

# BEST OF ESOMAR

## MARKET RESEARCH IN ROMANIA: SUCCESS STORIES

BUCHAREST / OCTOBER 29<sup>TH</sup>, 2015

ESOMAR is pleased to invite you to our market research event in Bucharest, Romania, as part of the “Best of ESOMAR” series.

The event is a partnership between ESOMAR Romania, SORMA Romania and Marketing Faculty of the Academy of Economic Studies (ASE Bucharest) and will be hosted by Alina Serbanica, ESOMAR Representative for Romania.

Join us in Bucharest as we discuss a diverse range of topics currently influencing the market research sector: How to build research as a means and not an end? How helpful is market research in influencing sound business decisions? Are we, as an industry, keeping the pace with the needs of our clients and the ever-evolving marketplace and consumer landscape?

The program hosts a dynamic agenda of most important research agencies, as well as two well-seasoned international speakers:

**Ernest Collings**, Senior Experience Executive (SRE), MESH, UK (**KeyNote Speaker**)  
**Sophie Van Neck**, Head of Consumer Consulting Boards

This meeting is directed at ESOMAR and SORMA members, market research specialists and marketers representing all players across industries (FMCG, telecom, banking, insurance, retail, etc.), as well as academia and students (professors and future market research specialists). The event is an excellent opportunity for you to network with client and MR industry and to hear from some of the leaders within the global market research industry.

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**VENUE:** Bucharest University of Economic Studies  
**AULA ASE** (“ASE Hall”)  
Bucharest, 6 Piata Romana

**DATE:** **Thursday, October 29<sup>th</sup>, 2015 (from 9:00 to 17:00)**

Please note that the lectures will be presented in Romanian, with translation services available for English speakers.

### REGISTRATION

This event is free for market research clients. Sponsors have 3 spots included in the sponsorship package; all market research companies can send participants for a symbolic fee (50 EUR/participant), as well as sponsors, beyond the three free places.

Please note there is **limited space**, so be sure to [register](#) to confirm your place. For queries please contact **Helen Parker** at [helen@esomar.org](mailto:helen@esomar.org).

PROGRAMME	
09.00 – 09.30	PARTICIPANTS REGISTRATION & WELCOME
09.30 – 09.45	OPENING AND SETTING UP THE SCENE Alina Serbanica, ESOMAR Representative, Romania  ASE representative (ASE Rector / Faculty of Marketing Dean)
09.45 – 11.40	SESSION A:
09.45 – 10.00	Session Chair Simona Dan, GfK Romania
10.00 – 10.20	<b>Key Note Speaker. Coca-Cola Digital Lives Community</b> Sophie Van Neck, Head of Consumer Consulting Boards, InSites Consulting
10.20 – 10.40	<b>Evidence based media strategy - myths and truths in online advertising</b> Ioan Simu, Managing Director, Mercury Research Liviu Boitan, Strategic Planning Director, MediaCom
10.40 – 11.00	<b>Making the Most of Your Communication Investment</b> Daniel Enescu, Chairman of the Board, Millward Brown
11.00 – 11.20	<b>The Modern Consumer’s Relation with Brands</b> Traian Nastase, Managing Partner, iSense Solutions
11.20 – 11.40	Q&A
11.40 – 12.00	COFFEE BREAK
12.00 – 13.10	SESSION B:
12.00 – 12.15	Session Chair Laurentiu Serghie, Daedalus Online
12.15 – 12.35	<b>The Art of Fieldwork</b> Ellis Suban, Independent Business Owner, ElQual Group.
12.35 – 12.55	<b>Using Insight Communities In The Innovation Pipeline</b> Oana Popa Rengle, Research Innovation Director / Co-Owner, MAPPERS Catalina Sabadeanu, Brand Manager, Hochland Romania
12.55 – 13.10	Q&A
13.10 – 14.30	LUNCH
14.30 – 16.40	SESSION C:
14.30 – 14.45	Session Chair Daniela Hariuc, Telekom Romania

