



Confident Decisions

NEWSLETTER

Summer 2013

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Mercury Research News

Market Research: Spender or Saver?

June 11th

ESOMAR Meet Up Romania 2013 solves the dilemma: definitely saver, and the numbers speak for themselves when you evaluate your surveys with ROI in mind.

Check out [article](#)

Ioan Simu in the Effie Jury

May 10th

Tough competition, tough mission for the jury. But 18 years of market research experience pay off when it comes to evaluating the most efficient campaigns.

Check out Effie [winners](#)

The Shopper Marketing Era

May 14th

It used to be simple: to reach consumers, you ticked the boxes in the marketing process. How are things different with shoppers?

Check out full [article](#)

Keys to Consumer Engagement

May 16th

Delving into information on 140+ brands, we have modeled the impact of the media budget on brand awareness, preference and usage.

See more: [SMARK](#) Event

Market Research, USA & Moromete

May 11th

What makes market research similar to the USA? Take your pick: diversity, dynamism, tolerance, perhaps even a sense of adventure. And how can market research help connect to Moromete?

See the answers [here](#)

Keeping the Pace with Innovation in Marketing Research

May 30th

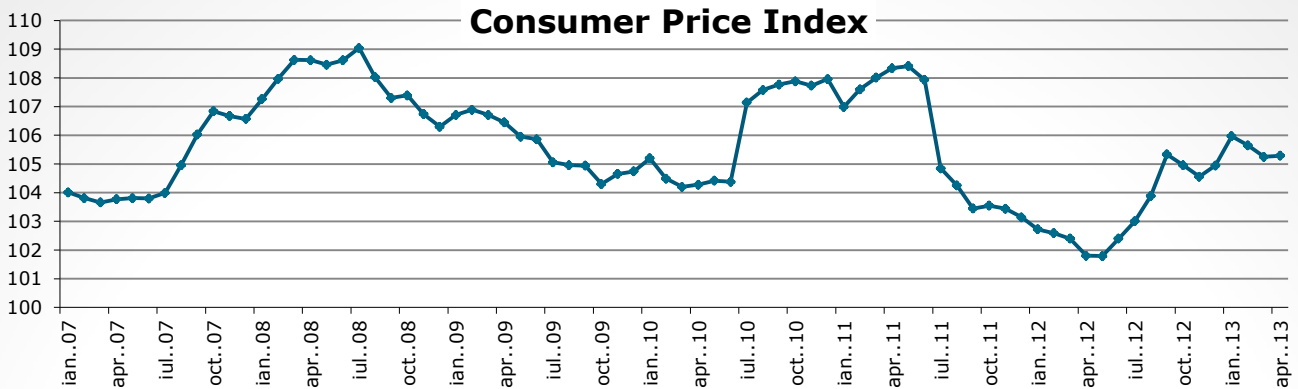
Are we living in the "data scientist" era? How can you fail fishing in ponds, or why MROCs are not enough? Big questions, likewise answers, at the 3rd edition of Innovation in Marketing Research Seminar.

[Innovation in marketing research](#)

