

Can Romanian Brands compete globally?

I



Marketing

I



Romania

I



Phenomena

Successful International Brand requirements:

1) Talent/Quality

2) Energy/Sustainability

3) People

- ✓ Management and passion

- ✓ Partners

- ✓ Suppliers

Successful International Brand requirements:

4) Marcomms, Managing media/Social media initiatives

5) New Product Development and Determination

6) Luck

7) *One more ingredient*

Inna's Check List

1) Talent

Talent: Started voice coaching at age of 8.

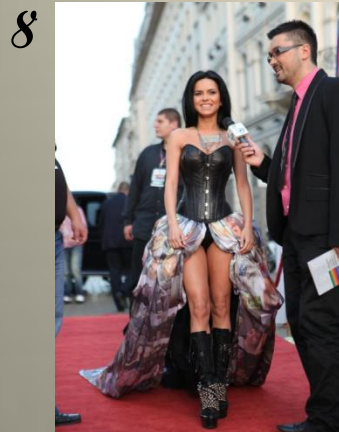
Can she sing?

2) Energy/Sustainability

✓ On average, 12 concerts in 12 different countries per month, 200 concerts around the world:

✓ Interviews post event, promos (TV and Radio)

Typical day in Inna's life



Inna's Check List

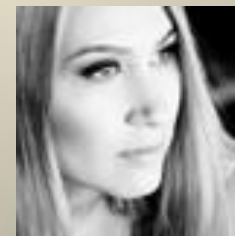
3) People

✓ Original core team

✓ Partners

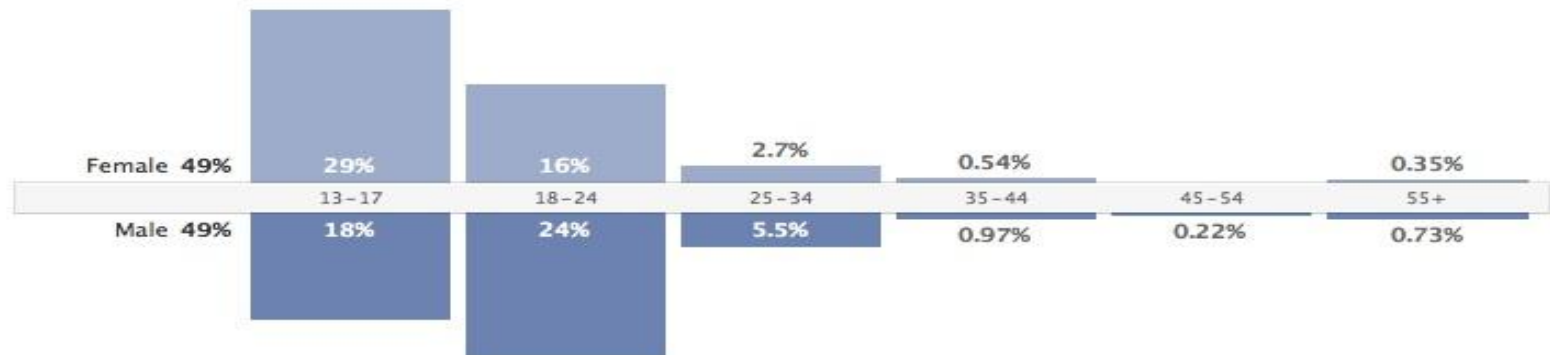


✓ Suppliers



4) Marcomms, Managing media/Social media initiatives

Gender and Age[?]



Countries[?]

390,561	Turkey
321,171	France
107,082	Romania
92,605	Greece
83,823	Morocco
75,731	Tunisia
68,557	Serbia
66,989	Slovakia
60,536	Bulgaria
55,470	Hungary
54,655	Italy
53,208	Czech Republic
49,340	Germany
48,111	Algeria
39,377	United States
36,817	Mexico
29,856	Spain
29,185	United Kingdom
28,016	Belgium
Less	