PROGRAMME	
14.45 – 15.05	<b>Insight-to-Data-to-Action: What truly impacts consumers' relation with the brand</b> Alice Mihai, Business Development Director, ISRA Center Madalina Mitru, Group Brand Manager, Strauss Coffee Romania
15.05 – 15.25	<b>What does Frank Sinatra have to do with David &amp; Goliath or How to make Romanians feel they matter?</b> Cristina Craciun, Head of Qual, Ipsos Research South-East Europe Marius Munteanu, Senior Research Specialist, NN
15.25 – 15.45	<b>Unlimited insights or how consumers and brands both get what they want</b> Monica Sociu, GfK Romania Malina Mirescu, Orange Romania
15.45 – 16.00	Q&A
16.00 – 16.15	COFFEE BREAK
16.15 – 16.20	<b>Introducing Key Note speaker</b> Alina Serbanica, ESOMAR Representative, Romania
16.20 – 16.50	<b>KEY NOTE SPEAKER</b> <b>20:20:20 — 20 predictions for 2020. Shocking revelations about the future of the market research industry!</b> Ernest Collings, Senior Experience Executive (SRE), MESH, UK
16.50 – 17.00	<b>OFFICIAL CLOSING</b> Alina Serbanica, ESOMAR Representative, Romania

SPEAKER PROFILES

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, data base maintenance, methods and best practices (sampling, online quality programs). She has 20+ years experience in market research.

Alina graduated The University of Economic Studies, Bucharest and has a PhD in Marketing – Market Research specialization. Since 2010 she is the current ESOMAR Representative in Romania and she is co-founder member of the Romanian Society for Marketing Research and Opinion Polls (SORMA).

Sophie Van Neck

Sophie Van Neck is a skilled researcher with a clear FMCG interest and experience, having spent many years helping companies like Heinz, Ferrero, AB InBev, Unilever, Friesland Campina, ... become more consumer centric. She has a passion for innovation themed research work – ranging from insightment to idea and concept validation. Sophie joined InSites Consulting in 2007 as a qualitative researcher and has since then grown together with the company. Currently, she is the Head of Consumer Consulting Boards (aka research communities) where her main responsibilities lie in the area of innovation, content marketing & business development. Sophie studied Political Sciences at the University of Ghent and then completed 2 additional year Manama's (American Studies and Multilingual Business Communication). She received the QRCA Global Outreach Scholarship in 2010.

Daniel Enescu

Daniel Enescu is the founder of Daedalus Group, leading group of companies in the business information that has been sold last year to Millward Brown. Having a DNA of serial entrepreneur, Daniel has founded as well Daedalus Online - a regional online panel providing data gathering in 9 CEE countries and VeziCatFace, an online platform aiming to improve the cars purchasing experience. Daniel has graduated Aeronautics Faculty, International Economic Relationships Faculty and has an MBA with concentration in Marketing from Romanian-Canadian MBA Program. He is the president of SORMA – Romanian Society for Marketing Research and Opinion Polls.

## Ioan Simu, Ph.D.

Ioan has started his career in market research 20 years ago, worked his way through almost all research jobs, and is currently general manager for Mercury Research. His research expertise is complemented by advertising experience and academic work. Ioan holds a PhD in sociology from University of Bucharest, and specializations in political studies and business management from University of Texas, ASEBUS and University of Washington. He teaches courses on advanced analysis methods, market research and marketing.

## Liviu Boitan, MediaCom

Liviu has been working in media agencies since 2001 and he is strongly connected to media and consumer research since starting as a research executive in the agency. He has been involved in long-lasting activities within research players in the market such as ARMA (TV research) and BRAT (print, online and consumer research). Currently Liviu is the President of ARMA's Technical Committee – the body in charge of evolving TV audience measurement in Romania, and a Member of the Technical Committee for the Internet department within BRAT. Liviu is a Communication & Public Relations graduate at the University of Bucharest.