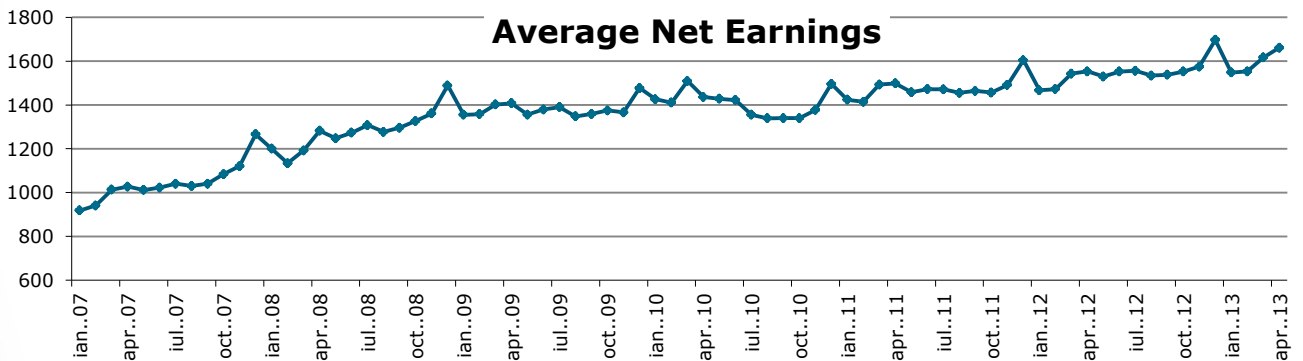


Romanian Economic Environment

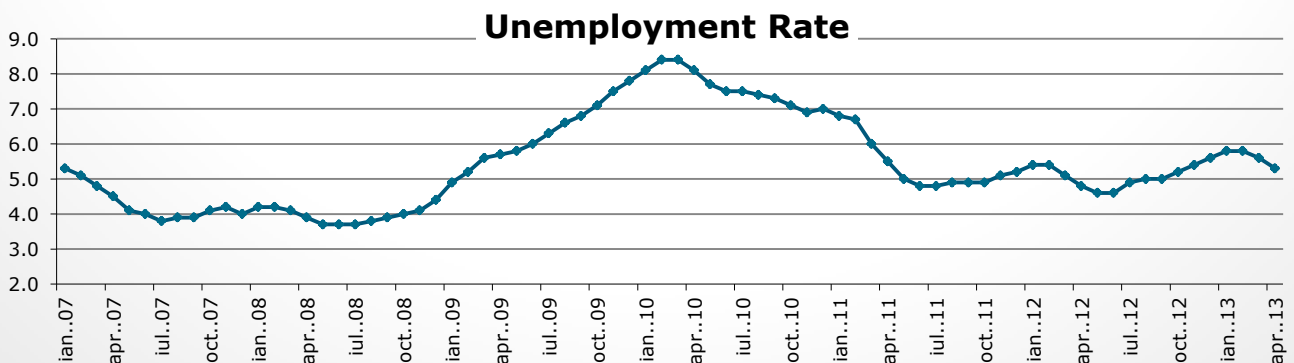
Source: INS



In April 2013, the annual CPI inflation rate stood at 5.29%, way above the target set at 2.5 % ± 1 pp for 2013.



Average net earnings continue their increasing trend, at a slightly faster pace then in previous year.



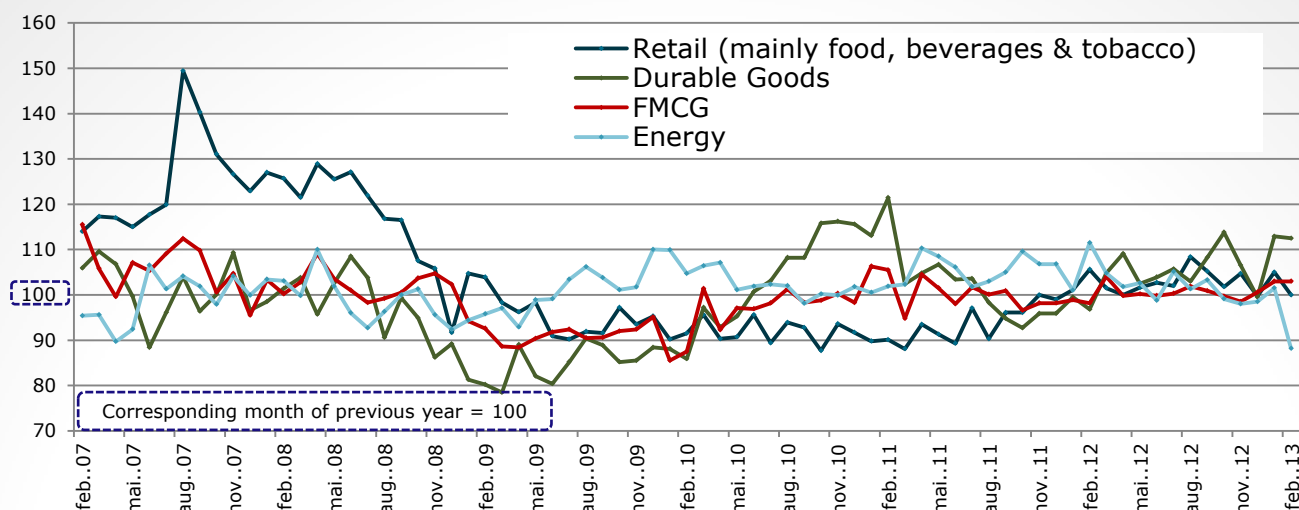
With the approach of summer, unemployment rate continues its decreasing rate from the higher level registered at the end of last year.



