

## CONSIDERATIONS REGARDING THE MOST IMPORTANT 50 ROMANIAN BRANDS

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### Abstract

*This paper has proposed an analysis of the most powerful Romanian brands, according to a study conducted by Unlock Market Research in September 2010. In this sense, we undertook a statistical processing of the data presented in the study, to analyze the distribution of the main areas of the most powerful Romanian brands. Our results showed that the most successful brands belong to different Romanian food branches, in that they represent secondary and tertiary processing products of raw materials, derived from agriculture or zootechnics. The number of industrial products brands is relatively small (9, representing 18% of total), the associated trade mark services sector is dominated by banks, representing 10% of the total marks. 16% of successful brands belong to Romanian mass-media. Also, best valued branch in the top is the alcoholic beverages one. The most brands in top 50, concerning alcoholic beverages, were valued in the top half of the ranking.*

**Key words:** Romania, top brand

### INTRODUCTION

The transition to a market economy was a crucial challenge for Romanian trademarks. A Synovate study from 2005 reveals that in the 10 brands top of notoriety on the Romanian market, there is no local brand [2].

In the top of Romanian brands notoriety, more than 50% were brands created before 1989, like Dacia, BCR and CEC Arctic.

Lack of investment in marketing and also in the western brand competitors, which are the exponents of modern technologies, oriented to quality, has made that a number of well known brands will no longer be on the market: Brifcor juices and Quick Cola, cigarettes Carpathian, Snagov and Marasesti, Drăgășani sneakers, cars Olcit or Lastun.

Even Romanian brands that have survived the transition, were practically relaunched after successful privatization in 2000: Dacia (acquired by Renault), Arctic (acquired by

Arcelik), BCR (Erste Bank) Dero (Unilever), Ursus (1996, South African Breweries).

A 2011 study conducted by Gemius and Evensys companies, concerning Romanian internet users, aged between 18 and 45 years, concluded that the Romanian brands image was enriched from a few years ago. Thus, the criteria defining a brand's online presence, are in order of importance:

- informations about its products / services and contact data available online (42%);
- image online (website, banners, graphic design) (41%);
- the possibility that its products or services to be purchased on the internet (31%);
- online communication with its customers through more ways (blogs, newsletters, social networks) (27%);
- intensive online promotion (25%);
- intense discussions on blogs, social networks, forums, (14%).

In the eyes of Romanians a successful brand is defined by:

- high quality product / service (66%);
- fact that is well known (37%);
- holds products / services, very well sold (32%);
- it differs from other brands (23%);
- products are innovative (20%);
- has a lot of fans (5%) [4].

In September 2010, Unlock Market Research published the study entitled "*Top 50 Romanian brands stronger*". The study aimed to measure the "power" of the Romanian brands, considering the trust and affection given by consumers [5].

The study revealed the general characteristics of strong Romanian brands: pride, popularity / opening, success, ambition / determination, confidence and affiliation.

The results ranged the successful Romanian brands in 5 classes: strong brands ("model", efficient and loved), loved brands (consumers are emotionally attached, but without significant functional performance), efficient brands (providing quality products / service, but less emotionally involving consumers; the consumers respect them, but do not love them), brands with potential (which still strengthens their market position, having potential to become loved, efficient or strong) and latent brands (strong, but stands less in terms of efficiency and customer affectivity).

In the category of strong brands, the study included: Borsec, Dacia, PRO TV, Dorna, Izvorul minunilor, Poiana, Timișoreana Cotnari, Bergenbier BCR, Ursus, Murfatlar.

In the category of loved brands, was included the brand Bucegi beer, that does not excel in quality, but still manage to maintain popular, being economically active.

Efficient brands revealed by the study were: Libertatea, Kiss FM, Transilvania bank, Antena 1, Cristim, Pate Sibiu, Napolact, Romtelecom and Rom [5].

The category of brands with potential was the largest, namely: Ciucaș, Ciuc, Pate Bucegi, Farmec, Arctic, Frutti Fresh, CEC, TVR 1, Radio Zu, Biborteni, Zuzu, Mobexpert, Primola etc.