## Traian Nastase, iSense Solutions

The Modern Consumer Company, a fast growing research & consultancy business with more than 40 clients since mid 2014. With more than 14 years of experience in both marketing research and online consultancy, he worked on the client and also on the agency side (in one of the biggest research companies in Romania as Online Manager). He graduated Economic Psychology (University of Bucharest) and Marketing & Communication (Academy of Economic Studies). He has a Doctorate in Science with a paper studying The Socio-Economic Impact of the Internet. As a passion, he also analyses the modern consumer on his blog: [traianastase.ro](http://traianastase.ro).

## Cristina Craciun

Cristina is the Head of Qualitative of Ipsos Research South-East Europe. She has started her research career in year 2005 in Synovate and since then has worked on both agency and client side, in Romania and Spain. She has experience in coordinating International studies and integrating cultural know in workshops with multiple stakeholders.

Due to her formation (BA in Sociology and MA in Semiotics), Cristina is dedicated to enriching qualitative tools with alternative methodologies such as motivational research, semiotics, ethnography.

## Marius Munteanu

Starting with 2011, Marius is Senior Market Research Specialist at NN Romania. Marius started his career in market research in 2007, after working several years in the advertising field. Being driven by a genuine curiosity, in 2009 he joined the Synovate team – which placed “curiosity” at the heart of its corporate values – where he obtained an accreditation in motivational research (Censydiam) and had the opportunity to conduct all sort of interesting studies across multiple categories.

The desire to understand consumers as “humans” and how the cultural imprint and archetypes drive different decisions made Marius to attend the master course in Cultural Anthropology from the National School of Political Science and Public Administration.

## Ellis Suban

Ellis Suban is the marketing expert who combines passion with knowledge for almost 2 decades, one of the pioneers of the research market in Romania. She gathered in her career experience since the beginning days of market research in our country and has built the leading fieldwork research company. Ellis is founder and owner of ElQual Group, conducting activities which are the foundation of the integrated services that a brand needs to stay alive: data collecting for in-depth research of consumer habits (market research), product availability and analysis of retail information (merchandising and monitoring), perpetual brand promotion in various market channels (BTL). Ellis has graduated the Academy of Economic Studies, perfecting personal skills through a master in communication and strengthening professional experience through several training programs in Berlin and New York.

## Oana Popa Rengle

Oana is the Research Innovation Director and co-founder at Mappers. She has a lifelong passion for qualitative research, having managed an edgy boutique qualitative research company for 10 years before co-founding Mappers. Her current role involves restless exploration, experimenting, sometimes failing and starting new and (hopefully, eventually) finding better, fresher, more adaptive ways to approach research. In addition to being a research practitioner, she is a certified Idea Generation and Creative Problem Solving processes facilitator, and a psychotherapist practicing Child & Family Systemic Psychotherapy.

## Catalina Sabadeanu

Catalina is Brand Manager for Hochland Romania. She has always invested time and energy in doing what she loves. With a background in Marketing for FMCG companies such as Hochland and Danone, but also in training & coaching as a hobby, she is passionate about communication and people. Catalina has coordinated the launch of innovative products, has developed national marketing campaigns, having in mind all the time the consumers, their needs, aspirations and wishes. She also guided people in their professional and personal journey.

## Alice Mihai

Has a passion for marketing research since already 15 years. Currently is business developer at ISRA Center, with focus on consultancy, vision and inspiration and is a board member of IRIS Network, the largest network of leading independent marketing research companies. Was involved all this time due to psychological background (MA in Economic Psychology) in a wide range of consumer-researcher interactions and coordinated a vast diversity of projects. Is part of client team with each and every project, having a special contribution for insightful and forward thinking.

## Madalina Mitru

Has been hooked to exploring human behaviour, marketing communication and the intricate connection between them for 12 years. Currently is Group Brand Manager for Strauss' power brands Doncafe and Amigo, focusing on further building the love marks through consumer connections. With previous experience in telecom and FMCG industry as strategist and communicator, remains a strong believer in partnership of clients and agencies as key factor in delivering the best a brand can offer, all seasoned with a good cup of coffee.

