



Brands  
in ***Motion***

**Australia** | 2018





# A country in motion

- Political upheaval and leadership spills have Australian consumers over-indexing on rationality and functionality
- High profile data breaches and the Federal Government's move to enforce the Data Breaches Scheme create distrust
- Scandals are changing consumers' attitudes toward the finance sector
  - The continuing Royal Commission inquiry
  - Money laundering accusations leveled at the Big Four



# Consumer expectations

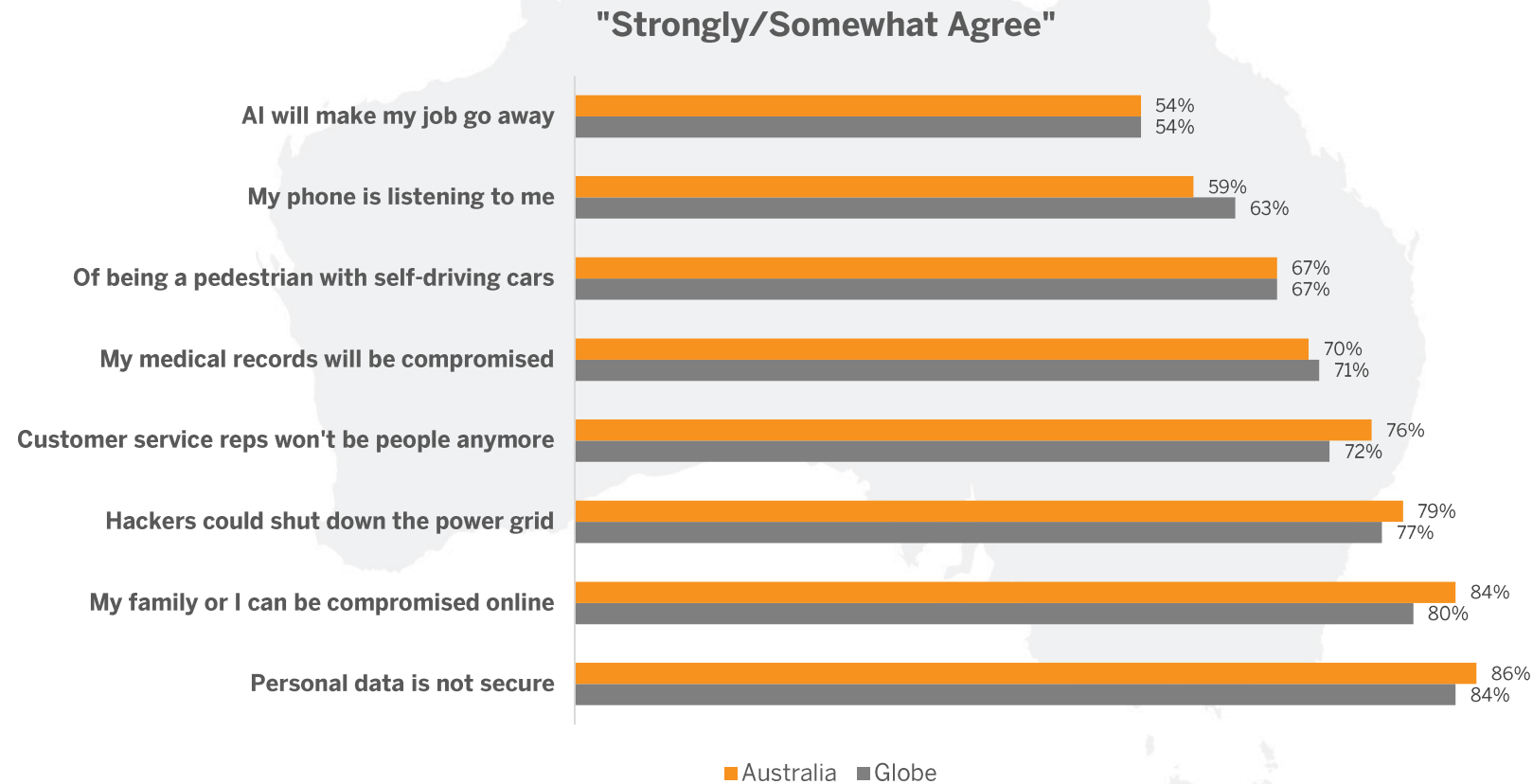
Australian consumers are close to the global average when it comes to expectations for how technology will empower brands. We asked “over the next few years, to what extent do you think technology will allow companies and their products/services to...?”



Respondents were able to choose “Absolutely,” “Maybe,” or “Not at all”.