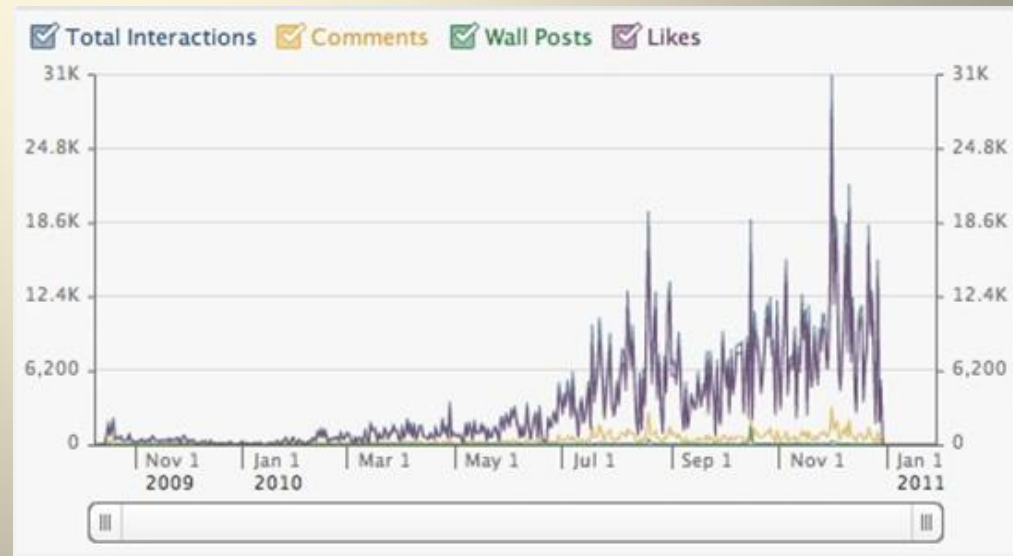
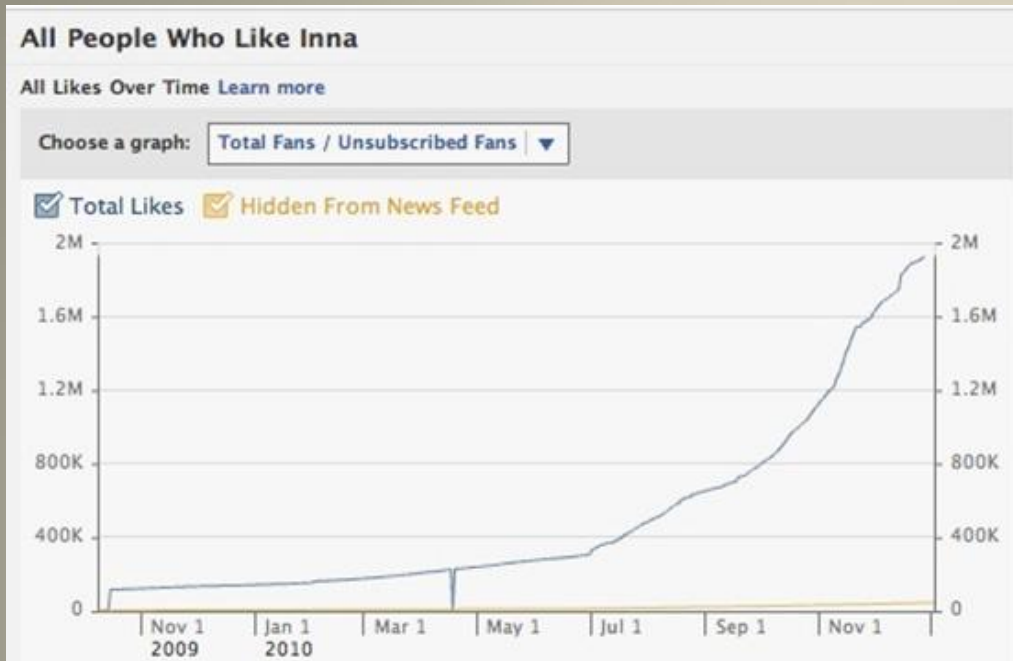
Cities[?]

192,820	Istanbul
130,419	Ankara
73,576	Tunis
65,929	Athens
60,016	Paris
53,614	Boulogne-billancourt
49,323	Bratislava
47,599	Algiers
40,708	Rabat
36,298	Sofia
31,569	Budapest
29,371	Casablanca
28,082	Mexico City
27,324	Prague
23,550	Rome
19,994	Madrid
18,911	Izmir
18,720	Giza
18,578	Skopje
Less	

Language[?]





544,305	French (France)
391,228	Turkish
204,294	English (US)
82,161	Greek
73,791	Romanian
62,396	Hungarian
60,860	Slovak
More	


4) Marcomms, Managing media/Social media initiatives








Facebook Statistics as of February, 1st 2011

Facebook (as of today... 3,765,240 fans)





facebook    Search 



Inna
Musician/Band · Bucharest, Romania





Wall Inna · Everyone (Most Recent)


Share:  Post  Photo  Link  Video


Write something...


Wall


 Info


 Friend Activity (1+)

 Tour Dates

 Mailing List

 Videos


 BandPage

 Photos


3,765,240
like this

139,870
talking about this

Likes See All



Inna
Jeudi 10 Nov @ O'Klub Tours - France! See youuuu!