## Monica Sociu

Monica Sociu is Digital Consultant, specialized in Online Community Management, part of GfK Global Digital Team (offering support for cutting edge online research solutions selling and implementation for GfK Group).

Monica started working in market research as qualitative researcher 5 years ago. Passionate researcher, she soon discovered the value of online. She developed and managed the first insight community for a telecom brand in Romania.

She has a BA in Sociology at the University of Bucharest, Romania, a MA in Human Resource Management at the same University.

## Malina Mirescu

Malina Mirescu is Customer Insights Expert at Orange Romania. She started working in market research 17 years ago, as a fieldwork interviewer while studying Sociology at the University of Bucharest. Later on she continued to research in one of the top Romanian research agencies and 8 years ago joined Orange Romania research team. She is a figures person however always trying to put the voice of the customers behind these figures.

## Ernest Collings (Key Note Speaker)

Ernest Collings is Senior Experience Executive (SRE) at MESH, UK.

With two years of experience working in the industry, Ernie has a good blend of experience and relatively fresh thinking in market research. An academic background in psychology coupled with an appetite for understanding business issues have played to his ambition and desire for understanding consumers and developing strong market strategies. Having spoken at his first conference last year, he has a new passion for public speaking and showcasing innovations and latest thinking in the research industry.

## PAPER ABSTRACTS

### Coca-Cola Digital Lives Community

Sophie Van Neck, Head of Consumer Consulting Boards, InSites Consulting

To continue driving brand love through relevant, compelling and streamlined digital interactions, The Coca-Cola Company required a solid understanding of the digital behaviour, needs and expectations amongst teens and young adults as key target groups. To address the many knowledge gaps The Coca-Cola Company still had, it was essential to add a forward-acting and outside-in consumer perspective to the entire work stream: How do consumers currently interact with brands in the digital space? Why do they look for digital content and what drives them in this process? Which devices and platforms do they use? What do they expect from brands in the online world? ...

Together with InSites Consulting, two online Consumer Consulting Boards were set up in 7 European markets (England, Germany, France, Spain, Italy, Sweden and Poland), to gather insights and observations on these topics.

Discover in this presentation how The Coca-Cola Company optimally connected with teens and young adults and how consumer immersion has helped to shape and optimize the digital strategy.

### Evidence based media strategy - myths and truths in online advertising

Ioan Simu, Managing Director, Mercury Research

The presentation offers new learnings and the potential for a results-oriented approach to online media planning. It is based on Sales Building Survey, the first fundamental media research in Romania, developed by Mercury Research and MediaCom to help advertisers understand media efficiency. The survey observes that most of the brands that invest big budgets in online advertising also spend a large amount of money on other media, and only few brands use the internet as the main communication channel. Under these circumstances, the research sheds light on baffling questions such as: Does online advertising generate results without the support of other media? Should advertisers take a closer look at online advertising when deciding the media mix? Is online advertising a myth or a nowadays reality that companies should take into consideration more seriously to increase sales? Started in 2010 with 140



brands, the research monitors in the present more than 600 brands in 32 categories, linking advertising spending to actual brand performance.

## Making the Most of Your Communication Investment

Daniel Enescu, Chairman of the Board, Millward Brown

Pretesting the ads may not boost creativity by itself, but it definitely helps to avoid traps and to increase efficiency. Based on our experience of hundreds of ads tested, we shall come with some tips and tricks about what works better in Romania when it comes to communication. We shall give examples of real ads tested in Romania and show how the ad pretesting has evolved to better answer to clients' needs.