# Fear of technology

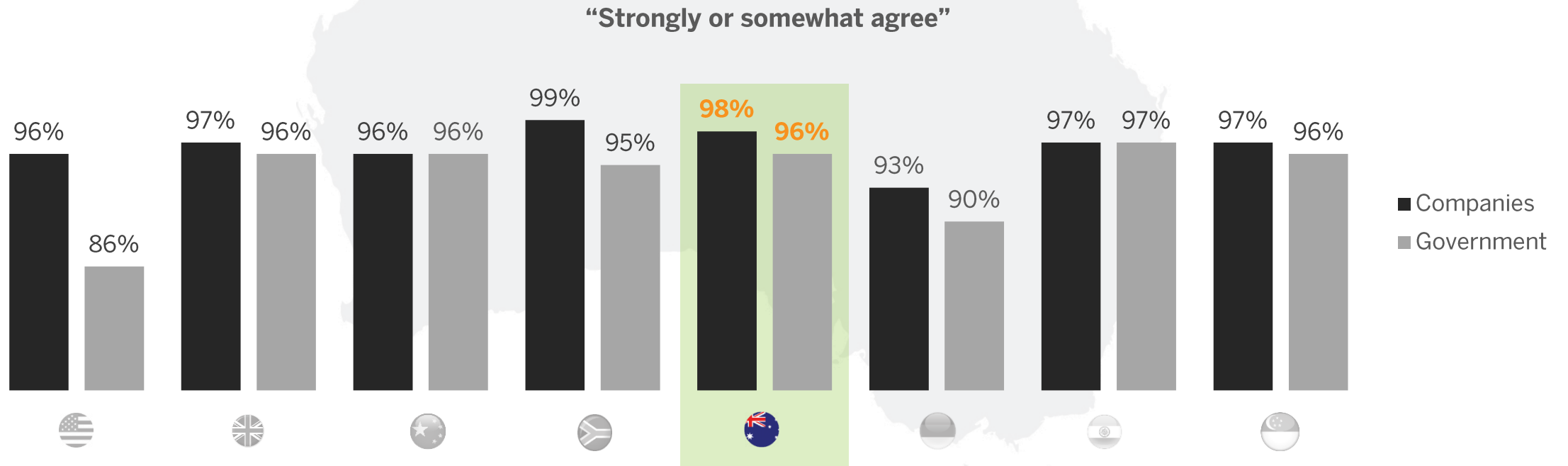
Australians fear the possibilities of disruptive tech. We asked to what extent do respondents agree they are fearful of several scenarios.



Respondents were able to "Strongly agree", "Somewhat agree", "Strongly disagree" or "Somewhat disagree".

# Ethics, who is responsible?

We asked to what extent respondents agree that companies have a responsibility to use technology ethically, and to what extent the government has a responsibility to ensure companies use technology ethically.





# 2017 Realities: Truer Than Ever

REALITY #1

Stability is an element of motion

REALITY #2

Cutting-edge is transcendent

REALITY #3

Good product, good purpose

REALITY #4

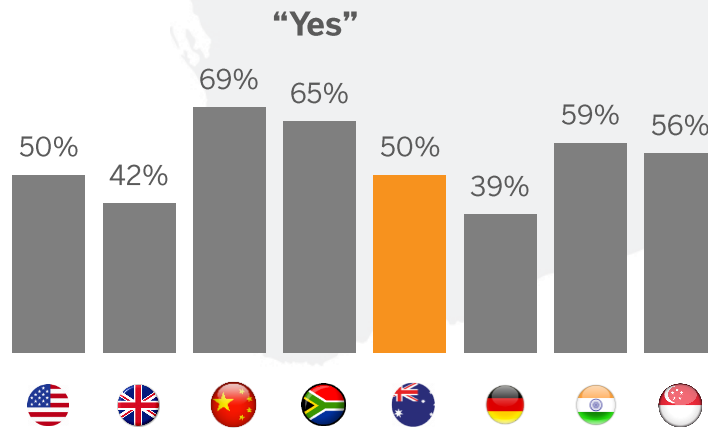
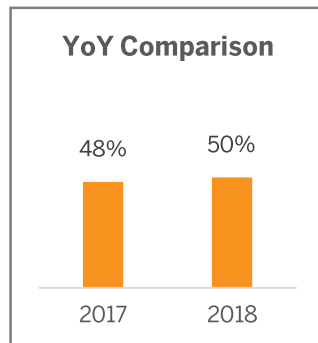
Love you today, shame you tomorrow