More fans than:

- Gwen Stefani - 2,979,560 fans
- Nicole Scherzinger - 1,967,472 fans
- Nelly Furtado - 2,093,407 fans

Twitter Today




INNA 

@inna_ro Bucharest, Romania

INNA's Official Twitter. Updates from her team, website and INNA herself!

<http://www.innaofficial.com>

 Follow

 Text follow **inna_ro** to **40404** in **the United States**

Tweets

Favorites

Following

Followers

Lists ▾



inna_ro INNA

@MarclovesInna You didn't ask for a t-shirt ... You just told me about the kidssss :(

13 hours ago



inna_ro INNA

@Luizito_inna_ro and the last one for tonight is hereeee!

13 hours ago



inna_ro INNA

@innafan_chaakOn Congrats!!

13 hours ago



About **@inna_ro**

5,179

Tweets

1,376

Following

128,212

Followers

2,138

Listed

4) Marcomms, Managing media/Social media initiatives

Facebook pages

- ✓ Inna
- ✓ Inna Daily
- ✓ Inna France
- ✓ Inna Italy
- ✓ Inna Official Serbian Fan Club
- ✓ Inna Mexico
- ✓ Inna Belgium
- ✓ Inna Poland
- ✓ Inna en Argentina
- ✓ Inna Chile
- ✓ Inna Macedonia
- ✓ Inna Russia
- ✓ Inna Bosnia and Herzegovina
- ✓ Inna Romania.com

Twitter

- ✓ Inna
- ✓ Inna Daily

Inna's YouTube Channel



InnaRomania

Subscribe

[Add as Friend](#) |
[Block User](#) |
[Send Message](#)

Profile

Name: Elena Alexandra
Channel Views: 4,186,258
Total Upload Views: 144,469,120
Style: Dance
Age: 25
Joined: May 19, 2009
Latest Activity: May 19, 2009
Subscribers: 90,723
Website: <http://www.inna.ro/>

Connect with INNA

Facebook
<http://www.facebook.com/Inna>

Twitter
http://twitter.com/inna_ro

Subscribers (90723)



miksaceek



kuncyyyka07



HardcoreS...



corgi980307



Cboules2lov



MysteryBoyOU



AGENTMARUSY
A

[see all](#)

Channel Comments (6086)

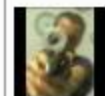
[Refresh](#)



2010magicboy (1 hour ago)

HEY IM NEW BOY AND I LOVE YOU INNA because YOU ARE BEAUTIFUL AND NICE
LOVER LIKE ME!

Spam



TALEPAN1 (3 hours ago)

^_^

Spam



unovertv (4 hours ago)

:D

Spam



MrPojkdf (12 hours ago)

FOR FRANCE, OF COURSE!

Spam



MrPojkdf (12 hours ago)

Spam

You Tube views



HOT (official) -
52,198,083
views

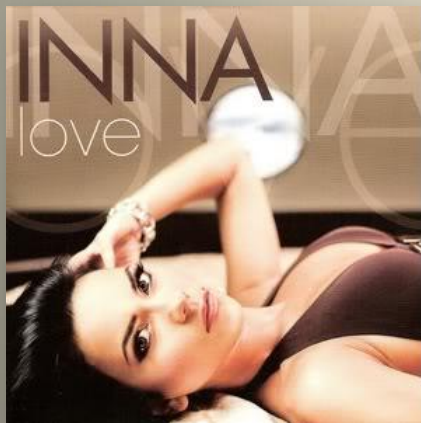
AMAZING -
49,163,768
views



DÉJÀ VU -
43,367,277
views

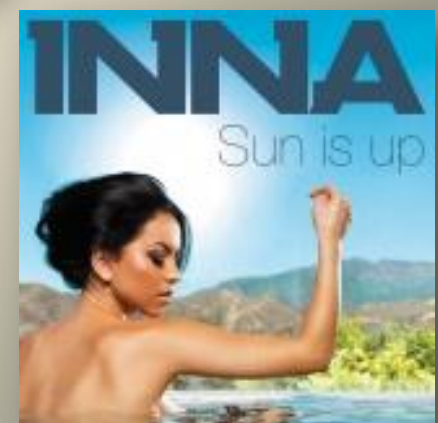


10 MINUTES -
28,899,267
views



LOVE -
27,017,143
views

SUN IS UP -
26,297,022
views



Classic, yet effective MarComms



Endorsements



Am nevoie de tine!

Da, doar de tine, de pe Internet
direct în următorul meu videoclip.
Cum? E foarte ușor!

Descarcă acum Internet Explorer 9
și vino alături de mine pe platoul de filmare!