Dorna was the only brand listed as latent, while BRD was listed as efficient brand. In terms of their evolution over time,

Romanian brands have been grouped into four categories:

- residual brands (with a glorious past, characterized by a high emotional value, but which do not record outstanding performance): Plafar, Doina, Nufărul;
- dominant brands (confirmed by consumers through image and value): Ursus, Bergenbier, Murfatlar, Cotnari, BCR, BRD, Kiss FM, Borsec, Dacia, Dorna, Izvorul Minunilor, Timișoreana, PRO TV;
- emerging brands, being residual (with a "glorious past", revitalized and adapted to the current marketing environment, but which need time to stay strong): CEC, Farmec, Ciucaș, Dero, Magura, Napolact, Pate Sibiu, Romtelecom, Bucegi, Arctic, Petrom, Rom;
- emerging brands, young: Zuzu, Savana, Radio Zu.

The study also revealed that there are four factors that differentiate the image of the strongest Romanian brands: pride (PRO TV, Borsec, BRD, Ursus), trust (Poiana, Ursus, Cristim, Dorna, Murfatlar, Dacia, Romtelecom), ambition (PRO TV) and popularity (Poiana, Cotnari Bergenbier Timișoreana, Izvorul Minunilor, Dacia).

## MATERIALS AND METHODS

This study used data from Unlock Market Research analysis made in September 2010, embodied in a top of the most powerful Romanian brands (Table 1).

To assess the top 50 Romanian brands we have analyzed the distribution between the main benchmark areas. Thus, we used the following statistical indicators: the arithmetic mean of seats held by the brands in the reference area (X), standard deviation (s), coefficient of variation (V) and the mean square (Xp).

We considered that the main evaluation criterion of benchmark areas is the mean square (Xp), because it values more the brands classified at the bottom of the ranking and provides a clearer picture of the importance of a benchmark areas against another, in the whole ranking.

Thus, lower values of the mean square reflect fields that include better placed brands in the top.

Table 1. Top 50 - most powerful Romanian brands (Unlock Market Research, September 2010) [6]

Place	Brand	Place	Brand	Place	Brand
1	Borsec	18	Cristim	35	Biborțeni
2	Dacia	19	Napolact	36	Radio 21
3	PRO TV	20	Rom-telecom	37	Zuzu
4	Dorna	21	La Dorna	38	Prima TV
5	Poiana	22	Rom	39	CEC
6	Timișoreana	23	Bucegi	40	Petrom
7	Izvorul minunilor	24	Frutti Fresh	41	Kandia
8	Cotnari	25	Pate Bucegi	42	Poiana Negri
9	Ursus	26	Arctic	43	Perla Harghitei
10	BCR	27	Farmec	44	Covalact
11	Murfatlar	28	TVR 1	45	Mobexpert
12	Bergenbier	29	Radio ZU	46	Savana
13	KISS FM	30	Libertatea	47	Primola
14	BRD	31	Ciucaș	48	Laura
15	Antena 1	32	Ciuc	49	Magura
16	Pate Sibiu	33	Gerovital		
17	Banca Transilvania	34	Dero	50	Elmiplant

## RESULTS AND DISCUSSIONS

First top 50 Romanian brands, reflects the characteristics of the Romanian economy and the consumer trends.

As shown in figure 1, the most successful brands belong to different Romanian food branches, in that they represent secondary and tertiary processing products of raw materials, derived from agriculture or zootechnics.

