



confident  
decisions

# NEWSLETTER

## Fall 2014

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# Mercury Research News

## The Global Tourism Monitor



Over 23,000 people in 26 countries participating in the Global Tourism Monitor have decided that Costa Rica is the most attractive travel destination. See how Romania ranks in 2014.

Check out [article](#)

## Small Retailers Survey 4<sup>th</sup> edition



With modern trade growing each year, small retailers need to constantly check their customers' needs. The fourth edition of the Small Retailers Survey has just been launched.

Check out [3rd edition results](#)

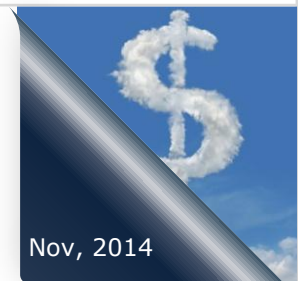
## StaffChoice @ Zilele BIZ



For managers' eyes only: new tricks for old dogs. Having engaged employees in 2014 is a different story versus 15 years ago.

Check out [video](#)

## Sales Building @ Zilele BIZ



Advertising cuts during hard times: how much is too much. Can a brand survive with no advertising for a year?

Check out [video](#)

## Cold-Cuts InfoKit



Cold-cuts heavy users: are they a different breed altogether or is this your next door neighbour?

Check out [video](#)

## Global Market Research New Member



Mercury Research welcomes neighbouring Bulgaria into the Global Market Research Association.

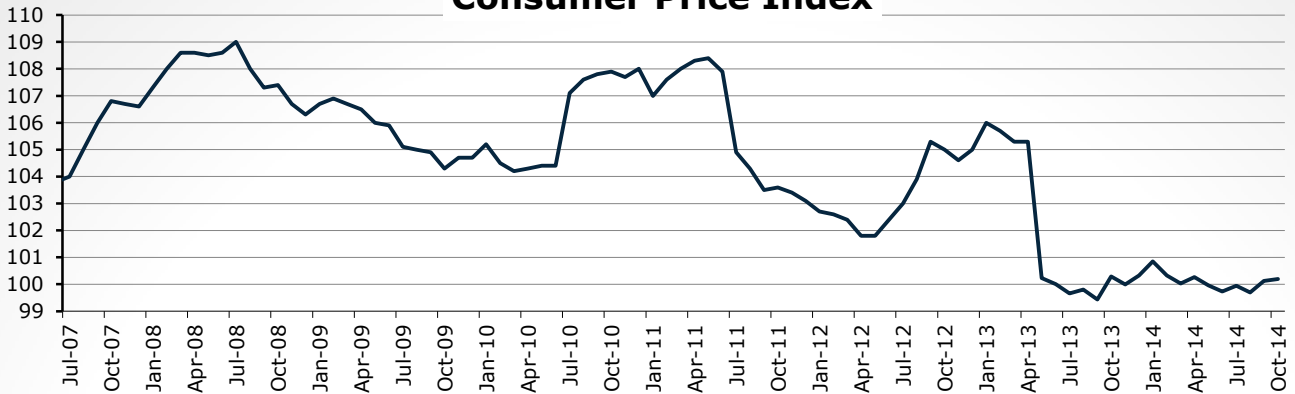
Check out [news](#)