Romanian Economic Environment

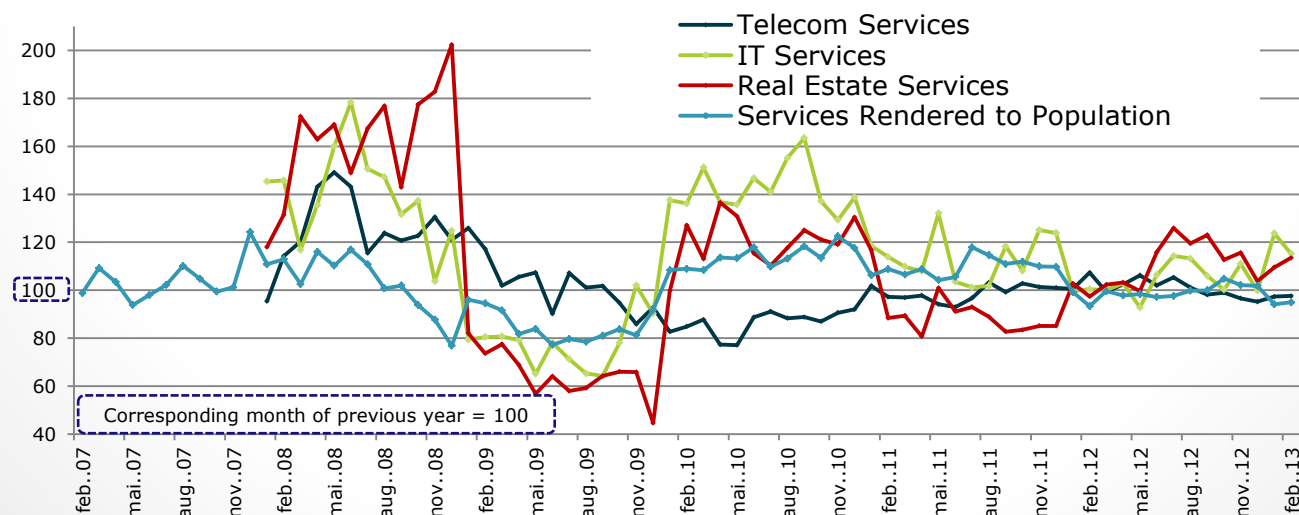
Retail and Industry Indices

Source: INS



While the end of 2012 showed an uncertain trend for most sectors, the beginning of the year comes with more optimistic values for FMCG and Durable Goods industries. Retail is still uncertain, while the Energy sector registered an important decline.

Services Indices Turnover

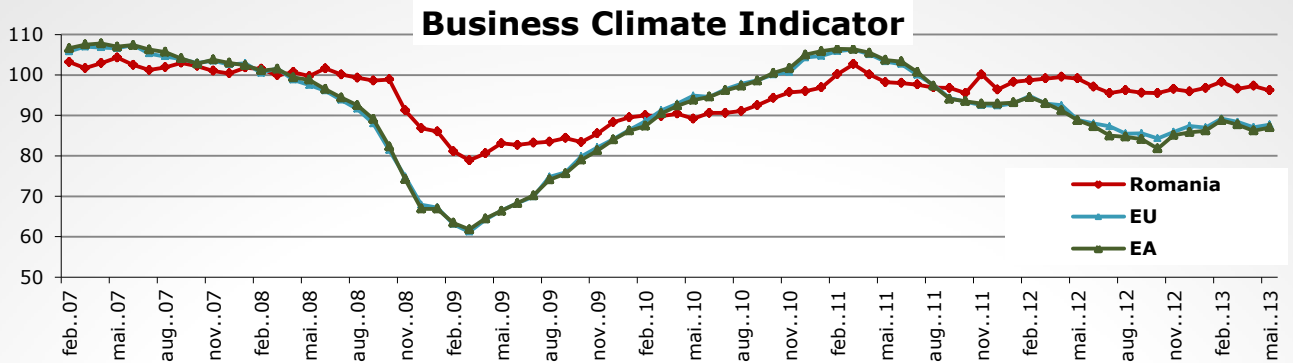


Telecom and Services rendered to population have not recovered after the decrease registered over the past year. IT and Real Estate Services, after a decreasing evolution in the second half of last year, are slightly picking up in the first months of 2013.



