



PUBLICIS

Adapting to Change

Lorand Balint – Strategy Director



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PUBLICIS



**Very, Very
Fast**

**Very, Very
High Quality**

**Very, Very
Low Cost**

**Irrelevant
Education**

**Wrong
People in
the Wrong
Jobs**

**Few
Really
Senior
People in
the
Market**





Julianna Margulies
the good wife
His Scandal. Her Story.

PREMIERES TUESDAY SEPT 22 10PM ONLY CBS **2**
HDTV



A promotional image for the TV show 'The Good Wife' featuring the character Kalinda. She is a woman with dark hair pulled back, wearing dark sunglasses and a grey leather jacket. She is looking directly at the camera with a serious expression, her right hand raised to her forehead. The background is a dimly lit room with two lamps on a table.

Kalinda,
the
investigator

the
GOODWIFE



Publicis Investigator



Job Description

The Publicis Romania Investigator position is inspired by the legal investigator from the major law companies.



Job Description

His role is to perform day-to-day field research projects based on a brief received from the agency staff.



Job Description

The investigator lives out in the field and the work location could be anywhere (he doesn't have a desk).



Job Description

He can visit stores, bars, hotels, businesses, event locations, homes and many other settings to try and find the information he is seeking.



Job Description

He works nontraditional hours - mornings, holidays, evenings, weekends and nights are all common work times for the investigator.



Job Description

Exact job duties vary by investigation, but core tasks are usually the same. The investigator performs research in the field using a large range of qualitative data gathering techniques (interviewing, observations, walk in their shoes, shop along, hire the consumer ...).



Job Description

He compiles all valid information (sound & video playing a major role) and de-briefs with the agency people who are the ones who will use the information.



Job Description

His equipment is inspired from the James Bond movies and is meant to allow him natural integration and information gathering in almost any environment.



Job Description

However his main weapon is the capability to interact naturally with almost any type of people, to join and lead conversations on all kinds of topics.



“Ne bucura mult rapiditatea cu care cei de la Publicis ne-au pus la dispozitie informatiile legate de competitie. Noua lor formula ni se pare o idee excelenta si cu rezultate reale”

Andreea Mihai

Marketing Director - Carrefour Romania



“Publicis a venit in premiera cu o formula creativa si eficienta de a-si testa propunerile strategice. Am fost impresionati de insight-urile stranse din piata, de la vanzatorii si consumatorii de bere. Si aceasta intr-un timp foarte scurt.”

Elena Maracine

Category Manager - Skol



***“Solutia Publicis de Secret Shopper
este simpla si puternica, pentru ca
surprinde direct experiente si prezinta
obiectiv plusurile si minusurile
proiectelor implementate si ajustarile
necesare pentru a imbunatati
touchpoint-urile”***

**Eliza Serban,
Brand Manager - Winston**







**KEEP
CALM
BECAUSE
KALINDA
GOT THIS**