Mercury Research Newsletter

October 2012

Market intelligence
which supports
decision making

Mercury Research News

Traditional Retailers

Customer Satisfaction Survey

The smiling shop assistant keeps the clients coming back!

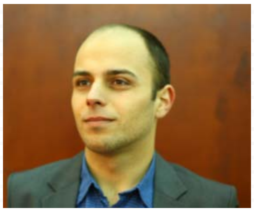
Check out the results survey

Reversal of the roles?

Most Loved Employers – 2nd Edition

Employers need to sell their company better as employees became choosier.

Check out press release



ShopperVU

Latest Shopper Research Methodology

Get beyond the declarations: real shopping behavior, real insights.

Check out full article

Ask for a quote: victor_rotariu@mercury.ro

Breakfast Cereals

Consumer Survey

Healthy snack or guilty pleasure? How cereals have migrated out of the kitchen at breakfast time.

Check out full article

Smark Marketing Research 2012 - June 28th

Online Communities

How research helped Discovery in achieving their brand growth objectives

Case Study: How Discovery Romania taught teachers to teach better.

Check out presentation and article

IQ Ads Kadett

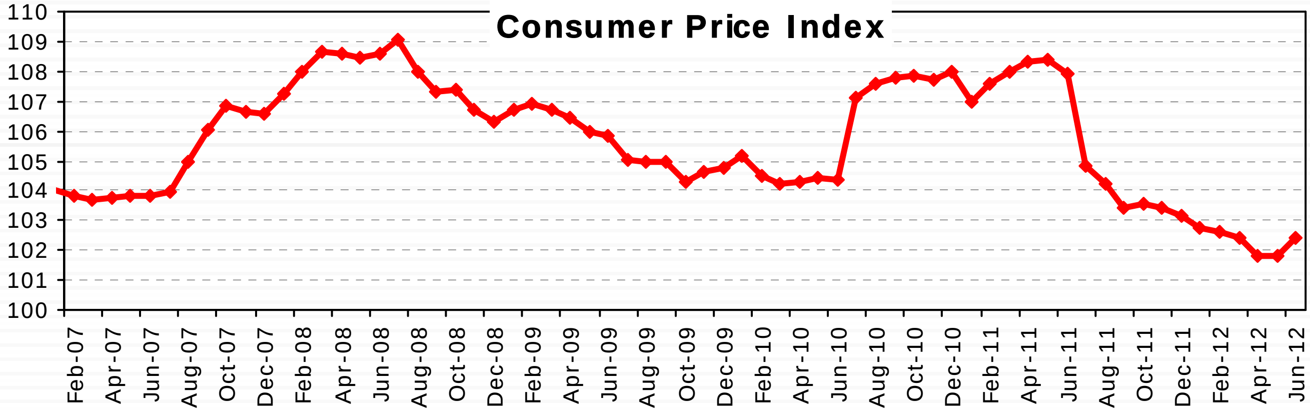
July 26th

Market Research and Advertising

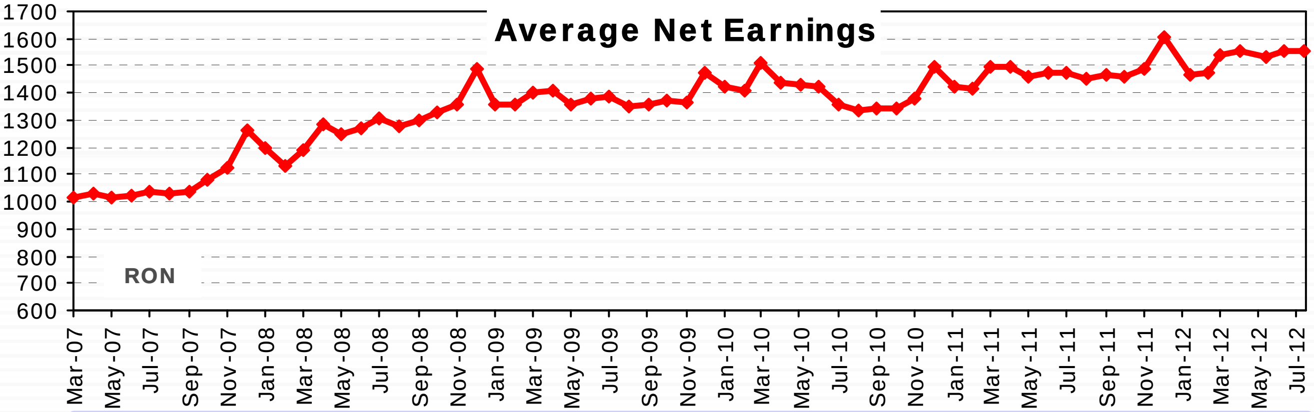
Love and hate relationship?
Bridging the gap for the new generation of marketers.