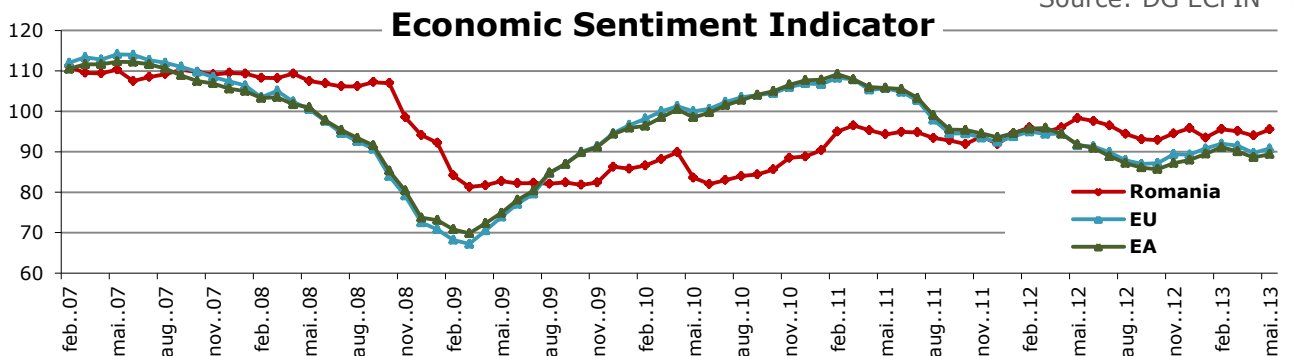
Economic Prospects

Source: DG ECFIN



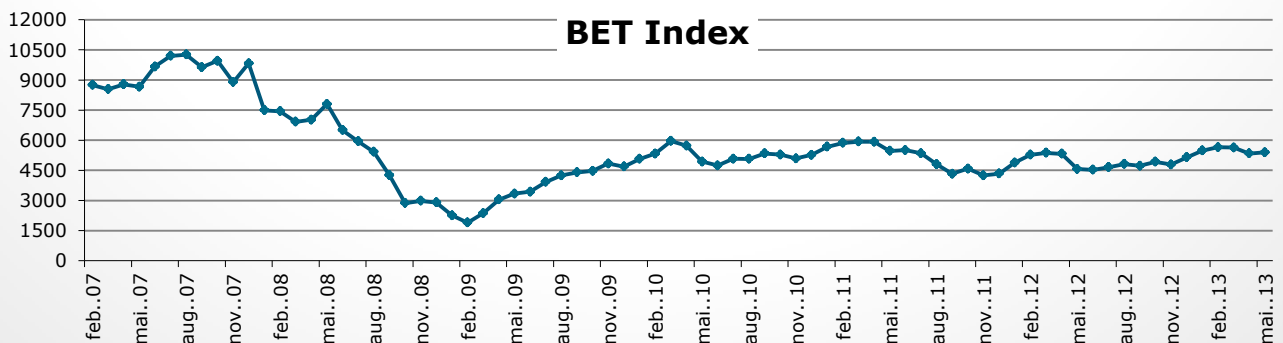
Although the beginning of the year showed a little increase of the business climate indicator, the trend is still of skepticism. This trend is visible in Europe as well as in Romania.

Source: DG ECFIN



The economic sentiment indicator shows caution at its highest level. Romania does slightly better than EU and the EURO area, however, the confidence stays low for the past 2 years.

Source: BVB



No notable development in the evolution of BET index, which stayed for the past 3 years within the 4500-6000 band, with very little variation from one month to another.



Info



Featured Product

ImproveFit



Decide on what to sell and at what price.

Understand the consumer decision process and design your products to be winners of the decision race:

- Identify what product features do consumers value
- Understand the trade-offs between product benefits and money occurring in the decision process
- Play with the simulator software to see how your product portfolio performs in competitive context
- Fine-tune for best accomplishment of your marketing objectives – be it launch of a new product, price change or redesign of brand portfolio

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