



# ESOMAR MEET UP ROMANIA 2013

## MARKET RESEARCH: SPENDER OR SAVER?

BUCHAREST / 11 JUNE

IN PARTNERSHIP WITH THE MARKETING FACULTY OF THE  
BUCHAREST UNIVERSITY OF ECONOMIC STUDIES

(ASE BUCHAREST)

PROGRAMME	
09.30 – 10.00	Registration
10.00 – 10.15	<p>WELCOME AND OPENING</p> <p>Alina Serbanica, ESOMAR Representative, Romania</p> <p>ASE representative (ASE Rector / Faculty of Marketing Dean)</p>
	SESSION A
10.15 – 10.20	<p>Session chair</p> <p>Alina Stepan, Managing Director, Ipsos Research</p>
10.20 – 10.40	<p>Tracking is Exciting. For Real!</p> <p>Daniel Enescu, Founder, Daedalus Group</p>
10.40 – 11.00	<p>The EURO Value of Market Research</p> <p>Ioan Simu, Managing Director, Mercury Research</p>
11.00 – 11.30	<p>Rainmaker</p> <p>Exploiting unexpected price potentials for print media</p> <p>Dr. Florian Bauer, Vocatus AG, Germany</p>
11.30 – 11.45	Q&A
11.45 – 12.00	Coffee break
	SESSION B
12.00 – 12.05	<p>Session Chair</p> <p>Shachar Shaine, CEO, Integra</p>
12.05 – 12.25	<p>Turning investments around for Nivea Baby Care</p> <p>Cristina Craciun, Head of Qualitative, Ipsos Research</p> <p>Carmen Cosoi, Brand Manager Nivea Baby &amp; Nivea for Men, Haircare &amp; Styling</p>
12.25 – 12.45	<p>From Insights to Foresights</p> <p>Going beyond understanding today</p>

PROGRAMME	
	<p>Marina Udriou, Senior Research Consultant, GFK Romania            Daniela Moldoveanu, Research Manager, Friesland Campina Romania</p>
12.45 – 13.05	<p>A Better Way Than &lt;Build and Pray&gt;            The benefits of disaster-checks            Alice Mihai, Business Development Director, ISRA Center            Oana Lungu, Insights Manager, BAT</p>
13.05 – 13.20	Q&A
13.20 – 14.30	Lunch
14.30 – 16.00	SESSION C
14.30 – 14.35	<p>Session Chair            Ingrid Lambru, Marketing Director, Mercury Research</p>
14.35 – 14.55	<p>Customer Experience Evaluation            Expenses saver and growth source (or, how to lose weight and gain muscles in a few simple steps)            Alexandru Chivu, Research Director, TNS CSOP</p>
14.55 – 15.15	<p>Research Challenges            Open debate            Lacramioara Loghin, Managing Director, Exact Research &amp; Consultancy            Stefan Andrei, Business and Product Development Consultant, Exact Research &amp; Consultancy</p>
15.15 – 15.45	<p>The G-Local Shopper            Different markets, common needs            Sharon Hodgson, Director, ShopperCentric, UK</p>
15.45 – 16.00	Q&A
16.00 – 16.15	Coffee break
	KEYNOTE SPEAKER

PROGRAMME	
16.15 – 16.20	Session Chair Alina Serbanica, ESOMAR Representative, Romania
16.20 – 16.50	Reducing uncertainty using research How the game is changing and why the song remains the same! John Griffiths, Creative Director, Spring Research, UK
16.50 – 17.00	CLOSING Alina Serbanica, ESOMAR Representative, Romania

## SPEAKER PROFILES

### Alexandru Chivu

Alexandru Chivu is Research Director of TNS-CSOP, managing a team of 6 qualitative and quantitative researchers and has an experience in Marketing and Social Research of over 8 years. He has worked at Ipsos, for more than 2 years, and after that, he worked within TNS-CSOP as a Senior Research Executive, until being appointed head of the Research Department, in 2012. His expertise involves quantitative studies and various methodologies in all domains and categories, from social to FMCG and Automotive, covering more than 130 projects during his activity in TNS-CSOP.

### Alice Mihai

Alice Mihai is Business Development Director at ISRA Center and has been working in market research for more than 12 years. Alice is Romania's representative and board member in the IRIS Network (the widest network of independent companies worldwide), a member of QRCA as Professional Moderator and holds an MA in Economic and Organizational Psychology. As a psychologist, Alice is motivated to truly understand people in research and life and believes it is possible to go beneath the surface and discover valuable insights with the right approach and skills.

### Alina Serbanica, Ph.D.

Alina Serbanica is Senior Vice President at Ipsos Interactive Services (Ipsos), leading the Global Respondent, Access & Engagement (RAES) organization in charge with online respondent access' platforms/systems/tools, database maintenance, methods and best practices (sampling, online quality programs). She has 20+ years experience in market research and is the current ESOMAR Representative in Romania.

#### Carmen Cosoi

Carmen Cosoi is Brand Manager of Beiersdorf Romania. She has 8 years experience in marketing, working for top companies, both agencies and on the client side. She has a MA in Public Relations from the Academy of Economic Studies, Bucharest.

