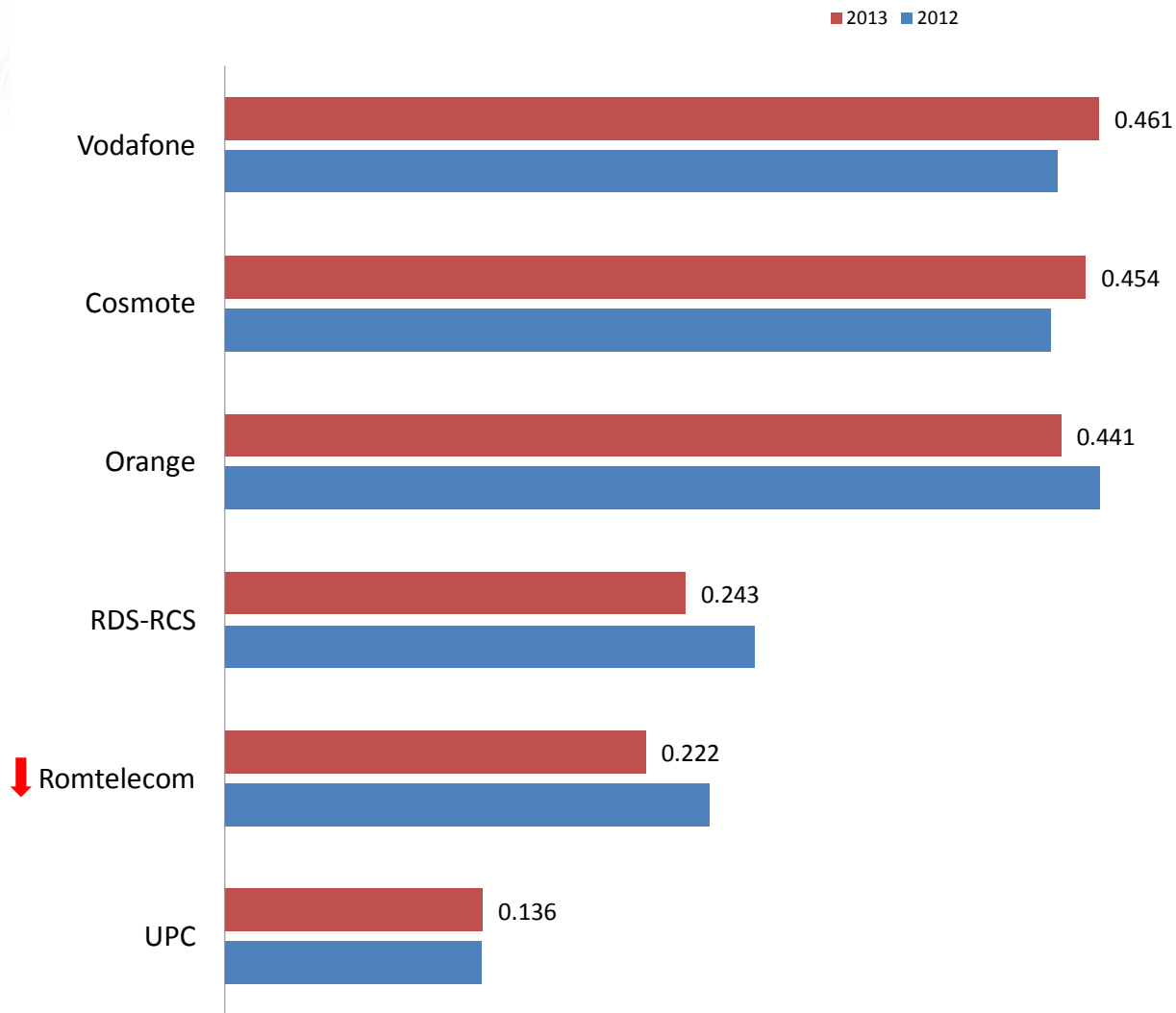
Unaided awareness Telecommunication

Which telecommunication brands have you heard of?