# Romanian Economic Environment

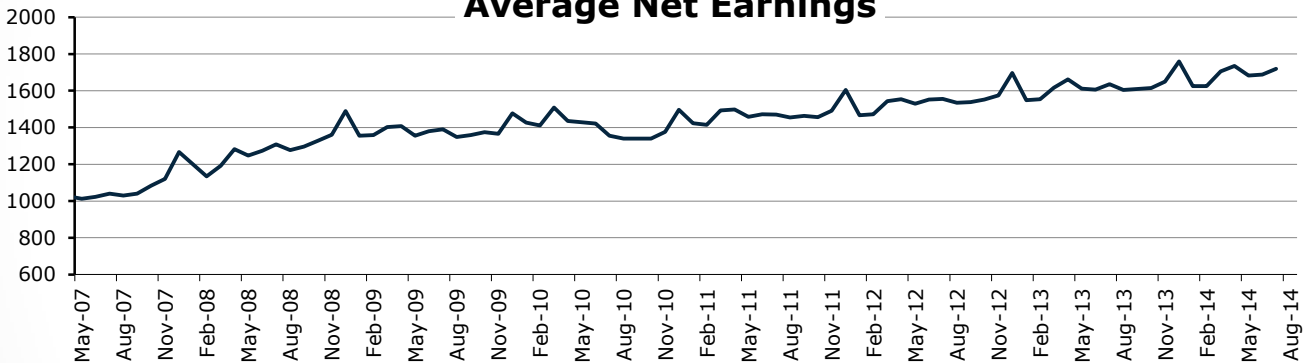
## Consumer Price Index

Source: INS



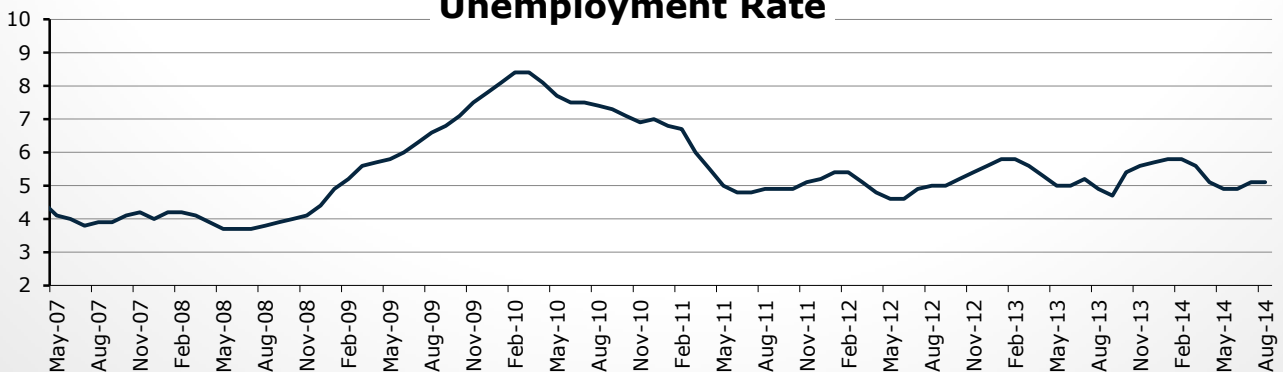
After four months of constant consumer prices and even deflation, autumn saw an increase of CPI with 0.12 points in September and 0.19 points in October. Higher prices for food and services were recorded in October.

## Average Net Earnings



The average net earnings continue the ascending trend, with higher peaks due to seasonal bonuses. Compared to August 2013, the average net nominal earnings increased by 4.9%.

## Unemployment Rate



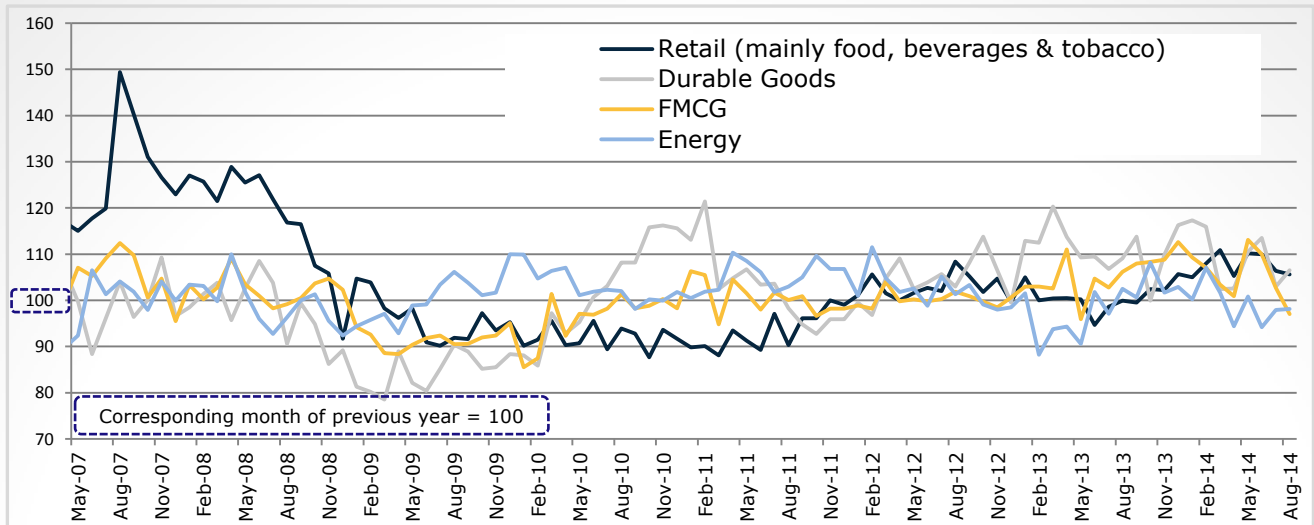
Unemployment rate remains relatively constant over the last months, slightly increasing in July and August, but still below the values registered at the end of the last year and the beginning of 2014.