#### Cristina Craciun

Cristina Craciun is the Head of Qualitative of Ipsos Research. She has 8 years experience in research, on both agency and client side, in Romania and Spain. She has a BA in Sociology at the University of Bucharest, Romania, a MA in Semiotics in Branding and Communication at Pompeu University, Barcelona, Spain and one semester of extensive ethnography training at the University of Goettingen, Germany.

#### Daniel Enescu

Daniel Enescu is the founder of Daedalus Group, a leading group of companies in the business information area, covering Romania and other six CEE countries. He has graduated from the Aeronautics Faculty, the International Economic Relations Faculty and has an MBA with a focus on Marketing from the Romanian-Canadian MBA Program. Daniel is the president of SORMA – Romanian Society for Marketing Research and Opinion Polls.

#### Daniela Moldoveanu

Daniela Moldoveanu is the Research Manager of Friesland Campina. She has 10 years of experience in marketing research, working for top FMCG companies. She holds an MBA in International Business from The University of Akron and a BA in Management from the Academy of Economic Studies, Bucharest.

#### Florian Bauer

Florian Bauer is a founder and member of the board of Vocatus AG, a research and consulting company that employs about 75 consultants. He studied Psychology and Economics at TU Darmstadt, MIT and Harvard University. His academic work focused on behavioural economics and the psychology of pricing. Florian is member of the board of the German Market Research Association (BVM), and teaches at several universities. He is author of many business and academic papers, a keynote speaker and one of

the thought leaders in pricing: Dinero, a leading Latin American business magazine, called him the “guru mundial” in psychological pricing. In 2005 and 2010 he won the German Market Research Award for the Study of the Year, and the Best Methodological Paper Award at the ESOMAR Congress 2010.

#### Ioan Simu, Ph.D.

Ioan Simu is Managing Director of Mercury Research. Ioan has started his career in market research 18 years ago, worked his way through almost all research jobs. His research expertise is complemented by advertising experience and academic work. Ioan holds a PhD in sociology from the University of Bucharest, and specializations in political studies and business management from the University of Texas, ASEBUS and the University of Washington. He teaches courses on advanced analysis methods, market research and marketing.

#### John Griffiths

John Griffiths is Creative Director of Spring Research, UK. John is a planner and researcher with nearly 3 decades of experience. He has won the Market Research Society prize *for best new thinking* twice as well as the *best workshop of the year* award. John first came to Bucharest in 2006 to train planners. Since then he has visited regularly to run seminars on communications planning and market research. He also ran two marketing courses for the IAA in Romania for a number of years. John has been creative director of Spring Research for the last 2 years and he continues to write, plan, workshop and train alongside his research work.

#### Lacramioara Loghin

Lacramioara Loghin is Managing Director at Exact Research & Consultancy. Lacramioara has 12 year of experience in marketing research. Before joining Exact Research & Consultancy, Lacramioara occupied the Research Manager position at SBS Broadcasting Media (Kiss TV; KISS FM – No.1 radio station in Romania; Magic FM; Rock FM). She is also the President of the Radio Audience Association (ARA) since 2012.

#### Marina Udroi

Marina Udroi is Senior Research Consultant at GfK Romania, with a focus on deriving foresight & strategies from research data. With 13 years of experience in market research and 6 years in GfK, she is mainly responsible for the accounts of major players on the Romanian FMCG market and in charge with the development and promotion of Market Opportunities & Innovation tools in Romania. She is also passionate about skiing and spending time in nature, with her loved ones.

#### Oana Lungu

Oana Lungu is Insights Manager at British American Tobacco Romania and has been working in the FMCG market research field for the last 4 years. Oana has previous experience in other marketing areas such as brand and trade that support her current quest for a better understanding of the consumers. Her main aim is to generate insights in consumers' perception and behaviour that translate into a consumer centric marketing strategy.

#### Sharon Hodgson

Sharon Hodgson is Director at Shoppercentric, UK. Sharon has been specialising in shopper research since 1995. Prior to joining Shoppercentric she was MD of Retail & Shopper at Ipsos UK & Head of Ipsos's Shopper Centre of Excellence for Western Europe. She has worked with a wide range of manufacturing and retail clients over the years, including Nestle Purina, Johnson & Johnson and Sainsbury's, and has spoken on the subject of shopper insight at a number of conferences over the years.

#### Stefan Andrei

Stefan Andrei is Business and product Development Consultant at Exact Research & Consultancy. Stefan has 12 years of experience in business development, product development and marketing research. He has started his career in important market research companies in Romania, taking part in over 300 research projects. He has also gained expertise in the media (print) industry.

## SPEAKERS ABSTRACTS

### Tracking is Exciting. For Real!

Daniel Enescu, Founder, Daedalus Group

If designed properly, tracking is not only not boring, but it can be quite exciting. We shall prove this through 5 case studies from five different markets – showing the value of a good insight to improve the client's bottom line. For obvious reasons the markets or brands will not be disclosed, however the stories themselves are no less interesting because of that. The audience will be able to learn from the good or bad decisions other players have made and leave the conference room just a little bit wiser!