# Reality 1: Stability is an element of motion

## Can brands provide stability?

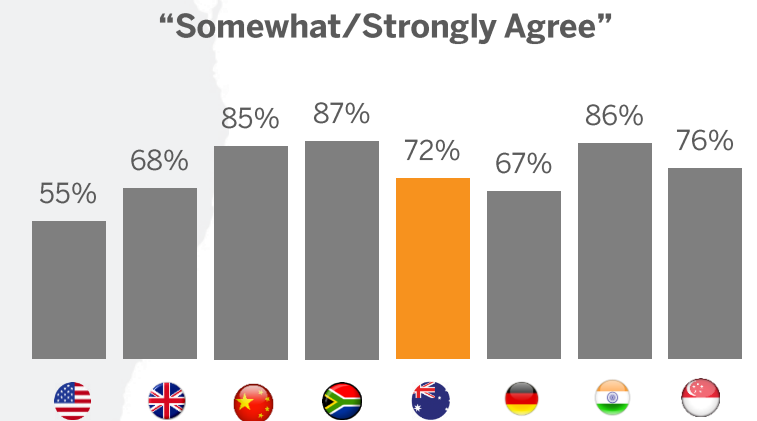
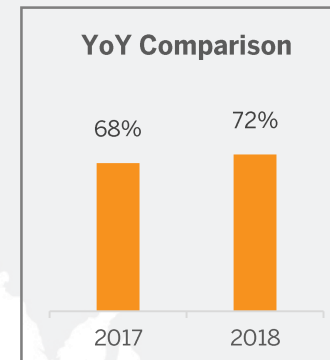
We asked “in a climate of uncertainty, do brands/businesses have the capability to provide stability?”



**50% of respondents believe brands can.**

## Should brands take a stand?

We asked “How much do you agree with the statement ‘I expect brands to take a stand on important issues.’”











**72% of respondents have an expectation.**

(agree or somewhat agree)

# Reality 2: Cutting-edge is transcendent

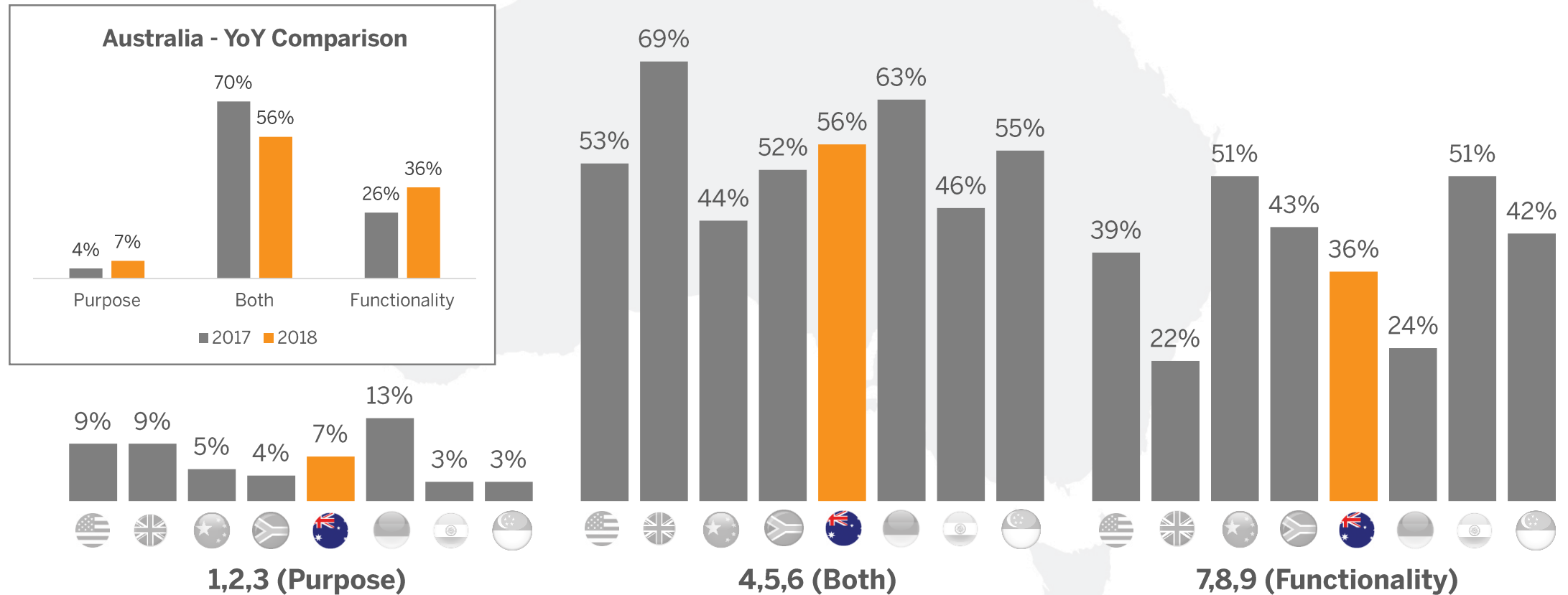
Being viewed as cutting edge, whether enabled by technology or inspired by it, leads to positive brand outcomes in areas that transcend product. In Australia, correlations were slightly weaker than the global average.