Check out article

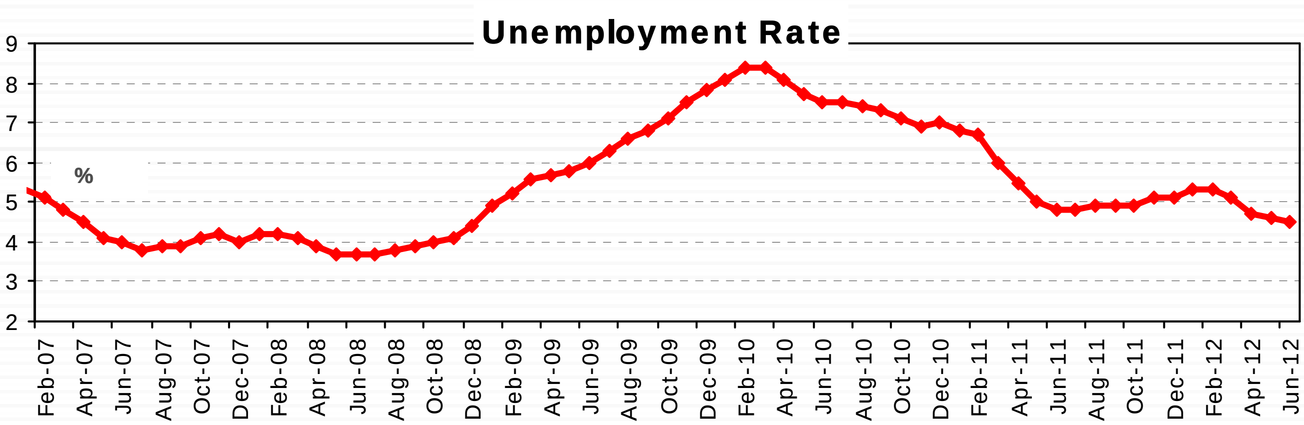
Romanian Economic Environment



During April and May 2012, inflation recorded minimum historical rates, of 1.8%. Also at the end of Q2, inflation reached the lowest point of the interval target for the current year (2%).