 Windows® Internet
Explorer 9

Endorsements



Chronology of success of a Romanian Brand: 2008

**Inna –
nickname
from her
grandfather**

**2007 Inna
meets Play
& Win**

**“HOT”
single
released in
2008**



**Before media picked the
song, video already
gained tens of
thousands views on
YouTube - *unusual for
an unknown artist.***

Chronology of success of a Romanian Brand: 2009

“INNA fever” soon spread all over Europe, the single (HOT) receiving airplay in:

Russia

Poland

Slovakia

Bulgaria

Greece

Serbia

Belgium

Netherlands

List of countries continues to grow

TOP DANCE/ELECTRONIC ALBUMS				HOT DANCE AIRPLAY			
ON CHART	ARTIST	TITLE	WEEKS ON CHART	ON CHART	ARTIST	TITLE	WEEKS ON CHART
1	LADY GAGA	THE FAME	3	1	INNA	HOT	3
2	LADY GAGA	THE FAME	2	2	TIK TOK	KESHA KASZ MONEY	5
3	OWI CITY	OCEAN EYES	1	3	HANG ON	PLUMB	11
4	3OH!3	WANT PHOTO FINISH	4	4	3	BRITNEY SPEARS JIVE	8
5	LMFAO	PARTY ROCK PART 2	11	5	EVERY MORNING	RASSHUNTER	10
6	DAVID GUETTA	ONE LOVE	5	6	BAD ROMANCE	LADY GAGA	4
7	VARIOUS ARTISTS	NOW THAT'S WHAT I CALL CLUB MUSIC	6	7	SEXY CHICK	DAVID GUETTA FEATURING AKON	18
8	BEYONCE	IRIS	13	8	FIGHT FOR YOU	MORGAN PAGE	12
9	IMOGEN HEAP	ELLIPSE	7	9	I WILL BE HERE	TIESTO & SNEAKY SOUND SYSTEM	16
10	VARIOUS ARTISTS	NOW THAT'S WHAT I CALL CLUB MUSIC	15	10	HARD	RHIANNA FEATURING JESSE	2
11	SOUNDTRACK	SUMMERS	9	11	ONE LOVE	DAVID GUETTA FEATURING ESTELLE	4
12	TIESTO	MALEFICENT	12	12	SMOKE	JESSIE J	10
13	VARIOUS ARTISTS	JUST DANCE 2	8	13	KISS ME BACK	KIM SOZZI	14
14	FAMILY FORCE 5	FAMILY FORCE 5 S CHRISTMAS PRESENT	10	14	SAD SONG	BLAKE LEWIS	12
15	LA ROUX	A PROUD LIFE	17	15	GHOSTS 'N STUFF	BEARMA	8

Chronology of success of a Romanian Brand: 2009

“LOVE”
2nd hit

April 15, 2009
contract with
Ultra Records

3rd single
“DEJA VU”
with DJ
Bob Taylor

“HOT” in
Spain hits
Platinum

“AMAZING”
#1 where
“HOT” was
already a big
hit



2009
“Best
Romanian
Act” award at
MTV EMA
Berlin

Chronology of success of a Romanian Brand: 2010

"10 Minutes"
new album
and single

July 2010,
400.000
Facebook
fans

"Sun Is Up" 5th
top 10 single
and 2nd highest
charting single
of her career

"Sun Is Up"
top spot in
Bulgaria, #3
in Russia

"10 Minutes"
new album
and single

2 Million
Facebook
fans

Inna became
one of the
most beloved
singers in
France

2010
"Best
Romanian
Act" award at
MTV EMA



Chronology of success of a Romanian Brand: 2010

**“Sun is Up”
Best dance
track of
Europe at
Eurodanceweb
Award 2010**

**“10 Minutes”
peaked #8 in
France, Inna’s
4th consecutive
top 10 debut**

**“International
Revelation of
the Year”
nominee at
NRJ Music
Awards**



Chronology of success of a Romanian Brand: 2011



**Q1 2011, first official
tour, through France
(9 cities), Spain,
Germany, Turkey,
Lebanon and
Romania.**



More milestones...

➤ 3 million singles

➤ 500,000 albums

➤ 80,000 Fans on Web site Newsletter



7) *One more ingredient*

7) Pride



Deci...

Fii Mandru Ca Esti Roman!

Mexico Moment of Truth



<http://www.youtube.com/watch?v=hUMLYdPQpgc>

(3:05-3:54)

**Can Romanian Brands
compete globally?**

Just ask Inna...

Renaud is Romania's leading Marketing and strategy consultancy

Areas of expertise:
Marketing Coaching
Strategic plans
Innovation

Our clients:



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Thank you