| How they correlate with innovation  |                             |  |                 |
|---|-----------------------------|--|-----------------|
|   | Common good OR<br>Does harm | It's a pleasure OR<br>Completely miserable | Love OR<br>Hate |
|    | 0.63                        | 0.61                                       | 0.67            |
|    | 0.59                        | 0.57                                       | 0.61            |
|    | 0.65                        | 0.69                                       | 0.69            |
|   | 0.52                        | 0.61                                       | 0.62            |
|  | 2017<br>0.61                | 2017<br>0.60                               | 2017<br>0.63    |
|  | 0.52                        | 0.54                                       | 0.58            |
|  | 0.56                        | 0.64                                       | 0.62            |
|  | 0.62                        | 0.69                                       | 0.68            |



# Reality 3: Good product, good purpose

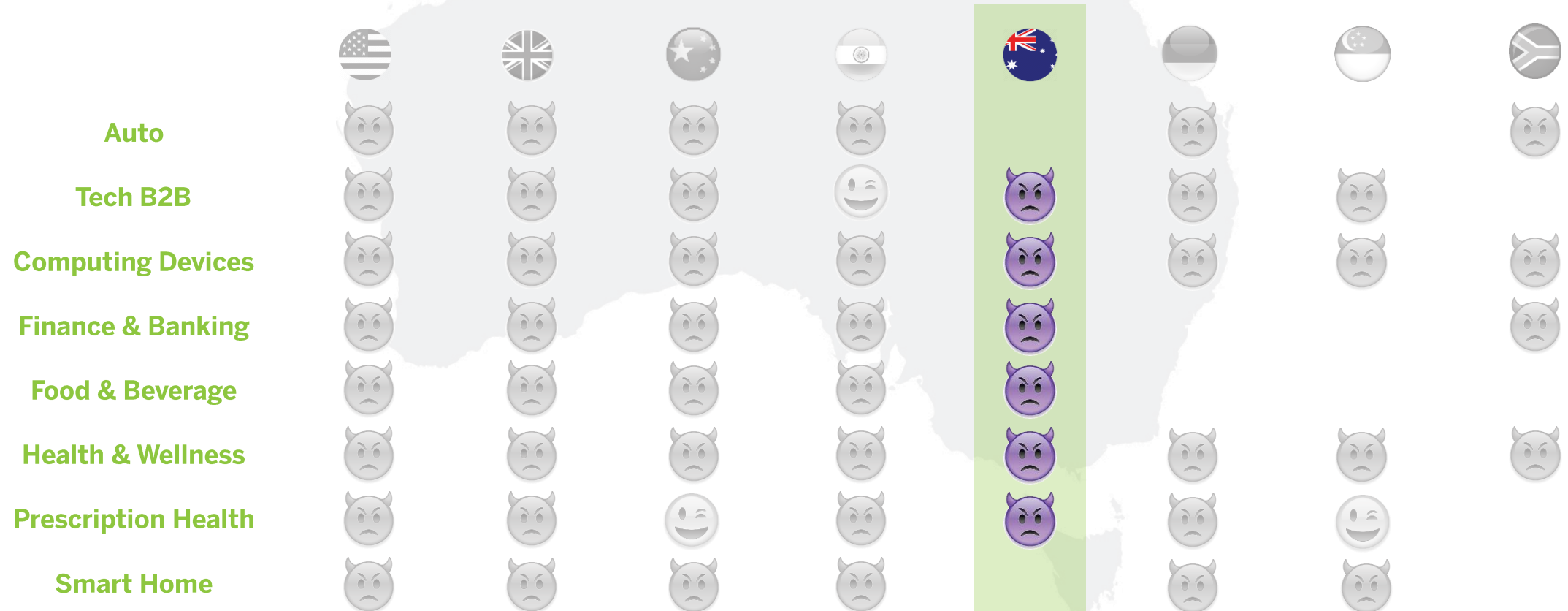
We asked the question “Are you more likely to support a brand that has a high level of purpose or a high level of functionality?” Australia saw a steep drop in consumers looking for a balance, and a strong uptick in those looking for pure functionality.