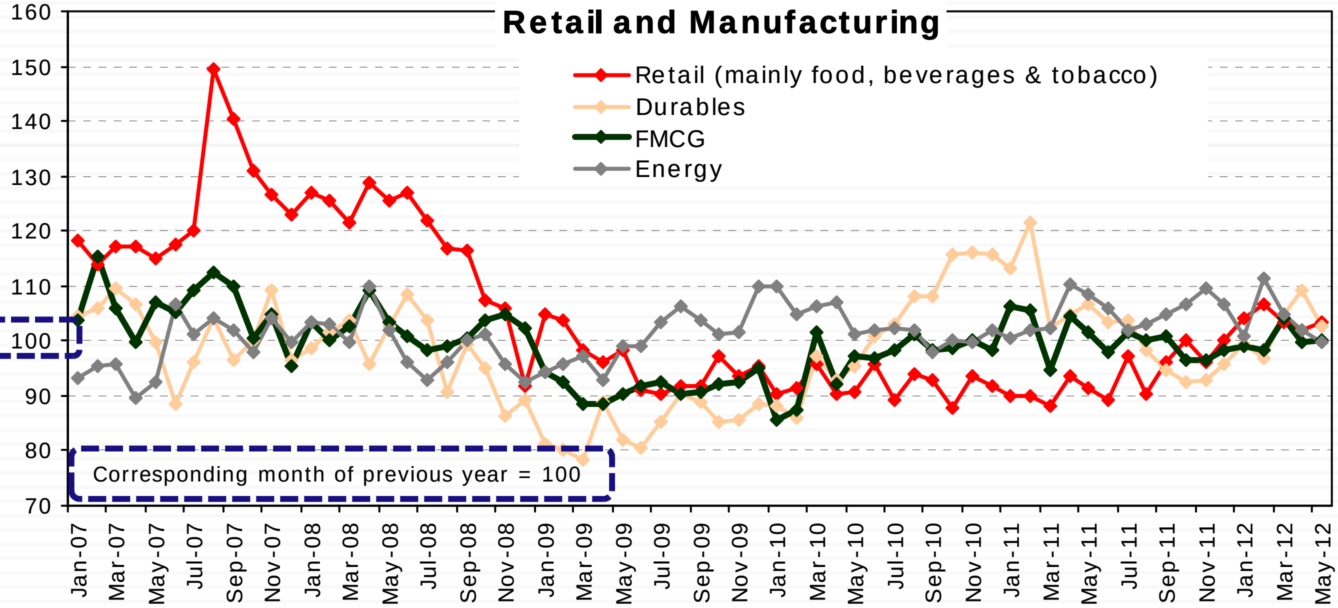
In July, the net average earning was of 1556 lei, showing an increase of 0.3% versus June 2012. As compared to July 2011, the net average earning recorded a growth of 5.8%.



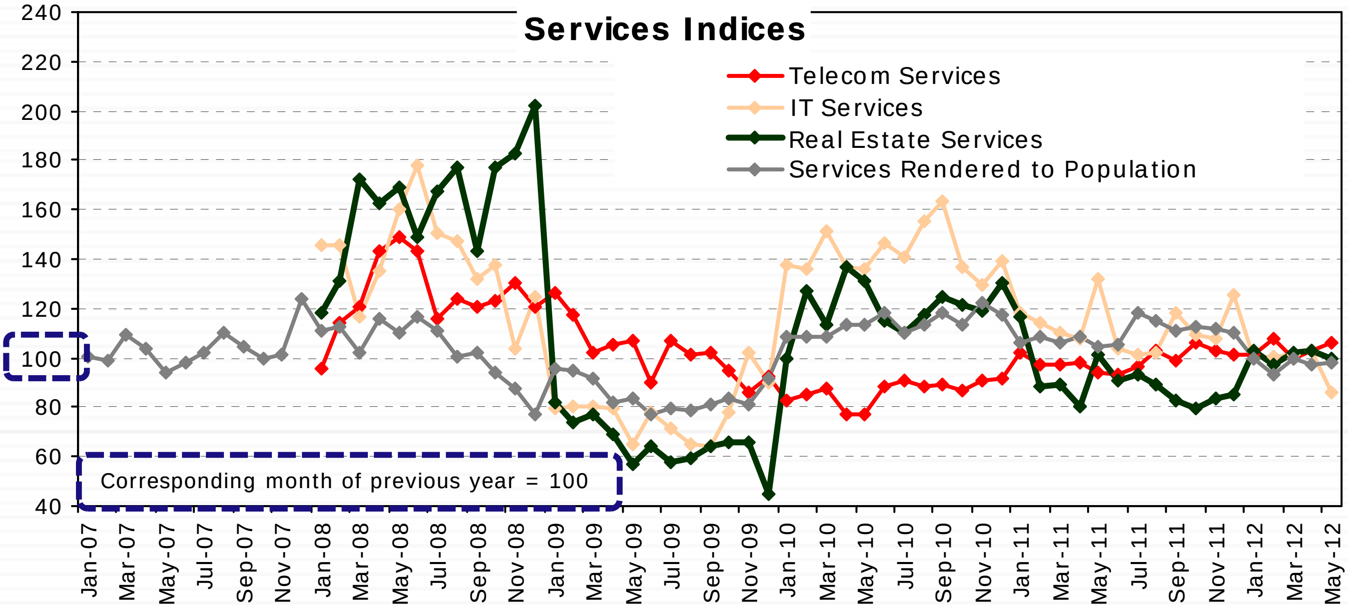
As compared to the end of the last year, unemployment level continues its decreasing trend, though at a very slow pace.