# Romanian Economic Environment

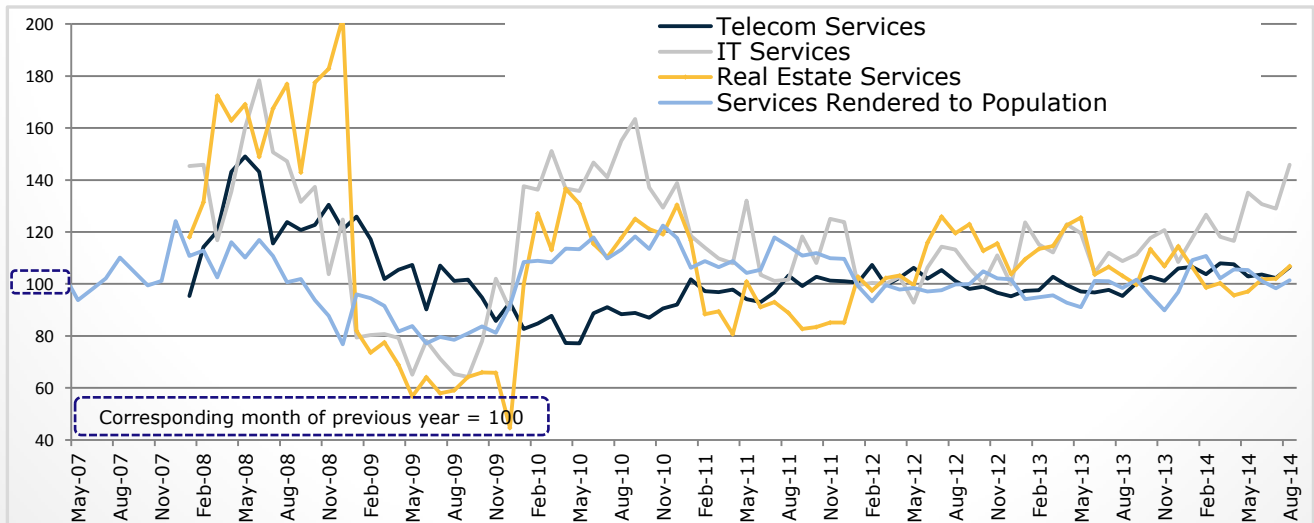
## Retail and Industry Indices

Source: INS



Over the last year, Retail has had an upward evolution, while Durable Goods and FMCG registered a fluctuating and rather decreasing trend. Due to seasonality, Energy Sector has showed a downward evolution during the warm months, and is expected to pick up in winter.

## Services Indices Turnover



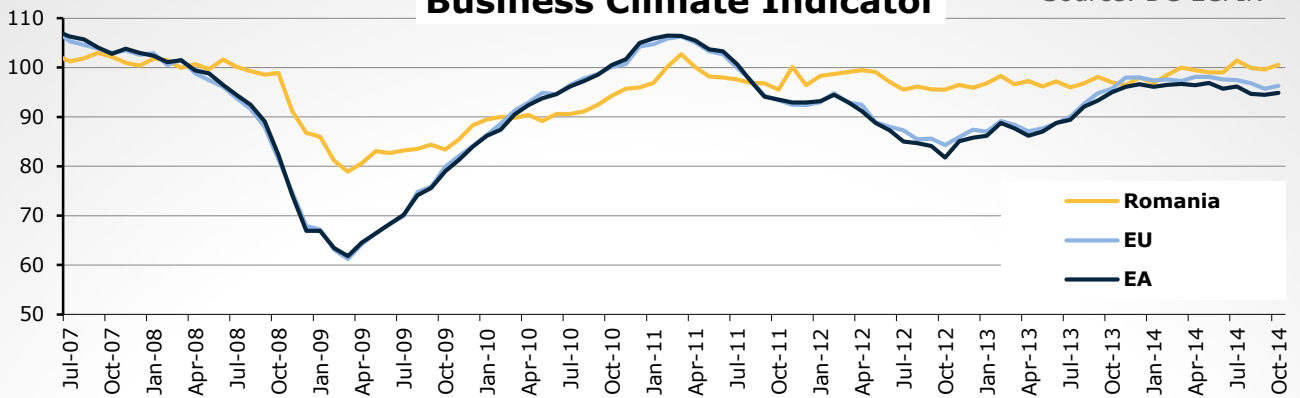
Out of all services industries, only IT Services have remarkable positive evolution over the past 1.5 years, reaching levels comparable with the end of 2010. Telecom Services have the most constant evolution, while both Real Estate and Services rendered to population record fluctuating trends.