# Reality 4: Love you today, shame you tomorrow

No matter how much consumers say they love a brand, or a category, if they step out of line they will gladly shame them. (6 of 6 categories would be shamed in Australia)

## DEFEND VS. SHAME

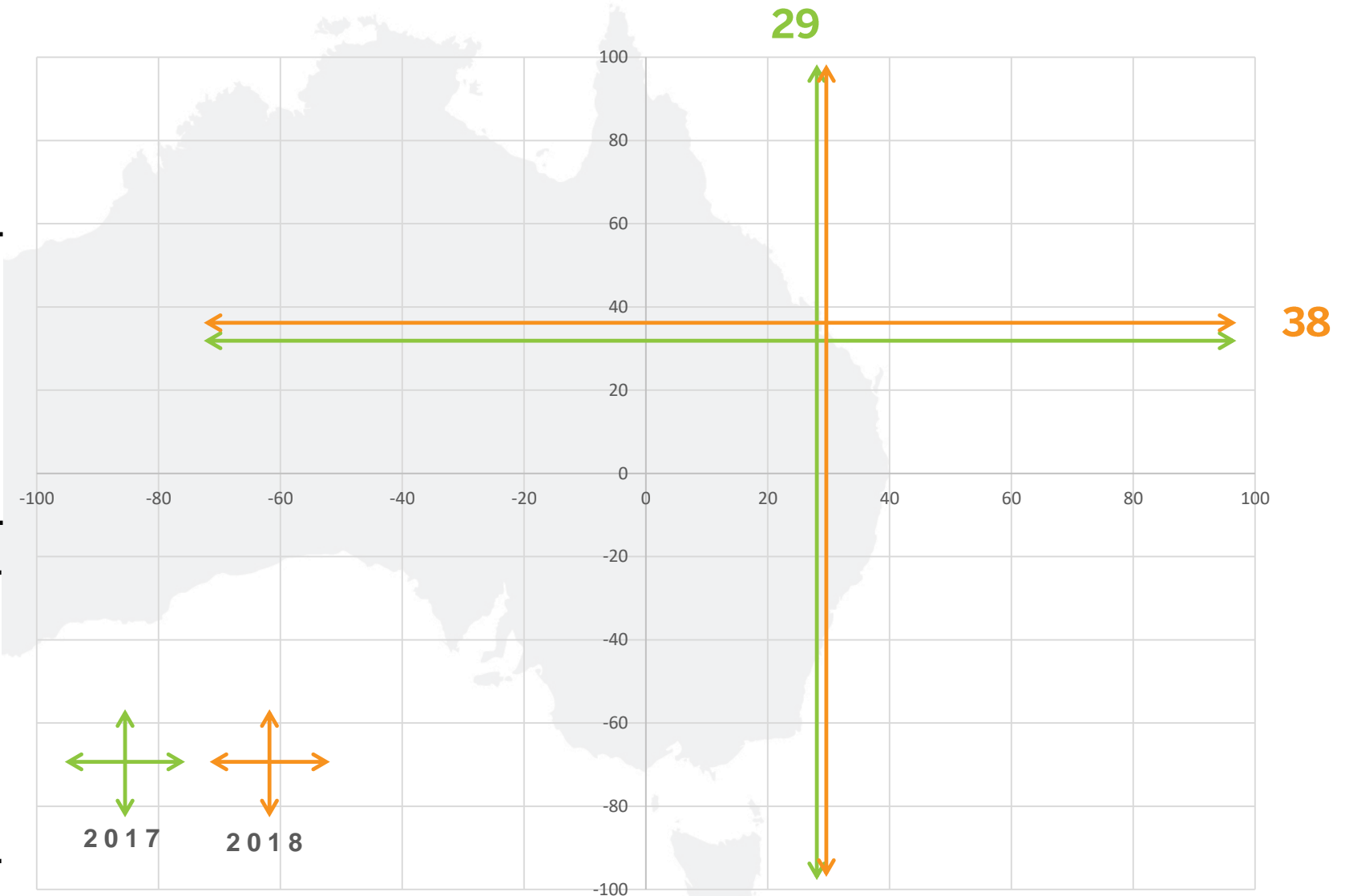


# Motion Matrix: Understanding the axis points

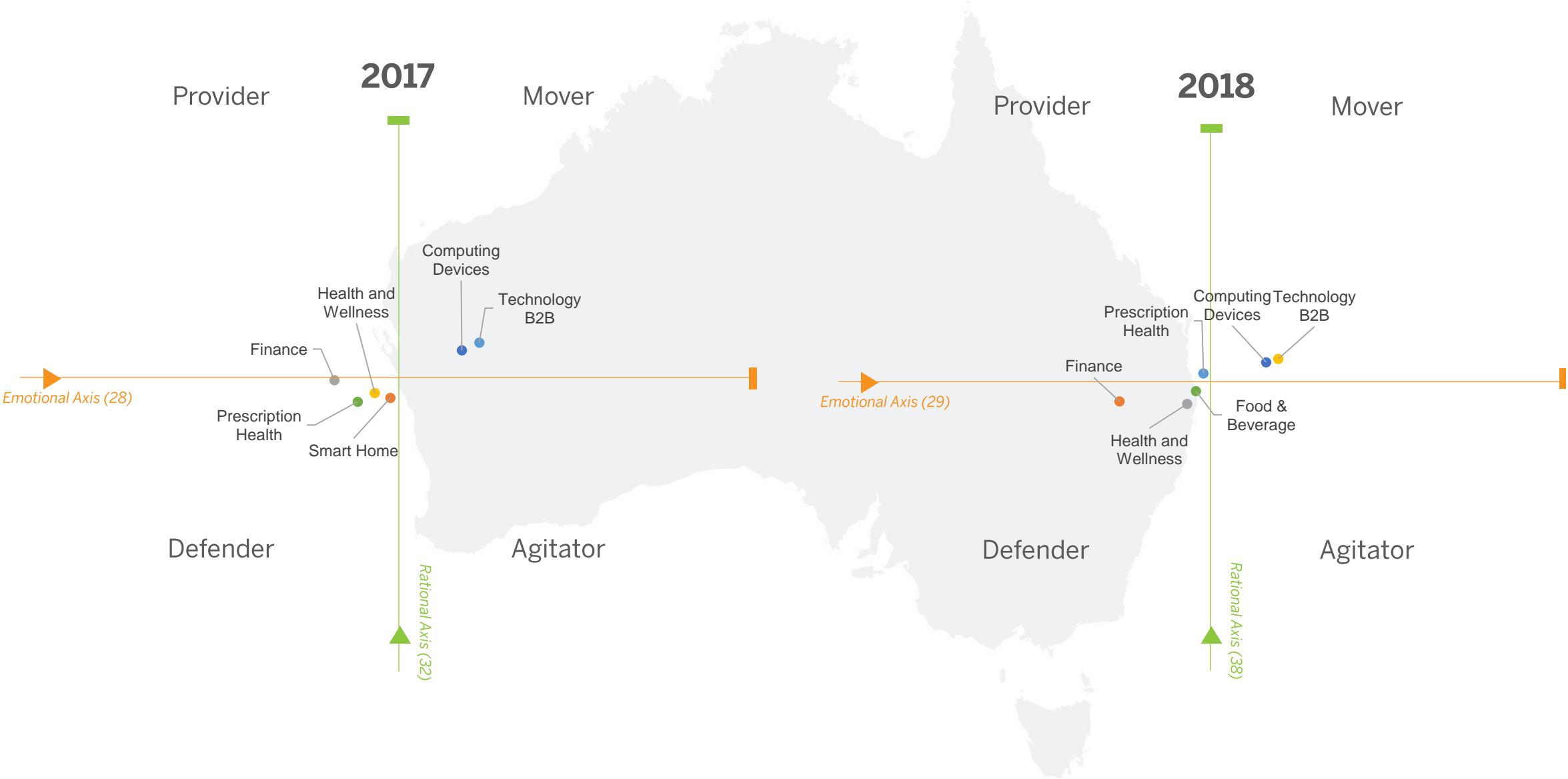
In Australia, average emotional responses are up 1 and average rational responses are up 6 year-over-year, indicating that the need for reason is outpacing the need to feel emotionally connected to a brand or industry.

| 2017                         |           |           |
|------------------------------|-----------|-----------|
| Category                     | Emotional | Rational  |
| Computing Devices            | 39        | 40        |
| Smart Home                   | 27        | 26        |
| Finance                      | 17        | 32        |
| Health and Wellness          | 24        | 28        |
| Technology B2B               | 42        | 42        |
| Prescription Health          | 21        | 25        |
| <b>Matrix Axis (Average)</b> | <b>28</b> | <b>32</b> |

| 2018                         |           |           |
|------------------------------|-----------|-----------|
| Category                     | Emotional | Rational  |
| Computing Devices            | 38        | 44        |
| Finance                      | 13        | 32        |
| Health and Wellness          | 25        | 32        |
| Technology B2B               | 40        | 45        |
| Prescription Health          | 28        | 41        |
| Food & Beverage              | 26        | 35        |
| <b>Matrix Axis (Average)</b> | <b>29</b> | <b>38</b> |