Source: INS

Romanian Economic Environment



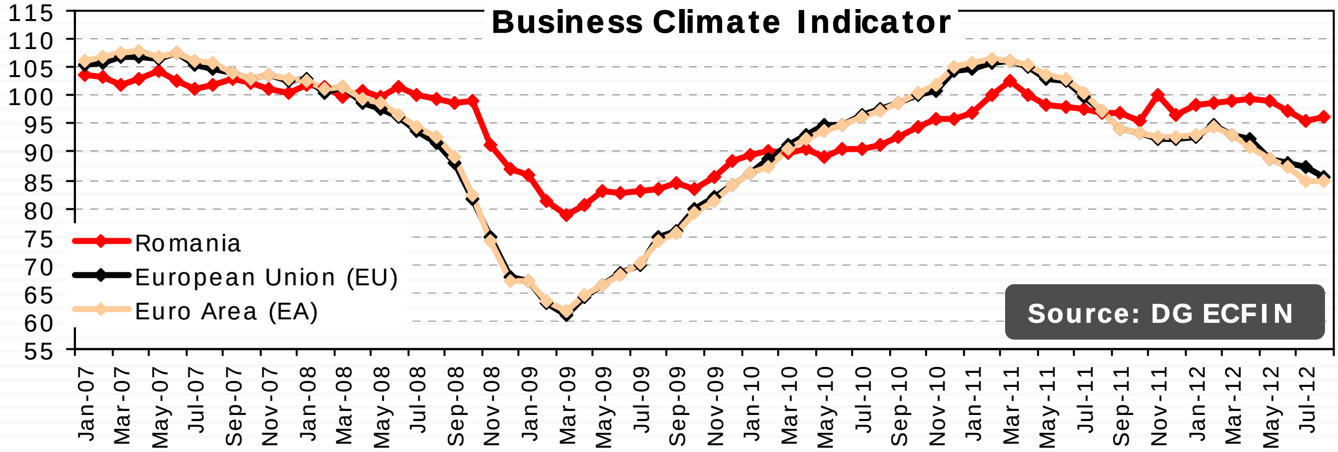
Noteworthy, Retail Sector is on a slow growing trend for the first time since the beginning of the crisis in 2008. Also, Durable Goods Sector showed a slight recovery as compared to previous months. In May 2012, Energy Industry recorded its lowest index since November 2010.



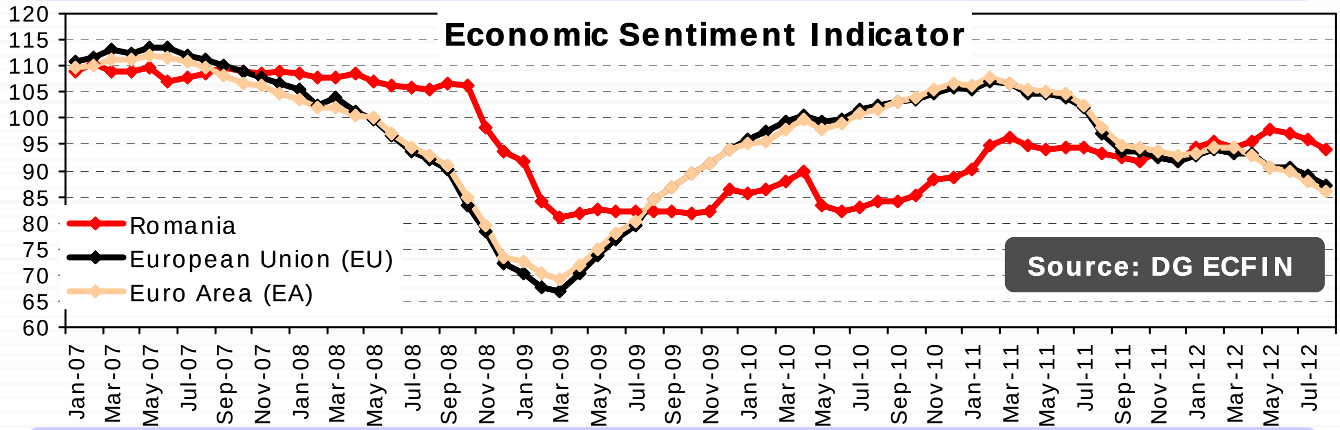
Telecom Services ceased their decreasing process since fall 2011, and the last months confirm this trend. After a period of growth, IT&C Services record negative results. Real Estate recorded a slow but stable recovery, and Services Rendered to Population are still below the numbers recorded last year.