## The Modern Consumer's Relation with Brands

Traian Nastase, Managing Partner, iSense Solutions

The relation between Brands and The Modern Consumer "is complicated". While one side is in search of absolute loyalty, the other is looking for love everywhere. What are the technology and online trends that can differentiate brands and help to achieve a better engagement of The Modern Consumer? From our recent studies we extract the ideas that gets your brand in bed with your consumer

## The Art of Fieldwork

Ellis, Suban, ElQual Group

Background. Presentation's fieldwork as an art. It's the fieldwork an art? The art of collecting data versus "gathering" data (Fieldwork versus being in the Field)? Interactions in data collection. The human resources. Typologies. Tools. Creative impulses, art, knowledge, experience, analytical mind, balance, decision → the talent to dominate. Specific checking methods. Performance.

## Using Insight Communities In The Innovation Pipeline

Oana Popa Rengle, MAPPERS

Catalina Sabadeanu, Hochland Romania

Being user centric in company's innovation also implies evolving the research methods used throughout the innovation process: you cannot build the future with today's consumers using yesterday's methods. In this paper we will show how research can move more authentically out of the lab and into people's real life, and thus more accurately inspire and inform innovation managers' and brand managers' decisions.

We will provide examples of various ways in which MAPPERS' online insight communities have contributed, directly from consumers' kitchens, to Hochland's innovations delivery process, in areas such as iterative product development, ideas screening and brand strategy development. The main case study will focus on helping define the strategy for a product that later proved to become a consumers' choice award winning product.

## Insight-to-Data-to-Action: What truly impacts consumers' relation with the brand

Alice Mihai, Business Development Director

Madalina Mitru, Strauss Coffee Romania,

Deep dive while browsing for how to touch consumers sweet-spot by going beyond category and brand drivers research with the help of <in the moment> immersions. All taking into consideration both the intrinsic mechanism and complete "experientiality" of "coffeeness" world.

Insight sizing and translation into volume share for future growth and potential while prioritizing touchpoints and highlighting buying and consumption triggers.

Integration of research highlights into company guidelines and brand philosophy (including purpose) for an authentic connection with people, (coffee) lovers, aficionados, "lingerers" and any other savvy fans.

What does Frank Sinatra have to do with David & Goliath or How to make Romanians feel they matter?

Cristina Craciun, Head of Qual, Ipsos Research South-East Europe  
Marius Munteanu, Senior Research Specialist, NN

At the end of year 2014, ING Life Insurance and Pensions started the rebranding communication aimed to ensure a smooth transition to the new NN brand. NN entered the Romanian market under the brand mantra You Matter. The need to understand what You Matter brand promise really means to customers and what are their expectations from a financial company claiming this led to a complex research programme which consisted in Censydiam motivational research and semiotics. The semiotic approach identified the cultural codes behind the NN brand values and the myth of You matter, to be brought to life into NN touchpoints and interactions.

## [Unlimited insights or how consumers and brands both get what they want](#)

Monica Sociu, GfK Romania  
Malina Mirescu, Orange Romania

In a business environment that faces increased competition, decreasing loyalty and constant innovation, consumers can actually become the most valuable stakeholders of brand success. Market research online communities are the gateway to round the clock consumer-centric insights as well as engender advocacy and higher client value. But what exactly can you get from a one year brand research community? An array of examples and cases will show that the possibilities are unlimited, especially for a dynamic industry just as telecom. Applications range from the development of new service features and products – starting with identifying uncovered needs, concept generation and testing, until product and usage evaluation, to competitive intelligence and communication optimization, culminating in a cross-country client satisfaction and mystery shopping initiative that community members thought of and organized on their own.

## **KEYNOTE SPEAKER**

### [20:20:20 — 20 predictions for 2020. Shocking revelations about the future of the market research industry!](#)

Ernest Collings, Senior Experience Executive (SRE), MESH, UK

20:20:20, provocative theories that create real controversy! This research presents some of the latest thinking surrounding our ever-changing industry. There's something for everyone in this piece as the 20 predictions are applicable to a range of industry stakeholders. The content is fun, innovative and radical; and it aims to shock, amaze and spark discussion. Each theory has evidence and rationale which underpins it, but equally, each one has a degree of speculation and innovation. It's not designed to tell you things that you know, it's designed to tell you things that you never thought would happen!