# Motion Matrix: Year-over-year comparison



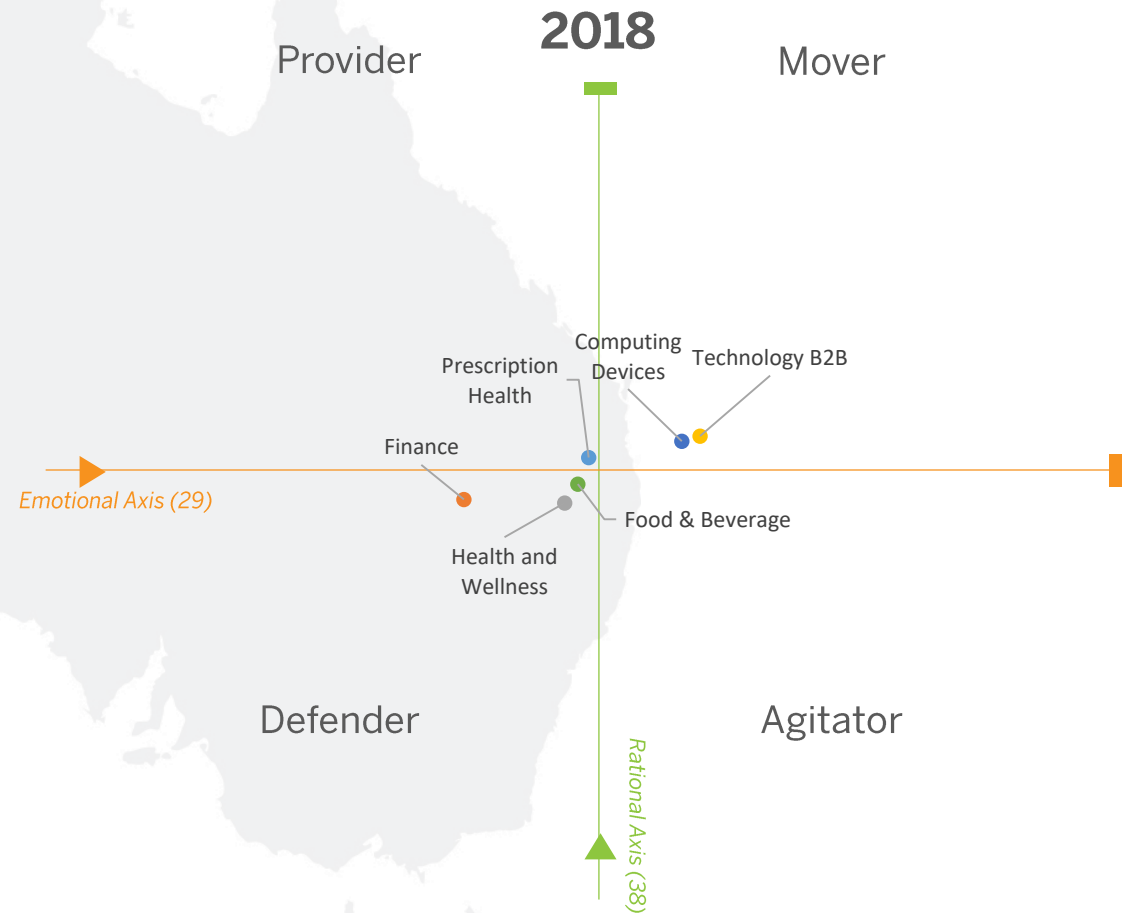


# Motion Matrix: Key observations

With both rational and emotional averages up year-over-year, it's harder to be a mover in Australia in 2018.

**Computing devices** and **tech B2B** have both fallen slightly in the mover quadrant compared to 2017, down in emotional driver scores and slightly up in rational. The slow push toward nationwide 5G and Atlassian and the NSW Government's coming tech sector in Sydney may give these categories a boost.

The continuing Royal Commission inquiry into the **finance** sector's malpractice and misconduct is catching a lot of headlines. Money laundering, forgery and alleged bribery are a bad look for the Big Four, and consumers are taking notice. Finance's emotional scores fell YoY.