### The EURO Value of Market Research

Ioan Simu, Managing Director, Mercury Research

The presentation explains how market research brings value to businesses, draws from the Value of Information theory in the decision analysis field, whilst adding a few critical elements that make it especially relevant to market research: it specifies market research information rather than information in general (1), it specifies value by computing it on profit and loss financial statements (2) and it does this in the marketing context (3). Thus, at the end of the presentation the audience will easily understand how (and how much) market research used in the marketing activity of a business brings EUROS to the bottom line of the company.

### Rainmaker

#### Exploiting unexpected price potential for print media

Dr. Florian Bauer, Vocatus, AG Germany

Prices for newspapers used to be set by gut feeling -managers were best guessing how much prices could be increased without reducing circulation. The consequence was that huge revenue potentials were not leveraged by timid 'best guess pricing'. Realising this, we develop a new empirical approach that predicts

price sensitivities more precisely than ever before. This approach outperforms classical price research as it incorporates the insights from 'Behavioural Economics'. By using it we were able to make additional profits of more than \$ 7m (wave 1) and \$ 12m (wave 2) without losing circulation due to these price increases. The ROI of this project was 13,800% (wave 1) and 30,200% (wave 2).

## Turning Investments Around for Nivea Baby Care

Cristina Craciun, Head of Qualitative, Ipsos Research

Carmen Cosoi, Brand Manager Nivea Baby & Nivea for Men, Haircare & Styling

The study whose results are being presented aimed at identifying the appropriate channels of communication and moments to influence moms regarding baby care products. What made our approach even more efficient was that the information obtained helped Beiersdorf identify a gap between investment and return on investment. Due to the information gathered in this piece of research, Beiersdorf redirected its budget in order to create an authentic presence in the consumers' mind-set.

## From Insights to Foresights

### Going beyond understanding today

Marina Udroi, Senior Research Consultant, GFK Romania

Daniela Moldoveanu, Research Manager, Friesland Campina Romania

The presentation is going to demonstrate that the research game is changing, as it is not about profiling segments anymore, but about how to activate them. And segments are not about consumers, they are about opportunity segment; it is not only about insights generation but about endorsing the business processes and compelling innovations development in time for market relevance; it is not about nice, funny and inspiring names/descriptors, it is more about numbers, EUR and maximizing ROI.

## A Better Way Than <Build and Pray>

### The benefits of disaster-checks

Alice Mihai, Business Development Director, ISRA Center

Oana Lungu, Insights Manager, BAT

The approach of the current paper is to showcase more than just a research tool and thus to capture and reveal the research mind-set that should guide all marketing professionals: the commitment to continuously achieve far greater effectiveness and efficiency in response to the constantly changing business demands. Consequently, the paper puts together a general perspective on research and on what best defines its present-day spirit and a particular close-up on tangible <DISASTER & REALITY CHECKS> research examples as approach evidences.

## Customer Experience Evaluation

Expenses saver and growth source (or, how to lose weight and gain muscles in a few simple steps)

Alexandru Chivu, Research Director, TNS CSOP

The presentation engages in outlining three main dimensions of customer experience evaluation: intensity of customer retention, word-of-mouth management and relevance and Strengths/Weaknesses Analysis, while suggesting a unitary methodological approach. The approach relies on building an index that measures quality of experience – not just satisfaction, repurchase intent or some such single-dimension measure. Overall Performance/Satisfaction, Recommendation & Repurchase Intent are common ‘customer satisfaction’ / product test questions. Competitive Advantage / Preference is unique to the approach we suggest, and it is used to improve the ‘explanation power’ of the index.

## The G-Local Shopper

Different markets, common needs

Sharon Hodgson, Director, ShopperCentric, UK

General learning from the world of shopper insights are shared in this presentation in order to give the audience an understanding of how tangible shopper insights can be, and the commonality that exists between markets in terms of shopper needs. At a CEE level the unbranded learning are referenced that demonstrate how shoppers’ generic perceptions and needs are surprisingly similar – although activation in-store needs to reflect different contexts. The markets may be different, but there is often a common shopper language, common issues, and common shopper needs.

## Research Challenges

Open debate

Lacramioara Loghin, Managing Director, Exact Research & Consultancy

Stefan Andrei, Business and Product Development Consultant, Exact Research & Consultancy

## Reducing uncertainty using research

How the game is changing and why the song remains the same!

John Griffiths, Creative Director, Spring Research, UK

In the past the market research was very separate from the business function. In recent years it has become possible to learn a lot about customer needs by collecting and analysing behavioural data, often collected in the process of doing business. Of course this data is not free – it may not have been collected like conventional market research but it still needs analysing and communicating inside the organisation.

As a result many client insight departments have been hiring staff because there is more information than ever before to share and the company needs to invest in ensuring that all its operations benefit from the customer knowledge being created. I would like to introduce two different research approaches, which Spring has launched in the last 12 months. They are good examples of the kind of research that is emerging now.