# Economic Prospects

## Business Climate Indicator

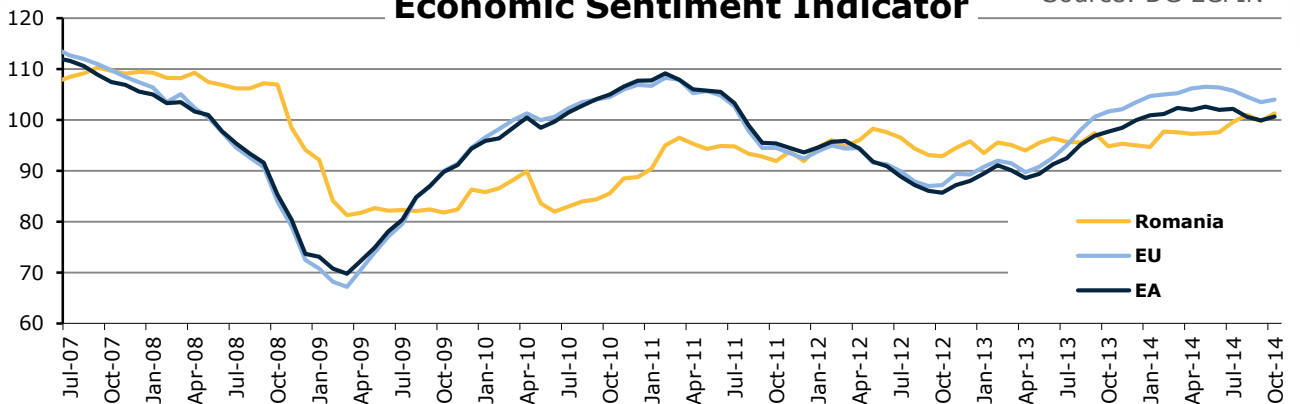
Source: DG ECFIN



While Romanian business climate seems rather optimistic, EU and EA appear more cautious, BCI remaining virtually unchanged.

## Economic Sentiment Indicator

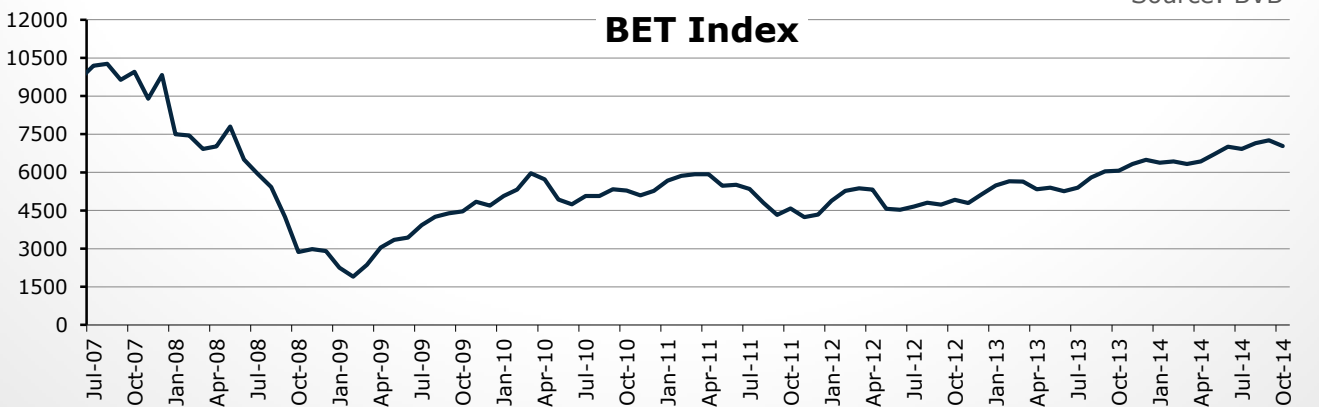
Source: DG ECFIN



The Economic Sentiment Indicator picked up in both the euro area and EU after several months of decline. In Romania, ESI increased in October by 1.5 points.

## BET Index

Source: BVB



Since August, the BET index continued its decreasing trend, but still remaining above the threshold of 7,000.



Info



# Featured Survey

## Sales Building 2014

Unique tool on the Romanian market to gauge the impact of each media channel on a brand's sales



- > How efficient are advertisers in their media spending?
- > How much is 1 LEU spent on TV worth versus Radio or the Internet?
- > Does Print matter any longer in the mix?
- > Is the Internet the new wonder child of advertising?
- > How much can your brand live without advertising?

660 brands across 32 categories analysed  
Trends between 2012 and 2014

**One year without advertising could decrease sales with 40% to 60%**

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