# APPENDIX

ABOUT BRANDS IN MOTION





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2018 STUDY

## 8 MARKETS

CHINA, UK, US, SOUTH AFRICA, GERMANY,  
AUSTRALIA, SINGAPORE\*, INDIA\*

26,897 consumers and B2B decision makers

## 8 CATEGORIES

1. Business Technology Solutions
2. Computing Devices
3. Smart Home
4. Automobile
5. Finance and/or Banking Products
6. Health & Wellness
7. Prescription Health\*
8. Food & Beverage\*

# What WE Measured



## RATIONAL DRIVERS

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1. Executive behavior\*
2. Innovative\*
3. Intent to purchase\*
4. Necessary\*
5. Financial performance
6. Industry leader
7. Quality
8. Responsible
9. Value
10. Easy to work with



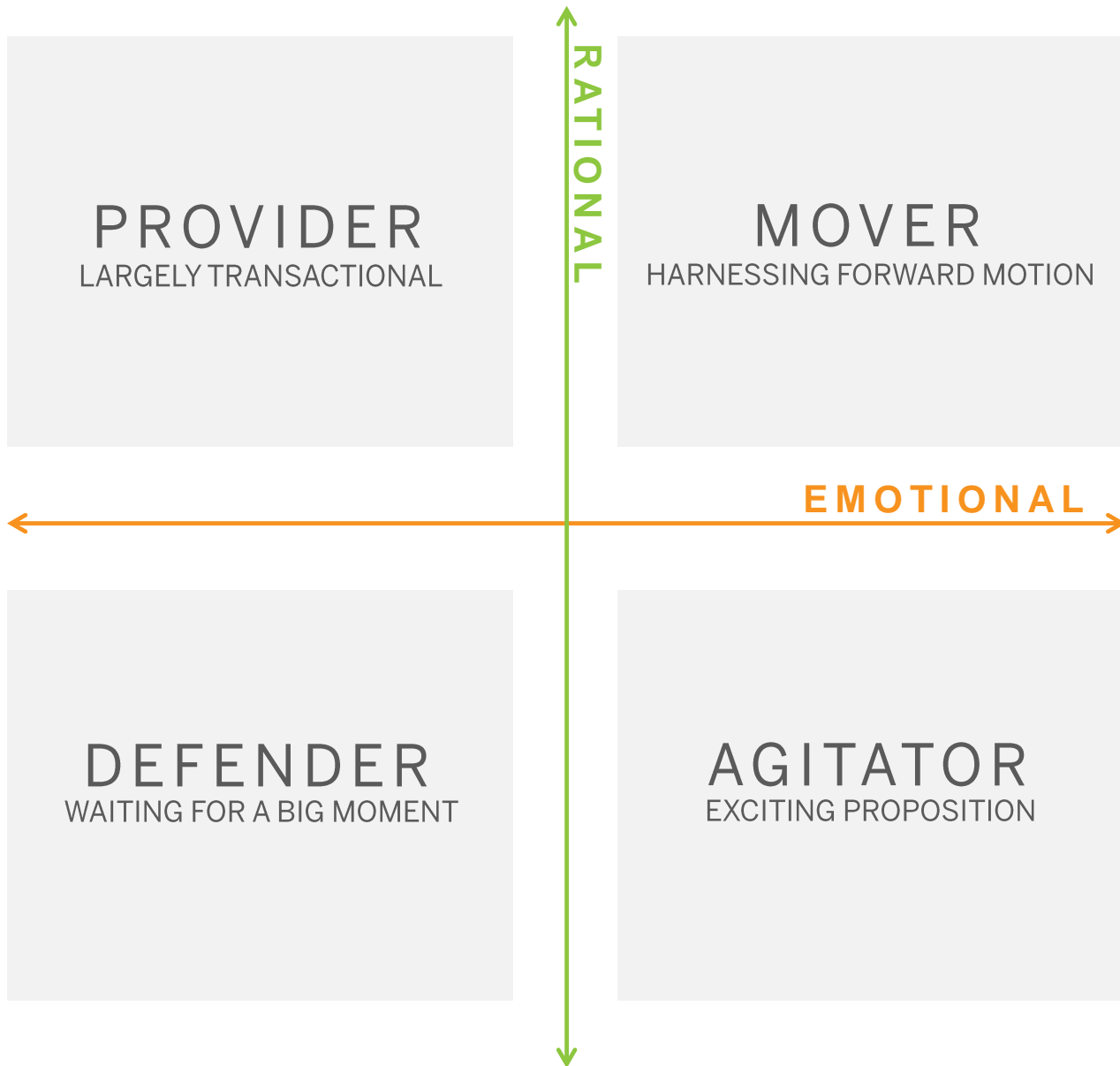
## EMOTIONAL DRIVERS

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1. Customer experience\*
2. Defend or shame\*
3. Disappeared\*
4. Love/hate\*
5. Overall impression\*
6. Social impact\*
7. Buzz
8. Forgive/not forget
9. Life impact
10. Shared values

\* Measured at the category level





## Defining the Quadrants

# MOTION MATRIX QUADRANTS

1. Movers: Harnessing forward motion
2. Agitators: Exciting proposition
3. Providers: Largely transactional
4. Defenders: Waiting for a big moment