September 2013

Geo Strategies & Experian have released the
Mosaic and Micromarketer 2013 Update

Mosaic is Experian's market leading people classification and is used by thousands of commercial, governmental and not-for-profit organisations world-wide to gain insight into markets, behaviours and lifestyles. Mosaic Romania is used in the commercial sector to segment, analyse and target markets at street segment and postcode level. It is used as a key tool in targeted marketing e.g. for relevant communication with customers and prospects communication, appropriate prospect recruitment, local marketing and branch network planning.

Micromarketer Romania 2013 provides access to the very latest in integrated geographical analysis technology built on Geo Strategies' most comprehensive and detailed information on the Romanian market: consumer demographics, local area data, retail information, analysis areas and granular digital mapping. Micromarketer is being used by brands to broaden and deepen their business intelligence and targeting capabilities. It has also under-pinned the audit, re-planning and deployment of major retail chains.

This new release reveals deep insights on four major trends in the Romanian society:

- Geo-demographic characteristics of Generation Y
- Links between areas of urban growth, segments and propensity for emigration
- Resilience and distribution of the 'power-house' age groups
- Alarming ageing clusters.

The most significant fact revealed by this latest update is the substantial reduction in population counts (already reported widely) but, more particularly, the specific reduction in Mosaic Group C & D based on the **emigration of the young, educated middle class and also of skilled artisans.**

On the other hand, **the higher socio-demographic groups (the more mature high achievers) are altogether more stable.** In essence, those on higher incomes in Groups A & B – and more importantly, the decision-makers are more stable in Romania.

Overall, it is apparent that in effect, **the average levels of education attainment are decreasing** as a significant section of the educated youth continue to move elsewhere.

Mosaic tracks and reports on demographic trends at postcode level: this almost means for individual blocks in e.g. Bucharest and other major urban areas.

What do the 2013 Updates mean for government and for brands?

Note: It is first important to remember that Mosaic is not based on market research of a selected group: it is based on the census and other variables (300 in all) and covers the stable population in every locality in the whole country.

Generation Y geo-demographics

This year's updates highlight the clusters of 15-30 years old and the penetration of each of the socio-economic segments in these clusters at both county and street level. Important local data on the emigration aspirations strengthen the insight. This integrated information enables brands to understand and reach their targets in a more relevant and measurable manner: fundamentally, with Mosaic and Micromarketer these clusters are identified and measured accurately.

Urban growth correlates with education, but also with emigration aspirations

Mosaic and Micromarketer support brands to identify vital clusters for growth by education and spending power irrespective of age. When combined with internal data, more accurate customer profiles can be generated and further cost-efficiencies are realised.

The 'power-house' population in key locations

Mosaic coding and segmentation enables a more structured and comprehensive understanding of the socio-economic 'fabric' of the working age population who represent the economic power. The result of the segmentation offers an objective image of the potential for development for each brand, irrespective of the industry they belong to. Not all localities with high numbers of working age population should be desired, at all costs, by every brand; certain segments must be retained at all costs, others are excellent for cross-sell and up-sell. Mosaic and Micromarketer help with the fine tuning of a customer strategy.

Understanding the geo-demographics of emigrants

'Birds of a feather flock together' is similarly true in the case of emigrants. Knowing the segments 'at risk' enables both government and brands to engage in a sustainable dialogue with them. News is not always bad as the segments with high propensity for emigration tend also to be strong influencers on various channels and are likely to become brand advocates, wherever they chose to live.

Summary

Recent product take-up highlights an increasing contingent of organisations with changing attitudes towards data driven insight based on the use of internal data (i.e. of their own brand) when they are enriched and operationalised with external data (Mosaic and Micromarketer Romania). These organisations adjust more responsibly their product developments and offerings to the changing spatial socio-demographic and economic trends.

This year's updates are drawn from an extended range of data sources and proprietary information for the population of Romania to generate an updated understanding of the value of both customer segments and local areas in Romania. This supports customer engagement programs and better business results.

The 2013 update includes also a new Mosaic Romania e-Handbook with updated imagery and over 70 lines of lifestyle data items.

Further, value-added developments

As part of their commitment to the Romanian market and in addition to Mosaic and Micromarketer, Geo Strategies has developed new, comprehensive, fact-based information products centred around **Wealth and Lifestyle indicators**. This enables an actionable segmentation which is linked to official data and is usable for any area in Romania.

They also provide **SMARTaddress**, a contact address data cleansing and geocoding service to standardise and geocode corporate address databases; the results contribute to adding value in CRM, Data Warehouses and the generation of Single Customer View for Business Intelligence applications and related activities.

Cross-channel marketing (CCMP) is a cloud-based software platform for brands to manage customer communication, irrespective of the channel they prefer. This is used for campaign management and real-time communication.

Daniela Florea, CEO Geo Strategies (also Experian Marketing Services for Romania) says:

"Mosaic and Micromarketer Romania are at their 7th annual update; this re-confirms the strategic role these information tools have for our customers – from a better understanding of their own clients, to selecting the relevant communication channels for their clients, and identifying and measuring potential areas using a unique 'currency'..

The 2013 updates are the product of a continuous development programme and represents a major investment by Geo Strategies and Experian.

Intelligent Romanian businesses who make the most of both internal & external data (from Mosaic & Micromarketer) have truly unlocked the potential for enhanced business analysis and creating value for those consumers they serve and with whom they develop stronger relationships."

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