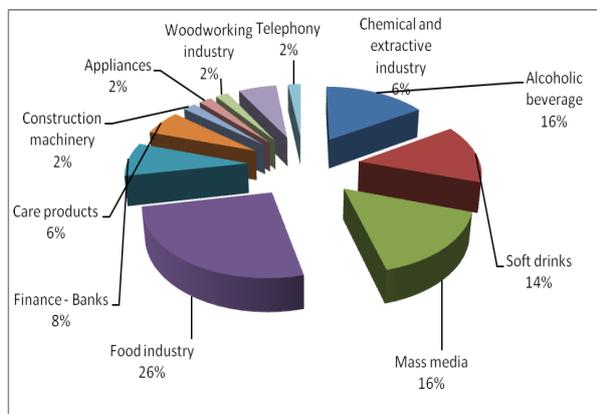


Figure 1. Structure of the strongest 50 successful Romanian brands, in the branches they operate

The number of industrial products brands is relatively small (9, representing 18% of total), the associated trade mark services sector is dominated by banks, representing 10% of the total marks. 16% of successful brands belong to Romanian mass-media.

The large number of brands in the food industry, alcoholic beverages and refreshments are correlated with the consumption spending of population, in the period of the study. According to data from the National Statistics Institute, in the second quarter of 2010, 49.1% out of total population expenses, were allocated to food products, soft drinks (41.4%), alcoholic beverages and tobacco (7.7%) [7].

Table 2 presents the variability estimators for the reference areas, starting from the 50 successful Romanian brands top.

Table 2. Variability estimators for the Romanian strongest 50 brands, in different branches

Reference range	No. of brands	X ± s	V (%)	X <sub>p</sub>
Alcoholic beverages	8	16,50 ± 10,56	64,05	370,00
Soft drinks	7	22,29 ± 18,27	81,98	782,86
Mass Media	8	24,00 ± 12,30	51,27	708,50
Food industry	13	30,15 ± 14,71	48,77	1108,92
Finance - Banks	4	20,00 ± 12,99	64,93	526,50
Care products	3	36,67 ± 11,93	32,54	1439,33
Chemical and extractive industry	3	40,00 ± 6,00	15,00	1624,00
Construction machinery	1	2	-	-
Manufacturing household appliances	1	26	-	-
Woodworking industry	1	45	-	-
Telephony	1	20	-	-

Table 2 shows that the best valued field is that of alcoholic beverages. Most brands of alcoholic beverages in the top 50 were placed in the top half of the ranking.

Follow financial - banking, where three quarters of the top 50 successful brands are among the first 20 places. Field of media institutions ranks three, with a value of the mean square close to those of soft drinks field. Trademarks media institutions are better consolidated in top, this field having less variability.

Food industry, best represented as number of brands, occupies only the fifth position.

Care products, chemical and extractive industry, occupy the last places in the ranking, but with the lowest variability. This is because are included compact placed brands, in the end of the 50 ranking of successful Romanian brands.

Results are not random and can be correlated to some extent with the distribution of marketing budgets on the Romanian market.

According to a study by Linea Directa Communications in 2009, on a sample of 250 companies in the areas of: IT, finance, FMCG, pharma, telecommunications, auto, tourism and energy sector, the largest marketing budgets were allocated to companies in the FMCG, pharma and banking fields. In the opposite pole, stood companies operating in the energy, auto, tourism and IT [1]. Given that 70% of FMCG products market was monopolized by food and beverages industry (MEMRB study in 2009), it appears that Romanian brands performance reflects significant the marketing expenses made for it [3,8].

Another argument is offered by the ranking of the major companies which operate on the market of FMCG goods in Romania, ranking in which the companies having successful brands occupy important positions.

## CONCLUSIONS

1. The structure of Top 50 Romanian brands, faithfully reflects the characteristics of the Romanian economy and the population consumption trends. Most Romanian successful brands belong to agri supply, a situation that can be correlated with the structure of population consumption expenses, in the period of the study.

2. The best capitalized is the field of alcoholic beverages, followed by the banking sector. Most brands of alcoholic beverages in the top 50 were placed in the first half of the ranking and 3/4 of the successful brands in the banking sector were ranked in the first 20 places.

3. The field of food industry, best represented as number of brands in top 50, occupies only the fifth position.

4. Trends concerning the distribution of areas in which activate the most important Romanian brands, correlate with the marketing budgets distribution on the Romanian market.

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