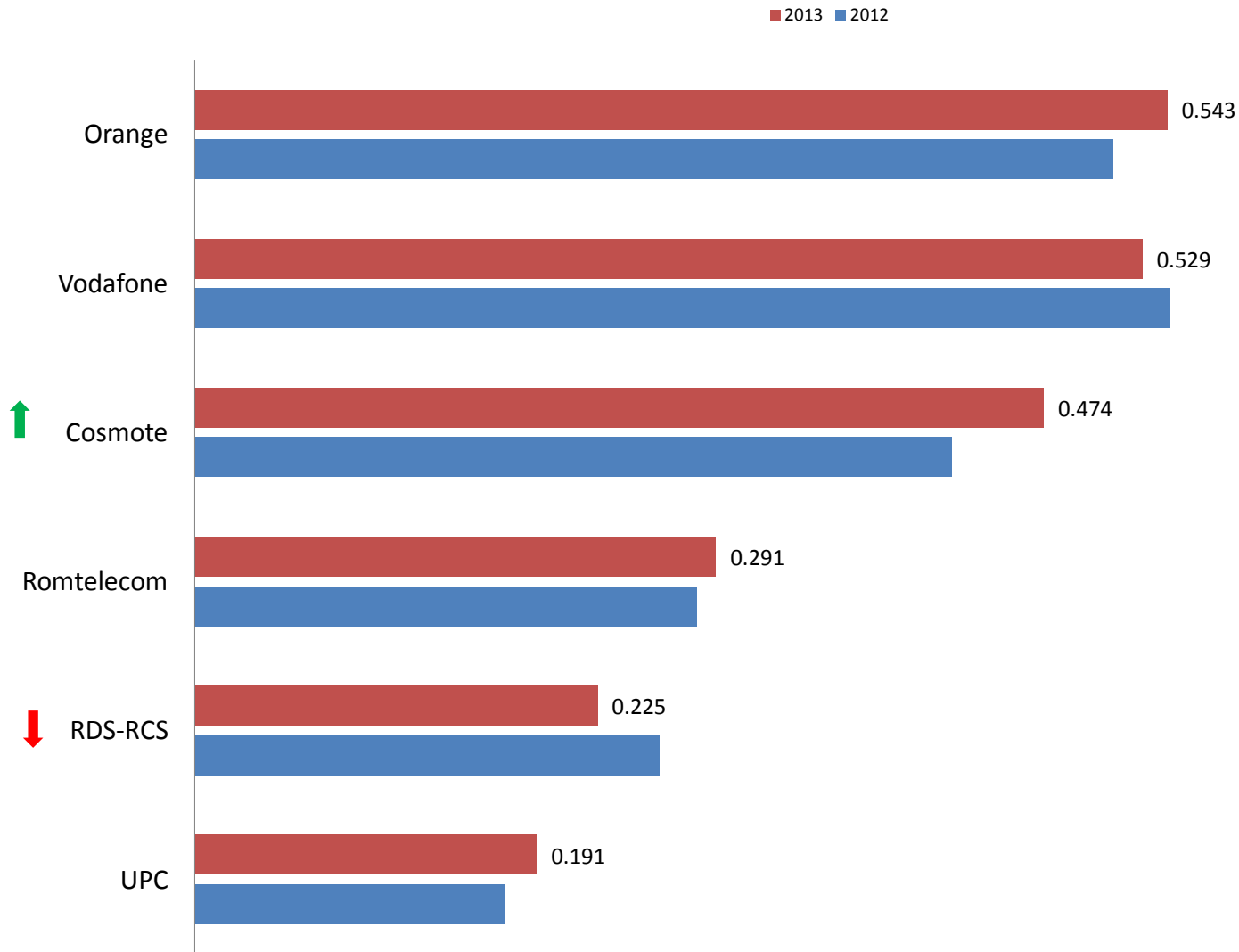


Base: respondents to whom the block of questions about telecommunication was displayed (2013 N=600) Source: gemiusAdHoc, March 2013

Telecommunication – Leading Brands Index



Telecommunication – Online Presence Index



Base: respondents to whom the block of questions about telecommunication was displayed (2013 N=600) Source: gemiusAdHoc, March 2013

Thank You !

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