Source: INS

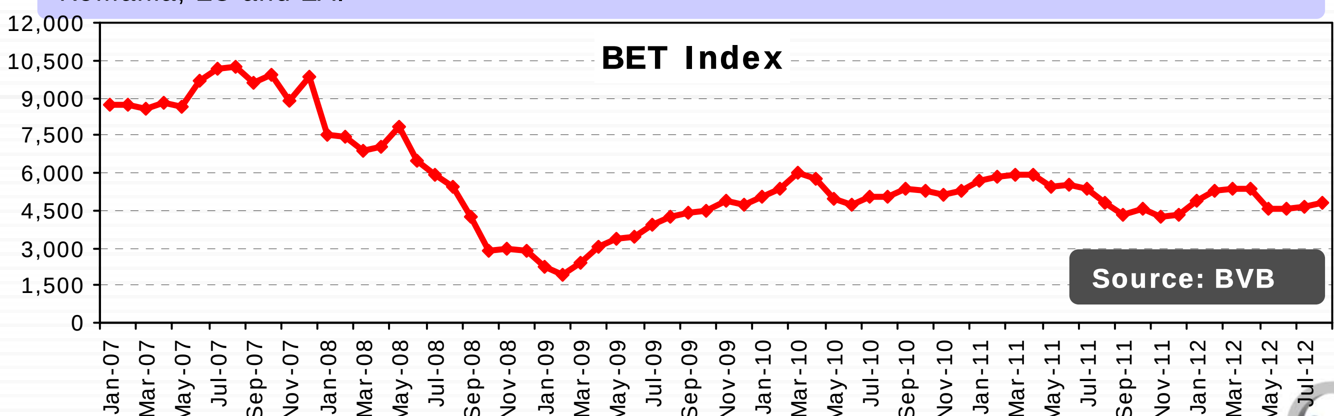
Economy Prospects



Romania, as the experience of the past years has proven, has a delay in synchronizing with the economic European context, and the highest discrepancy was seen at the beginning of 2009. The past months evolution of EU and EA suggests that a decreasing trend of Business climate may follow in Romania in the months to come.



The recovery seen by the EU and EA areas in ESI since mid 2009 until beginning of 2011 has not been followed in Romania. The most recent decreasing trends are similar for Romania, EU and EA.



The Romanian stock exchange is undecided since May 2010. **What to watch:** The index goes down, if it gets below the 4,500 line. Alternatively, the stock goes up if the index breaks through the 6,000 line.

double click to open

Featured Study

PriceSpan

Need to **understand new economical** context, and to **align prices** accordingly

Need to understand **predicted market changes**, in case of price restructuring for own products or for competitors

PriceSpan **Outputs**

- **Market simulations** of various scenarios: which would be the share of your product for a specific price offer
- Understand **importance of price** in decision making process
- Decide the **optimum price range**

Why Mercury Research?

First research company that has conducted a **conjoint study on the Romanian market**, in 1998.

Team trained at **international standards**: American Marketing Association Advanced School of Marketing Research - Experimental Design for Conjoint and Discrete Choice Modeling, Conjoint Analysis Seminar - Skim Software Division - Rotterdam, The Netherlands

Specialists in conjoint studies: using the most appropriate software for design, processing and simulation for pricing studies – **CBC/HB Advanced Module** from Sawtooth Software, with extended design capacity:

- Up to 30 attributes – allows testing of complex options for services
- Up to 254 levels / attribute – allows inclusion in the model of extended number of SKUs, to reproduce as close as possible the real life scenarios

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